

# Travel Demand Management (Behaviour Change) Progress Review 2006-2009



June 2009



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## **1. Travel Plan programmes**

The school travel plan programme was launched in late 2006 with Titahi Bay School in Porirua. The programme was developed to involve, guide and support the whole school community in working together to implement a series of actions to address:

- reducing school related car journeys
- improving aspects of the local environment that will positively influence active and sustainable travel
- supporting a school culture which encourages parents to choose active and sustainable travel for their children
- enhancing community awareness of, and involvement in, children's travel to school

The programme provides resources, support and assistance to schools in the region undertaking school travel plans and other sustainable transport initiatives. By coordinating the programme, Greater Wellington is able to provide training, resources and on-going support to local council coordinators. GW also has the capacity to capture and provide a regional school travel survey data management function as well as analysis and reporting on regional mode shift related to school travel plan activity.

The workplace travel plan programme began with the regional council's own travel plan in late 2006. The programme was developed to provide a step-by-step process, guidance and support tools to aid in the travel plan process. An on-line survey and analysis tool was developed to provide businesses with the ability to easily survey staff to determine travel patterns and barriers to sustainable travel. Best practice guidance and support is provided to ensure effective engagement with staff throughout the process and development of targets and implementation measures that best meets the needs of the individual organisation. Complementary programmes, events and initiatives offered to the travel plan organisations provide added value to the programme by providing organisations with tangible tools and opportunities to promote to employees to encourage sustainable travel for the commute to work and business travel.

### **1.1 School Travel Plans**

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. The programme's 2006 Business Plan targeted engaging 16 schools in school travel plans by June 2009 and 90 (35% of all regional schools) by 2016.

Schools have begun implemented a variety of initiatives as part of their travel plans which address individual issues and situations. Some of these initiatives include:

- Walking and cycling clubs
- Walk once a week to school challenges
- Students graphing weekly results of Wednesday walkers
- Active transport days, Fancy Feet Fridays
- Rewards for secondary students getting to school sustainably
- Over 60 schools participating in Feet First Walk to School event
- Working with police to measure speed around schools
- Walking buddies – senior kids leading walking schools buses
- Push Play days
- Trees trimmed for better use of walkways

One school in particular, Plimmerton School in Porirua, has parents getting involved. An initial school wide travel survey found that 68% of students usually travelled to school in the family car. That number came as no surprise to staff and parents who wanted to reduce traffic congestion near the school entrance both before and after school. Since that time the “Plimmerton School Travel Group” made up mostly of parents formed and began taking action. Parents have organised six walking school buses, addressed perceptions of school bus reliability, contacted their local council and the New Zealand Transport Authority with questions about safety, sent newsletter updates to the parent community, and written a “Voluntary Code of Conduct for Vehicle Users”.

The impact of parent involvement was observed at a recent cross country running day when, historically, vehicular chaos was inevitable. Prior to the event fliers promoting three alternative parking areas were sent home and on the day free muffins and coffee were provided by the Travel Group. Parking spaces near the driveway usually full were left empty with parents walking with their children to the school, either from home or from the alternative parking areas.



*Fancy Feet Friday at Hutt Central School*

## 1.2 Regional School Travel Plan Monitoring

Changes in the mode of travel to school as a result of awareness of the benefits of active travel and actions put into place by the schools through the travel plan are monitored in two ways:

- Parent surveys at the beginning and end of the first year of the Travel Plan process measure children's "usual" mode of travel to school.
- Yearly class surveys, completed by classroom teachers, record how each child travels to school every morning for one week.

To date, four schools have completed the first year in the programme and one school has completed the second year. Parent and class surveys were conducted in 2009 to assess change in travel behaviour that had occurred as a result of travel plan activities. Although many more schools are involved in the programme, schools often require additional time and resources to get to the implementation stage of their plans. This lag time is primarily due to the demands on schools to deliver the core curriculum within each school term. Travel plan actions involve the participation of many parties and parent volunteers so a lag period is very typical while school communities get various programmes and initiatives resourced and up and running.

Although the programme has only evaluated five schools thus far, early results hold promise for positive future outcomes. As the programme grows and schools and school communities get involved, we anticipate that walking and cycling to school again becomes the norm rather than the exception.

