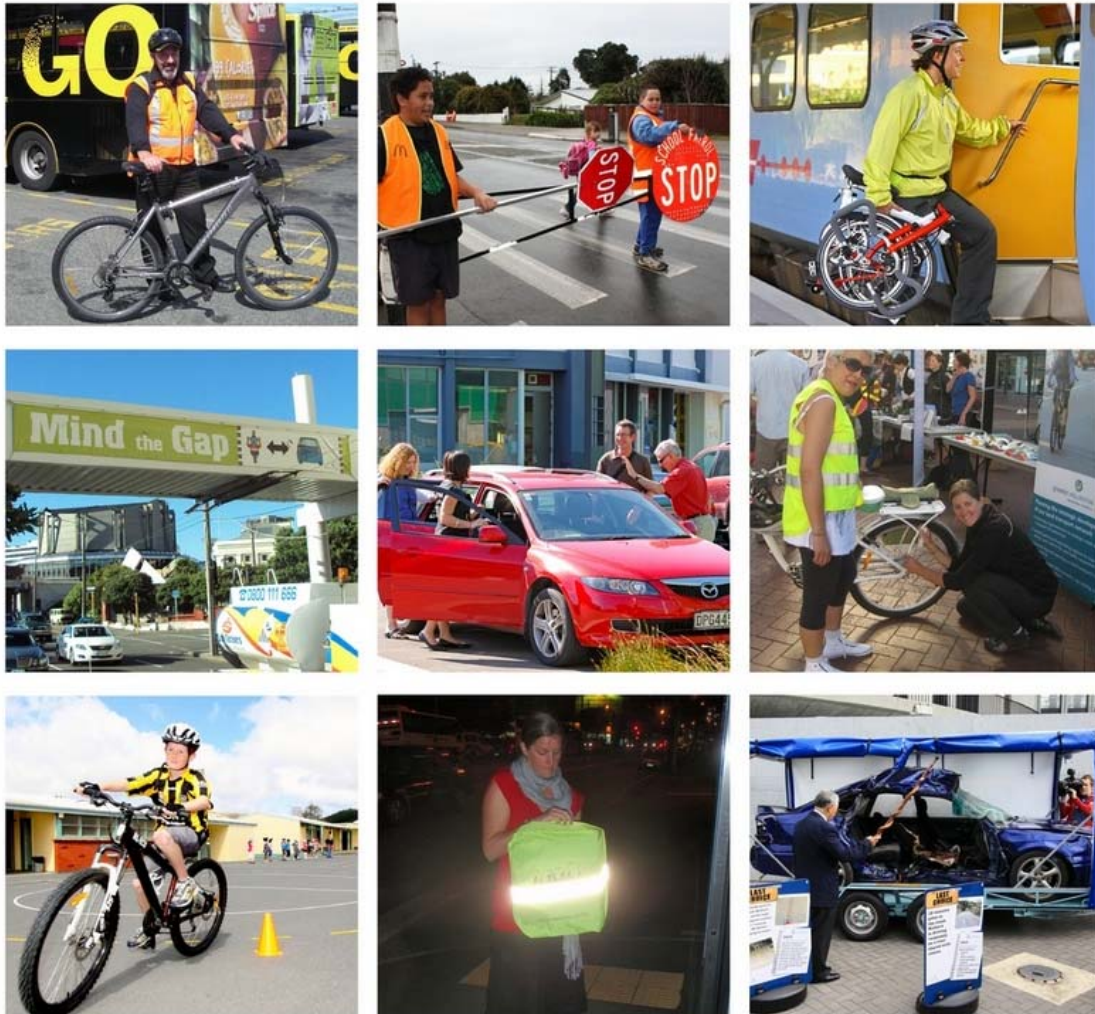


Sustainable Transport Annual Achievement Report



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1. School Travel Plan Programme

The Wellington Region School Travel Plan Programme began in late 2006. The programme was developed to involve, guide and support the whole school community in working together to implement a series of actions to:

- reduce school related car journeys and improve the safety of children who walk and cycle to school
- improve aspects of the local environment to positively influence active, safe and sustainable travel
- support a school culture which encourages parents to choose active, safe and sustainable travel for their children
- enhance community awareness of, and involvement in, children's safe and sustainable travel to school

1.1 Coordination and support

The programme provides resources, support and assistance to schools in the region undertaking school travel plans and other sustainable transport initiatives. Greater Wellington supports local councils to work with their local schools to achieve the outcomes of the programme.