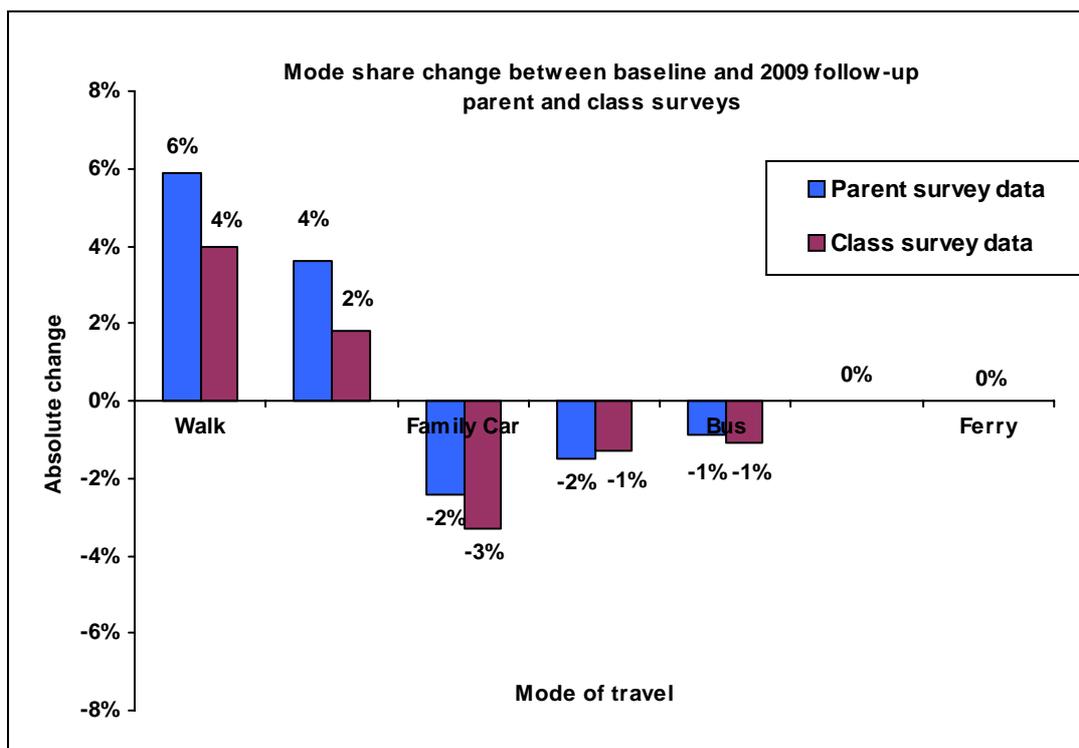
Comparisons between the baseline and follow-up school travel surveys show an increase in the number of children walking to school and a decrease in the number of children being driven to school.

Evaluation of the class travel survey data shows:

- An increase in mode share of walking from 24% on the baseline class survey to 28% on the follow-up survey. This increase in the walking mode share represents a 17% increase in the number of trips walked from 1289 on the baseline survey to 1503 on the follow up survey.
- A decrease in mode share of the family car from 65% on the baseline to 62% on the follow up survey. This decrease in the number of trips to school travelled in the family car represents a 5% decrease in the actual number of trips from 3560 on the baseline survey to 3375 on the follow up survey.

Evaluation of the parent survey results shows a similar pattern to that seen on the class surveys. Respondents to the parent survey reported:

- an increase, from 24% to 28%, in the percentage of children who usually walked to school
- a 2% decrease, from 64% to 62%, in the number of children who “usually” travelled to school in the family car.



If above trend continues, we would expect that the children from these five schools alone could make over 8,800 more of their trips to school by walking, and 7,500 fewer of their trips to school in the family car over the next school year

### 1.3 School Travel Plan Partners

Implementation of the Wellington Region’s Travel Plan programme and success of school travel plans throughout the region can only be achieved through good communication with key partners. Communicating key transport

objectives and expected outcomes as well as identifying and communicating synergies between the various partner's objectives is a fundamental part of the programme.

Partnerships with the local territorial authorities are critical to the success of the both individual school travel plans and to the programme as a whole. Local territorial authorities form part of the school travel plan working party group for each school travel plan along with the school, parent representatives, Police Education Officers and council road safety coordinators. All work together to identify and put into place measures and initiatives that will encourage more children to walk, cycle, bus or carpool to school.

Local territorial authorities are also essential to the delivery of the programme throughout the region. Hutt City Council (HCC) was the first local council to partner with Greater Wellington to deliver the programme by resourcing a school travel plan coordinator. Kapiti Coast District Council (KCDC) has also resourced a school travel plan coordinator to assist in delivering the programme.

Hutt City Council's (HCC) school travel plan coordinator currently supports four schools in Lower Hutt with two additional schools launching travel plans this year. The four schools supported by HCC have implemented a variety of initiatives including:

- Fancy Feet Days (walking to school in decorated shoes)
- Walking school buses and Road safety education
- "Feet First" walk to school programme participation
- Motorist speed monitoring at the school gate, incorporating the results in math classes
- Installation of New Zealand's first puffin crossing



*Sherie Wright, Hutt City Council School Travel Plan Coordinator, facilitating a mapping exercise at Wilford School*

Kapiti Coast District Council's (KCDC) school travel plan coordinator presently works with five local schools. Some of the innovative initiatives KCDC has helped implement in these schools include

- School feedback signs and other infrastructure
- Presentation to Council from Students of Paraparaumu Beach
- Active transport theme days
- Distribution of 1500 donated apples to reward students who walked or cycled to school
- Launch of a cycle train from Otaihanga to Kena Kena School
- Innovative and meaningful rewards for students promoting and demonstrating sustainable and active travel (egs. feijoa trees, itunes for college students)



*Kena Kena School Active Transport Day, Kapiti*

In Upper Hutt City, five schools are presently taking part in the school travel plan programme. For three of these schools collaborative work with Regional Public Health and Upper Hutt's Activation project has been important in keeping these schools motivated.

In Wellington City, two schools have joined the programme both of which are being complemented by Safer Roads programme engineering. School travel plans can work well with these schools as they have good environmental support in place. Redwood school, which has been through the Safer Roads programme in the past, has shown the largest mode shift to date.

Porirua City has three schools now participating in the programme and four schools in the Wairarapa District are involved in developing and implementing school travel plans.

Progressing changes in children's travel behaviour relies on many other partners. In addition to working with local councils, partnerships with health and physical activity agencies already working with schools is an important component to 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.

Schools where collaboration between providers is actively occurring at present include Masterton Primary, Carterton, Greytown, Plateau and Plimmerton Schools. At Masterton Primary a health team has been formed which includes representatives from the school, Enviroschools, Active Schools, Fruit in Schools, Sun Smart and the school travel plan programme. The team have developed a joint action plan with an overall vision. A similar model, including Enviroschools and Fruit in Schools representatives, is being planned for both Featherston and Carterton schools. We are also working with Greytown School, the Enviroschools facilitator and Enviroschools lead teacher to develop a collaborative plan of delivery for this school.

Collaborating with other agency's facilitators enables a more coordinated approach with schools in advocating active and sustainable transport, and identifies more links to the school's curriculum work. It is hoped that these collaborative efforts will result in greater longevity and support for the travel plan as an integrated part of the schools' shift to more active and sustainable practices.

The programme has been supporting and promoting Feet First Walk to School Every Week since 2007 when the New Zealand Transport Agency took over national management of the programme. Travel Plan schools make up 31% of the 42 schools from the region which have registered for Feet First. Currently 13 of the 24 school travel plan schools are registered and participate in the programme. The Feet First programme is a natural complement to the travel plan programme and one which is easy to promote to all schools in the region.

A mascot for the regional school travel programme was launched in late 2008. The energetic young kākā named Jack was designed and named with the help of the local councils and the region's school children. A competition was held involving all schools in the region to name the newest member of the travel plan team. Carterton School won the competition and were treated to a special assembly including a personal visit from Jack. The assembly included world champion athlete and SPARC Healthy Lifestyle Ambassador, Melissa Moon, who inspired the students with a story about the mental and physical challenges she experienced walking to and from school as a child. Carterton Mayor Gary McPhee and police constable Nathan Riwai-Couch emphasised the value of being active on the way to school, walking with friends and the importance of learning good road crossing skills.

Jack has since visited five schools throughout the region and provides a fun way to boost students' interest in active and sustainable travel. The mascot will continue to emphasise the fun of active and sustainable transport and deliver news and information to schools and parents about active and sustainable travel initiatives available to schools in the region.



*Jack the School Travel Plan Mascot with Titahi Bay School students*

#### **1.4 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 or 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.

In addition to widespread participation in the complementary workplace travel plan initiatives outlined below, workplaces have implemented a variety of measures as part of their workplace travel plans which address individual organisational issues and situations:

- Subsidised public transport at Hutt City Council
- Emergency ride home and flexible working policy at Greater Wellington
- Vehicle purchasing policy at Greater Wellington to improve environmental and safety standards in vehicle fleet
- Carpool parks new cycle cage at the Department of Conservation
- New cycle cage and cycling promoting at NIWA; a Bikewise winner for participation.
- Subsidy to purchase a bicycle for cycling to work at Hutt City Council
- Parking management policy with pricing changes at Victoria University of Wellington (VUW).

- Walking improvements at VUW including signage, walking maps, lighting and security cameras
- Carpool and emergency ride home scheme at Hutt Hospital
- Cycle safety courses at the Ministry for the Environment and Capital and Coast District Health board
- Walking challenge at Shell New Zealand

Each organisation, through an annual monitoring process (discussed in more detail below), is able to track and monitor the success of their individual targets and objectives in terms of the measures they have put into place through their action plans and subsequently review and identify opportunities for new measures.