Greater Wellington supports local councils by:

- providing coordinators guides and training on school travel planning
- consistent programme materials
- developing surveys and printed resources
- providing data entry, school by school data analysis & overall regional analysis
- quarterly forums for the regions school travel plan coordinators to assist with sharing ideas and disseminating best practice information

Greater Wellington supports the region's schools by:

- Providing teacher's guides for safe and sustainable travel action in schools
- Facilitating the annual teachers' forum & professional development
- Providing a maintenance programme of communications and events to assist schools in maintaining the profile of safe and sustainable travel while providing a vehicle for community involvement.

The maintenance programme includes but is not limited to the following:

- Movin'March – a week long focus on safe and active travel to schools taking place in March (term 1).

In 2011, 38 regional schools registered to take part in the 2nd annual Movin'March safe and active travel week, an increase of over 10% from 2010. Fourteen local bike shops across the region supported Movin'March by providing free safety assessments for children's bicycles and helmets. In addition, schools were provided with bike and helmet checklists to distribute to their young cyclists.

A competition was offered to school staff to encourage them to be role models for their students. Staff members from seven schools signed up to take part in the challenge to walk, cycle, bus or carpool to the school during Movin'March week. Kapanui School went to take the challenge farther and chose to change their travel choices for the entire month of March.

- Annual teachers' forum – introducing new initiative and resources, build school communities to tackle issues around student travel (term 2)
- Movin'Magazine – showcase of the year's activities, ideas for schools next year, links to NZTA's curriculum resources (term 3)
- Car-Free Day – September 22nd kick off to international Walk-to-School month of October (term 4)
- Movin'Mail – quarterly e-news updates on available training opportunities, upcoming events and new resources available

By coordinating the programme at the regional level, duplication of resources and inconsistencies in process and data collection are avoided. Greater Wellington is able to provide consistent training, resources and on-going support to local council coordinators and schools with a well established programme that focuses on contributing to a region wide culture of safe and sustainable travel for children.

1.2 Monitoring & evaluation

GW provides regional data collection, management and analysis of school travel survey data including the ability to report regional school travel patterns and mode shifts for those schools involved in the programme.

To date 48 schools throughout the region are enrolled in the programme with nearly 17,000 primary and secondary students and their parents exposed to and developing or implementing safe and sustainable travel to school initiatives.

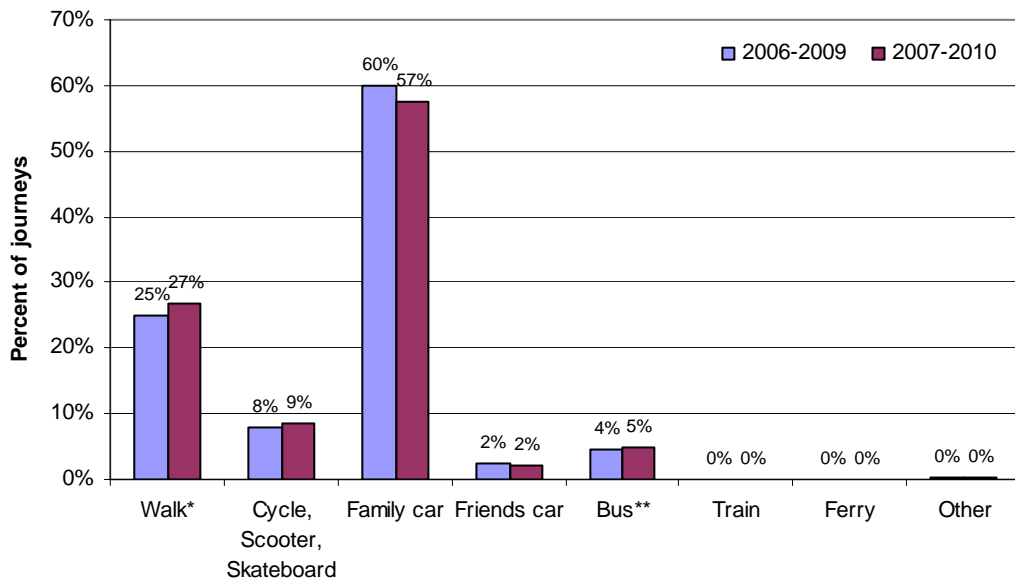
A full report is attached (**Attachment II**) which presents information about the travel to school patterns of children, in the Wellington region, attending schools with travel plans. It looks at how children travel to school, how far children have to travel to school and perceptions of route safety.