*Shell Workplace Travel Plan in action*

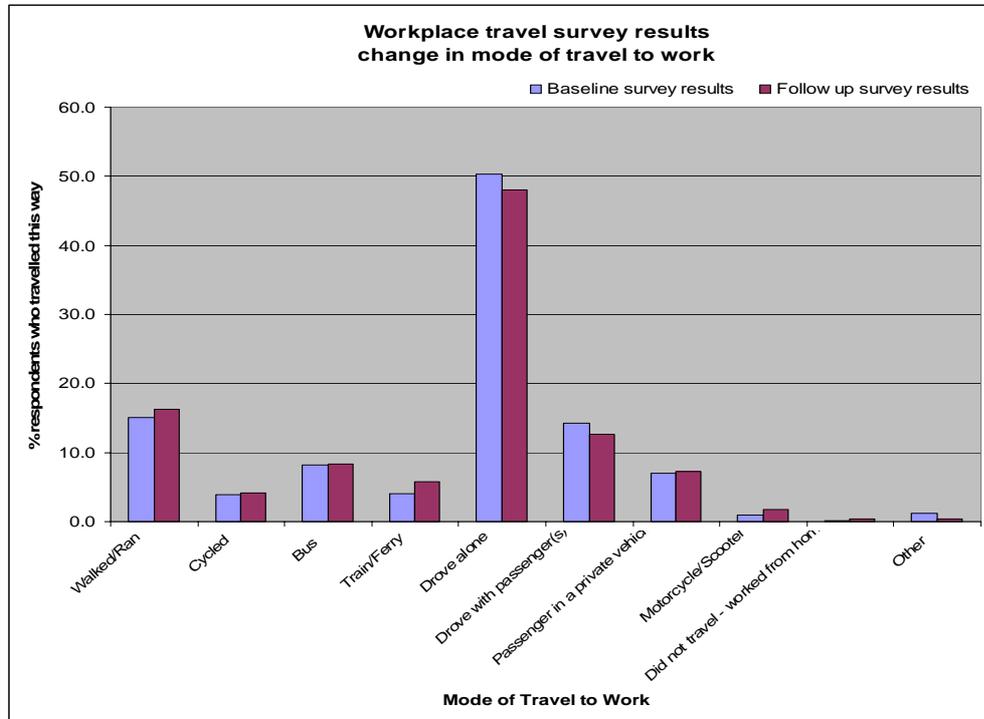
## **1.5 Regional workplace travel plan monitoring**

In terms of monitoring and evaluation, mode of travel to work is first established through a baseline travel survey prior to commencement of an organisation's travel plan. Progress is monitored through follow-up evaluation surveys conducted each year at roughly the same time of year as the baseline survey. Workplace travel surveys are conducted on-line providing, on average, a relatively good response rate of 85%.

Six of the twelve organisations in the programme have completed their first follow-up evaluation surveys. These organisations, representing over 5,000 employees include Capital and Coast District Health Board, Greater Wellington, Hutt City Council, the Ministry for the Environment, National Institute of Water and Atmospheric Research (NIWA) and Shell New Zealand.

Travel survey data was analysed from these six organisations to determine the level of mode shift as a result of the programme and initiatives organisations may have put into place for staff between the time of the baseline and follow-up surveys.

The results from respondents of these surveys shows an overall 2.3% decrease in driving alone to work and a 1.6% decrease in driving with passengers (who are most often children). In total, a 3.9% decrease in driving to work. Hutt City Council achieved an 11% decrease in driving to alone and NIWA a 7% decrease in driving alone.



The analysis also showed an overall 3.3% increase in sustainable modes of transport to work, including a 1.7% increase in those who caught a train or ferry, 1.2% in people who walked or ran and 0.85% increase in motorcycle or scooter trips. There were also slight increases in those who cycled, caught the bus, were passengers in private vehicles and worked from home.

Assuming the survey respondents are representative of the total population surveyed, 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 also equates to an annual saving of 800,000 vehicle kilometres travelled. Based on the typical fuel efficiency of the vehicle fleet, this is also a 200 tonne CO2 reduction per year.

## 1.6 Complementary Initiatives and Programmes

### 1.6.1 Public Transport Trial

A free public transport trial, 'Have a go on the bus or train', was offered to all workplace travel plan businesses and other partner organisations in May 2008. 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. 916 employees from 18 workplaces who did not catch public transport to work at the time were provided with a trial of a week's free transport on the bus or train.

An independent evaluation of participants one month later showed 43% (390 people) of participants reported they had used public transport in the past 7 days. Of the 390 who had used public transport, two-thirds had done so for 3 or more days and said they drove less to work as a result of using public transport.

As the public transport passes were provided for the trial without charge and the implementation of the trial drew on existing workplace travel plan coordinators to verify participants and administer passes the implementation costs of the trial excluding staff time was minimal.

#### 1.6.2 Travel Planner Forums

Quarterly travel planner's forums have been held since 2007 to provide a network for best practice and lessons learned to be shared between those workplaces implementing travel plans or those interested in implementing sustainable commute to work initiatives. Typically 20-30 participants attend the GW hosted forums with some and these jointly hosted by workplaces such as Victoria University and the Department of Conservation. The forum network is also used for distributing newsletters and updates between forums.

#### 1.6.3 Smart Travel Discount Card

GW partnered with a number of retailers around the region in early 2008 to provide an incentive for employees of workplace travel plan organisations to take up active modes for the commute to work. Outdoor, cycling and sports shops in Wellington, Kapiti, the Hutt Valley and Wairarapa provide special discounts and offers of bike maintenance and training courses to customers who are part of a travel plan at their workplace.

#### 1.6.4 Regional Carpool Programme



The launch of Let's Carpool, a regional carpool programme, is a major initiative aimed at decreasing single occupancy vehicle commuter travel in the region. Greater Wellington is a leader in this area, being the first in New Zealand to offer a comprehensive, region-wide carpool matching website with marketing tools and support for employers to set up workplace based carpool schemes. The programme was developed in cooperation with the New Zealand Transport Authority and local Territorial Authorities.

From the programmes launch in mid-May to the end of June 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 in their match report. Three organisations, Ontrack, Dulux and Hutt City Council have also signed up to offer an emergency ride home to their staff through the programme. The

programme will be evaluated at the end of its first year to determine the longer term benefits of the initiative.



*Let's Carpool Website*

### 1.6.5 Workplace Travel Plan Programme Feedback

Travel plan organisations were surveyed in late 2008 to get feedback on how the programme was delivering in terms of supporting organisations undertaking workplace travel plans. The survey also asked the organisations for suggestions on what areas the programme might be able to improve upon. Eight of the nine active organisations surveyed responded. Overall, response was very positive with valuable feedback including:

- the travel survey and on-line survey delivery and analysis is critical to developing effective actions;
- the guides, templates and assistance are very useful and welcome particularly during the initial stages of the travel plan process;
- the forums are very useful for networking and providing an opportunity for organisations developing and implementing workplace travel plans to share experiences and find out about the progress, challenges and initiatives of others;
- initiatives such as the 'Have a go on the bus or train' promotion, the Smart Travel Discount Card and the upcoming carpool programme are generally valuable for their staff and add value for the organisation in terms of internal funding required for such initiatives.

## **2. Community and Household-based Initiatives**

Greater Wellington has been proactive in terms of supporting and leading sustainable travel awareness initiatives as well as household and individual travel behaviour change initiatives. Providing public awareness around the various travel options and alternatives available in the region, the availability and benefits of the school and workplace travel plan programmes and other well supported programmes such as Feet First is an important component in raising awareness and changing behaviours.

Whether it is at local community events, in targeted suburbs or neighbourhoods or to particular sectors of the population getting messages and stories out to the right people at the right time is critical to encouraging shifts to more active and sustainable modes of travel.

A regional carpool programme and cycling and walking journey planner are additional tools developed to aid in making these shifts easier whether it's to get to work, a business appointment or simply to access other facilities and services.

These options combined with established partnerships with local authorities, public transport and networks with schools and businesses provides Greater Wellington and its Territorial Authority partners the opportunity to provide the region with the best range of options to contribute to an efficient and sustainable transport network.

### **2.1 Promoting the region's transport options**

Wider reaching 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 Wellington city and region.

#### **2.1.1 World Car free Day 2007, 2008**

September 22 is an important date on the travel awareness calendar providing the opportunity to highlight the range of transport options open to people in the region.

To mark World Car Free Day in 2007, business and local government leaders were challenged to "Lead the way, leave the car at home for the day". Greater Wellington lead the challenge which was taken up by almost 30 organisations in the region including Chief Executives of local authorities, public transport operators, central government agencies and a range of private sector businesses. Some organisations extended the challenge to all office staff while others extended it to all their offices throughout the country. The Chief Executive of Ministry for the Environment challenged a further 57 central government agencies to take up the challenge.

For the 2008 event, invitations were extended to the mayors of the local authorities. An advertisement in the Dominion Post acknowledged the over 40 organisations and agencies whose leaders had accepted the challenge with

various press articles featuring the modes of transport chosen for the day including bicycles and horses.

It was found that many of our regional leaders who had participated in the 2007 challenge had changed their transport patterns permanently since the previous year's challenge, with one Chief Executive now regularly catching the bus.



*Ross Hayward, CEO Challenge, World Car Free Day 2008*

### 2.1.2 World Environment Day 2008

Greening Greytown was a month long Greater Wellington initiative to support the UN World Environment Day on June 6. One of GW's school travel plan coordinator's set up a challenge to the students of Greytown School to walk, cycle, scooter, carpool or bus to school every day for a month and win class and individual prizes. This initiative encouraged the school to sign up for a school travel plan.

### 2.1.3 Climate Day of Action 2008

On December 6, a group of Victoria University students, with the help of Greater Wellington and Wellington City Council, staged a successful event at Waitangi Park in Wellington. Several divisions of GW were represented including, Environment, Parks and Forests and Transport. Metlink commanded a high profile position on a fold out bus stage. Getting to the event by active and public transport options was a key part of the promotional material with Councillor Peter Glensor drawing a prize on the day of a trip for two to Kapiti Island for people who arrived at the event by walking, cycling, scootering, skateboarding, carpooling or by public transport.

#### 2.1.4 New Settler's Orientation Day 2009

In February 2009 a public transport orientation day for new settlers to Wellington was held. This successful initiative was a partnership with Wellington City Council, Metlink, GW Parks and Forests and Transport Policy Implementation. The day featured points of interest on bus routes and had a significant active transport component.