The report also presents results for the regional level evaluation of the STP programme examining the change in travel to school behaviour for those schools in the region that have participated in both baseline and evaluation travel survey data collection as part of the travel plan process.

How the regions children travel to school

Four years of STP data, from 2007-2010, on primary and intermediate age children has now been pooled together to explore school travel patterns in the Wellington region. As more data is collected, changes in regional travel to school by mode and distance will be able to tracked providing an annual picture on a four-yearly moving average basis.

To date, analysis of school travel plan survey data has looked at the overlapping time periods, 2006-2009 and 2007-2010 in order to provide a large enough sample size and a pool of schools that cover the entire Wellington region (all TAs). Comparing pooled data from 2006-2009 to the pooled data for 2007-2010, we see a significant decrease in the percentage of trips to school across the region by car (62% - 59%) and a significant increase in the percentage of trips to school across the region by active modes (33% - 36%).

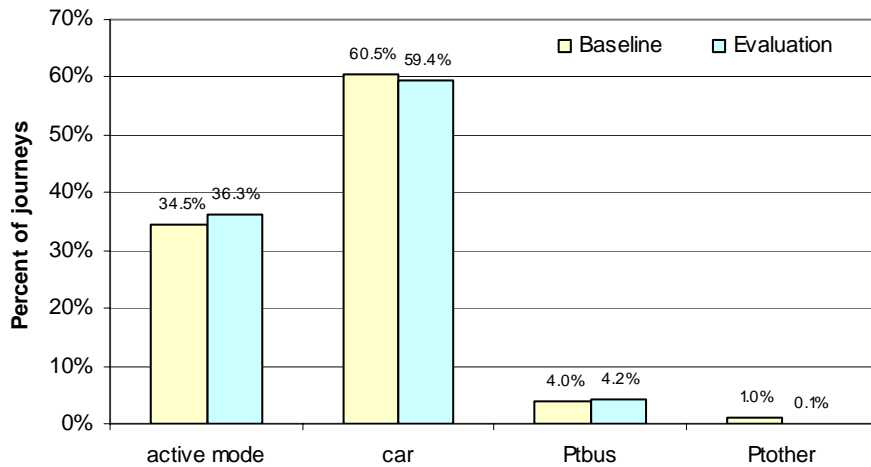


These figures are encouraging but currently not enough data is available to draw any definitive conclusions. As we continue to collect school travel data it will be possible to examine trends in the regions travel to school behaviour by looking at the overlapping time periods e.g. 2006-2009, 2007-2010, 2008-2011 etc.

Modal shift in schools with travel plans

There are currently there are 13 schools in the Wellington region that have been in the STP programme long enough to have implemented some travel plan activities and participate in an evaluation survey. Overall, there has been an increase in travel by active modes to these schools.

From the classroom travel survey data from the 12 schools that were re-surveyed in 2010, these schools have achieved a statistically significant increase (1.8 percentage points) in the percent of journeys to school by active modes from 34.5% to 36.3%.



In summary, Initial findings from the schools included in the evaluation are encouraging and show some positive shifts towards achieving some of the programmes aims. Each year increasing numbers of schools are signing up to the STP programme, and of the schools at the evaluation stage significant increases in active mode trips and decreases in car trips have been observed. The largest shifts appear to be occurring with younger students and students living within 5km of their school.

Lastly, a move away from a dependence on car travel suggests that parents are becoming increasingly aware of other travel to school options, and it was also found that they are increasingly aware of safety aspects of their child's route to school.

1.3 Initiatives by Territorial Authority

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 often lead the school travel plan working group, and are always members of the working group for each school travel plan. Others who may be part of the working group, along with the school itself, include parent representatives, Police Education Officers and council road safety coordinators. All work together to identify and put into place measures and initiatives to encourage more children to travel safely by sustainable transport.

Local territorial authorities are 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), Wellington City Council (WCC) and Upper Hutt City (UHCC) have also resourced school travel plan coordinators to assist in delivering the programme.

1.3.1 Wairarapa

Greater Wellington supports six schools in the Wairarapa. For these schools, some of the highlights of the last year have been:

- Taking part in Walk & Wheel Wairarapa
- Mapping routes to schools
- Movin' March participation
- Working to improve safety of parents parking behaviour

1.3.2 Lower Hutt

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

- Fancy Feet Days (walking to school in decorated shoes)
- Participation in Movin' March
- Nine Walking school buses
- Road safety education
- "Feet First" walk to school programme participation
- Motorist speed monitoring near school gates, incorporating the results in math classes
- Road Safety video creation through curriculum work
- Road patrol training in conjunction with the Police
- School zone – 40km/hr at Randwick School

1.3.3 Kapiti Coast

Kapiti Coast District Council (KCDC) presently works with nine local schools. Some of the initiatives KCDC has helped implement in these schools include

- Increasing local capacity to deliver cyclist skill training
- Cyclist skills training for students
- Milo mornings to encourage walking to school
- Parking changes to improve student safety
- Walking school buses

- Participation in Movin' March
- New “drop-off area” for Kapiti School

1.3.4 Upper Hutt

Upper Hutt City have seven schools presently taking part in the school travel plan programme. Some of the initiatives HCC has helped implement in these schools include

- Participation in Movin' March
- Installing parent patrolled informal crossing
- Active travel mural
- Young Cyclist competition – road safety and bicycle control skills

1.3.5 Porirua

Porirua City has two schools which are taking part in the programme. The focus of these schools has been on:

- Walking school bus “graduation”
- Alternative parking area promotions

1.3.6 Wellington

Wellington City has 16 schools taking part in the programme. Some of the initiatives WCC has helped implement in these schools include

- Fluorescent yellow backpack covers provided to all schools
- Five walking school buses established
- Cycle skills training
- Parent valet system to help children safely out of vehicles
- Parent patrol for crossing at busy intersection

The regional School Travel Plan Coordinators' forum provides the opportunity for people who deliver and support travel plans at schools in each of these councils to get together to discuss issues around implementation and coordination of initiatives as well as shape the development of the programme. These partnerships are crucial to the evolution and progress of the region's programme.

Other highlights from the last year include:

- Upper Hutt City Council signing an MOA to join the region's School Travel Plan programme

- Increasing local capacity to deliver safe cycling skill to students through thr/ee workshops training 26 new trainers
- Quarterly School Travel Plan Coordinators' forum – redesigned the programme's parent survey to ask fewer questions while collecting more relevant information
- Annual Engineers and road safety coordinators' school travel plan forum identifying initiatives to aligning the programme with the NZTA's current safety focus
- Annual process evaluation survey showed an increase in satisfaction over all areas of the programme

2. Workplace and Business Travel Toolkit

Since 2009, efforts to promote safe and sustainable transport within organisations in the Wellington region have shifted away from a focus on individual workplace travel plans to a more diversified approach of providing tools and resources which are more accessible to a larger number of organisations.

The workplace and business travel toolkit was developed to encompass an increasing number of sustainable transport projects that were self-evaluating and easy to deliver within a workplace. From the toolkit, businesses are able to select one or many resources and initiatives that suit them, without the administrative burden of conducting large-scale travel surveys and developing formal travel plans.