*New Settler's Orientation Day 2009*

#### 2.1.5 Walk2Work Day

Transport Policy and Strategy Implementation supported Walk2Work day organised by Living Streets Aotearoa in March 2008. Staff was on hand at Frank Kitts Park for the event to promote Feet First active transport to school, and work initiatives including promotion of the upcoming regional walking and cycling journey planner.

#### 2.1.6 Creekfest 2009

Transport Policy and Strategy Implementation, in conjunction with the Public Transport Division had a popular presence supporting Creekfest in Porirua 18 March. Creekfest, a health and well-being focussed event held at Cannons Creek was attended by 30,000 people. The Public Transport division used the event to launch the Porirua Bus Review. Transport Policy Implementation promoted Let's Carpool, the new carpooling programme and ran a sustainable transport challenge to the event. Information about Feet First Walk to School Every Week and cycling maps was also provided including an appearance by Jack the Wellington region's school travel plan mascot.

## 2.1.7 Kapiti Sustainable Home and Garden Show 2009

Greater Wellington supported and where in attendance at the Sustainable Home and Garden Show in April organised by Kapiti Coast District Council. Featured at the show was a large Transport display area supported by the Kapiti School Travel Plan and Road Safety co-ordinators, a dedicated children's area, an information section on the Western Link road and the Regional Rail programme, active transport options and information on the upcoming regional carpooling programme.

## 2.1.8 Carpool programme launch 2009

The regional carpool programme was launched in May. A series of actions taken ensured that the Let's Carpool programme was promoted widely throughout the region. Some of these actions included:

- Letters emailed to business clusters throughout the region prior to the launch
- Businesses in target areas visited
- Sponsorship gained for prizes to facilitate registration
- Meetings, presentations, information and resource sharing with all local authorities particularly their communications teams
- Coverage on the front page of the Dominion Post with numerous local newspaper articles promoting the programme
- National radio interview
- Radio advertising
- Campbell Live story on TV3

An ongoing awareness and promotion plan is in place to maintain a high profile for the programme.

# Let's Carpool – Council launches ride-share website

**MATT CALMAN**

IF YOU fancy carpooling but cannot stand death-metal music or strong perfume, a new website will match you with the perfect person to share a ride with.

The Let's Carpool website allows users to set parameters around who they will ride with, such as people who like similar music, people only from their work, or non-smokers.

The gender of companions can be chosen and the website also gives advice about carpooling etiquette. Let's Carpool was launched on Monday by Greater Wellington Regional Council. It is aimed at people in the Wellington region, but can be used by people anywhere in the country.



**Green riders:** Greater Wellington regional council carpoolers, left to right, Ping Sim, Kevin Joe, Nerida Chick and Brett Sangster.

searching is done for you," she said.

The website had attracted 80 registered carpoolers since Monday but the council

*Let's Carpool media coverage, The Dominion Post, 13/5/09*

## 2.2 Personalised household travel initiatives

Individual and household-based travel behaviour change projects have been piloted in the Wellington region over the past three years. Typically expensive and resource intensive, the projects undertaken thus far have given some indication that some behaviour change is possible, at least in the short-term, by providing information, encouragement and incentives through personalised travel support. However, more research is required in this area in terms of long term behaviour change and associated benefits to the transport network.

### 2.2.1 Getting around Hutt City - 2006/2007

Greater Wellington partnered with The Sustainability Trust (Trust) to provide guidance and project management support to develop and implement a community-based travel behaviour change project to reduce vehicle kilometres travelled. The Trust received funding from the Ministry for the Environment's Sustainable Management Fund and worked in cooperation with Hutt City Council as the project focused on residents of Alicetown in Hutt City.

The project, the first of its kind in New Zealand employed a community group participation approach, rather than a top down or information-only approach. This method engages participants in one-to-one conversations with a trained conversationalist. The project also differentiated from other approaches in that householders were encouraged to identify benefits other than environmental for reducing the number of kilometres they drive, such as getting exercise or saving time or money. In this way, it was felt participants were more likely to make a sustainable change in travel mode as there was an individualised incentive to do so. Moreover, less obvious methods of reducing kilometres such as combining trips, carpooling and shopping less often were also recognised and encouraged through the project, helping people realise that even small adjustments make a difference.

Of the 105 people who participated in a Getting Around conversation, 58% came up with an idea to change to a sustainable mode of transport for at least one car trip, regardless of whether they already used sustainable transport modes already.

Analysis of odometer data between the intervention and control group (not exposed to conversations) showed that between November 2006 and May 2007, 83% of the 105 participants in the intervention group reduced their vehicle kilometres while 17% increased. The control group had reduced vehicle kilometres by 61% while 39% had increased.

Results from follow-up with respondents showed that 51% of evaluated participants had tried out the idea that they conceived at the time of the conversation, while 35% still carried out this idea on a regular basis. Moreover, 59% of participants had thought of and tried out new ideas on their own following the conversation. The follow-up evaluation also found that 63% of respondents said they had since talked to other people about how they get around since the conversation and 41% said they had helped changed others' way of getting around to more sustainable modes.

While not statistically significant given the small samples and attrition between the beginning of the project and the follow-up evaluation, the qualitative findings and anecdotal information suggest that there was a definite change in awareness around vehicle kilometres travelled and propensity for longer term behaviour change.

### 2.2.2 Getting around Wellington – 2007/2008

The Getting around Wellington project was a partnership travel behaviour change initiative between Wellington City Council and Sustainability Trust with Greater Wellington providing support on the project steering committee. The project engaged with over 700 residents of the Southern and Eastern suburbs of Wellington in the voluntary travel behaviour change project. A group intervention approach was used mainly through community and social groups or via street or mall intercept approaches rather than the typical methodology of individual conversations.

Follow-up research and analysis of the project commissioned by Wellington City concluded that although the intervention successfully reduced vehicle use by 14%, exceeding the council's 10% target, there was no overwhelming enthusiasm towards the intervention by participants. As many respondents noted, they were already aware of what they needed to be doing, the methodology may have served more as a trigger to action rather than increasing knowledge and prompting action. In this sense, it is unlikely that the approach taken in this project would result in any new sustained behaviour change.

### 2.2.3 Getting around Wellington - 2008/2009

Greater Wellington funded and supported a personalised household travel plan research project undertaken by a Victoria University Masters student. The aim of the research was to conduct and evaluate the effectiveness of a personalised travel planning (PTP) programme to determine whether this tool has potential to meaningfully reduce private vehicle use in the Wellington region. The three core objectives of the research were to:

- trial a personalised travel planning programme in a Wellington suburb that include some of the main components used overseas travel behaviour change programmes, including neighbourhood recruitment, incentives and rewards and accurate evaluation;
- use odometer data to measure the effect of the trial on vehicle kilometres travelled;
- qualitatively assess the effectiveness of this trial and the strengths and weaknesses of the project design.

The Personalised Travel Planning (PTP) programme built on the two previous projects in Lower Hutt and Wellington. The Getting Around branding, methodology and evaluation was used again. One point of difference was to focus on a discrete geographic area, Island Bay, using a house to house

neighbourhood approach. Another point of difference was the use of incentives and rewards to promote behaviour change.

The daily average vehicle kilometres travelled (vkt) were monitored before and after a PTP intervention with 165 households, alongside a control group of 158 households. Of the 165 households that participated in the intervention, 134 (81%) set a car use reduction goal. A quarter of these goals involved reducing car trips to the supermarket, 20% involved reducing car trips to work and 18% involved cycling as a replacement to the car. The remaining goals included reducing car use in the weekend, carpooling and combining trips to reduce total car use.

Quantitative results, from odometer surveys, revealed that no statistically significant reduction in vkt was achieved by the intervention participants, even when compared to a control group. It is believed that the lack of a statistically significant overall result may have been due to several external factors observed during the timeframe of the programme. The dramatic decrease in petrol prices and disruptions to bus services are thought to have influenced study participants therefore lessening the effect of the programme. In addition, individual long distance holiday car trips significantly skewed the overall results.

Qualitative data results however obtained through follow-up interviews with intervention participants, suggested that the pilot project was not as unsuccessful in changing travel patterns as the odometer data implied. 38% of the intervention participants reported having fully achieved their car use reduction goals while 39% had reduced their car use in a way that was not initially planned. Individual odometer surveys substantiated claims from individual participants who had reported significant changes in behaviour as a direct result of the programme, with some reducing their daily average vkt by up to 25%.

The research concluded that based on the individual results, PTP programmes can indeed have an impact on car use in Wellington but the aggregate results suggest that the small sample size used meant that individual results can be overwhelmed by external factors that work against the objectives of the programme. Further findings of the research concluded that in order for PTP programmes to be effectively targeted it is critical at the outset to identify individuals and households with propensity to make changes. This process filters out those who are unlikely to engage with the programme and therefore unlikely to reduce their average vkt and also ensures cost effective delivery.



*By making the changes discussed with Getting Around Wellington, Kim O'Brian has reduced her car trips and now takes her daughter to preschool on the bus.*

### **3. Active Transport - Cycling and Walking Initiatives**

In late 2006, the regional Cycling and Walking Plans and associated activities the council is responsible for implementing became part of the wider travel demand management and behaviour change programme under the Transport Strategy Implementation Department. This provided the opportunity to better integrate the activities between the TDM and Cycling and Walking Plans while maximising department resources.

While some activities related to the cycling and walking plans still remained at a support, facilitation and advocacy level, gains have been made in terms of supporting and facilitating an increase in walking and cycling in the region and in turn complementing the above TDM Plan measures.

#### **3.1 School travel plans**

Crash Analysis Statistics reports are provided as required to travel plan schools through the school travel plan process. This assists the school community and local TA with identifying and addressing, through their travel plan, any specific road safety issues that may exist around the schools.

##### **3.1.1 Cyclist skills training pilot**

In partnership with local company COG Cycling and liaising with New Zealand Police Education Officers (PEOs), Greater Wellington piloted the new NZTA Cyclist Skills Training Guidelines with two schools in March, May and

June 2009. The two schools, Redwood in Tawa and Wilford in Petone, are both involved in the school travel plan programme. GW was one of five councils (local, district and regional) 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.

77 students in total completed Level One training and 16 students completed Level Two training which was aimed at providing skills and confidence to facilitate children cycling to school. Level One skills training took place within the school grounds while Level Two had a large on-road component. Initial comments have been positive and schools and parents will be surveyed in the near future to evaluate the effects of the training pilot.

Traditionally Police Education Officers have played a significant role in delivering cyclist skills training to schools, with the assistance of willing parent and teacher volunteers. The new guidelines and in particular high instructor-student ratios required for on-road instruction, in combination with decreases in education funding may hinder the abilities of PEOs to deliver this type of skills training.

GW see's value in this type of cycle skills training and are keen to support opportunities for cyclist skills training available to all schools in the region. There is no doubt that for school travel plan implementation, this training adds value to the school travel plan programme in terms of getting more kids to school by active mode. The flow-on effect of increasing children's cyclist skills and road safety awareness around cyclists and car driver's, is that potentially young people will become not only more aware future car drivers but also know the benefits of active travel.



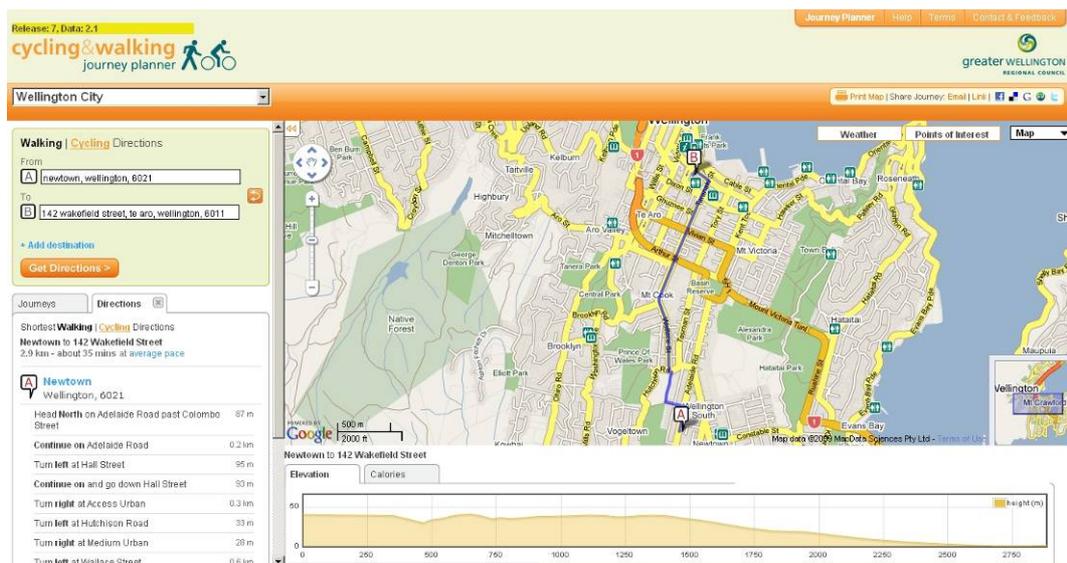
*Cyclist Skills Training Level 2 Pilot at Redwood School, Tawa*

### 3.1.2 Cycling and Walking Journey Planner



Development and implementation is well underway for a web-based cycling and walking journey planner. The journey planner, the first of its kind in New Zealand aims to provide information to facilitate and encourage cycling and walking in the region for commutes and short trips.

The Journey Planner, has been developed in co-operation with local authorities, includes detailed printable itineraries, time/distance measurements and maps to requested destinations. The tool features draggable routing capabilities so that journey routes can be altered, information on the elevation of selected journey, 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. The journey planner also integrates with public transport providing an option for walk and cycle trips that may be exceed comfortable trip lengths.



*Walking & Cycling Journey Planner Website*

### 3.1.3 Active Transport Forums

The first meetings of the new Active Transport Forum were held in February and May 2009 with positive attendance and contributions from both local TA officers and cycling advocacy groups. The forum, previously the Regional Cycling Forum, was restructured to ensure that both walking and cycling issues and initiatives received equal weight in terms of:

- ensuring opportunities for local and regional and coordination, networking, information sharing & promoting best practice;

- supporting collaborative projects, events and education/awareness activities;
- informing members of upcoming opportunities to provide feedback on plans and policy documents with implications for cycling and walking.



*Jack the School Travel Plan Mascot*