While the toolkit has been a useful way to expand the network of businesses engaging in sustainable transport promotions, where appropriate, workplaces do continue to undertake comprehensive travel plans. Since 2009, Wellington City Council, Weltec Institute of Technology, Transpower and the Wingate business area have all prepared travel plans based on travel surveys conducted internally. Follow-up surveys have been completed for nine of the 16 travel plan organisations with positive results indicating their success.

2.1 Coordination and support

By June 2011, 16 travel plans from around the region had been completed, including two district health boards, three tertiary institutes and three territorial authorities. In total, these travel plans cover 14,641 employees and 36,554 tertiary students in the region. This compares favourably with the targets set out in the 2006 programme business plan for 12 organisations (4,200 employees) in workplace travel plans by June 2009 and 37 organisations (12,950 employees) by 2016. While the 2016 target for employee numbers has already been achieved, the number of organisations is unlikely to reach 37 by 2016 with the new 'toolkit' approach moving away from a focus on individual travel plans.

As a result of the participation of these 16 organisations in the travel plan programme, a number of notable initiatives have been achieved as part of individual travel plan implementation actions. These include:

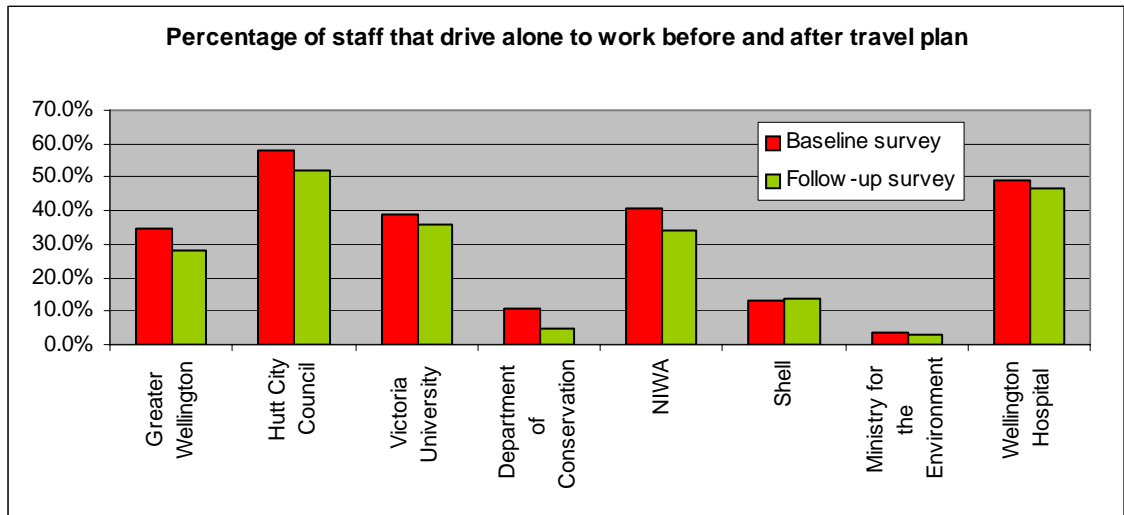
- New bike cage at Upper Hutt City Council
- Lunch-time carpooling presentation at Weltec
- Carpool priority parking at Hutt Hospital
- Guaranteed Ride Home scheme for Wingate businesses
- 3 pool bikes and improved public bicycle parking at Greater Wellington
- Protected cycle facilities as part of new Victoria University of Wellington developments
- Additional protected cycle parking at Department of Conservation and NIWA
- New policy promoting Airport Flyer bus at Department of Conservation and Greater Wellington
- Cycle skills provision for Wellington City Council staff
- Travel plan promotional video developed and circulated to staff at Wellington City Council
- More frequent bus services for Victoria University staff and students between Pipitea and Kelburn campus. New bus timetables better scheduled to meet lectures
- Let's Carpool flyers incorporated into parking permit info for Massey staff
- Increase in parking permit cost at Victoria University – additional revenue used to fund sustainable transport initiatives
- Fuel efficiency criteria for purchasing fleet policy established at Greater Wellington
- Active Travel discount cards distributed at Wellington City Council and Transpower

Monitoring and evaluation

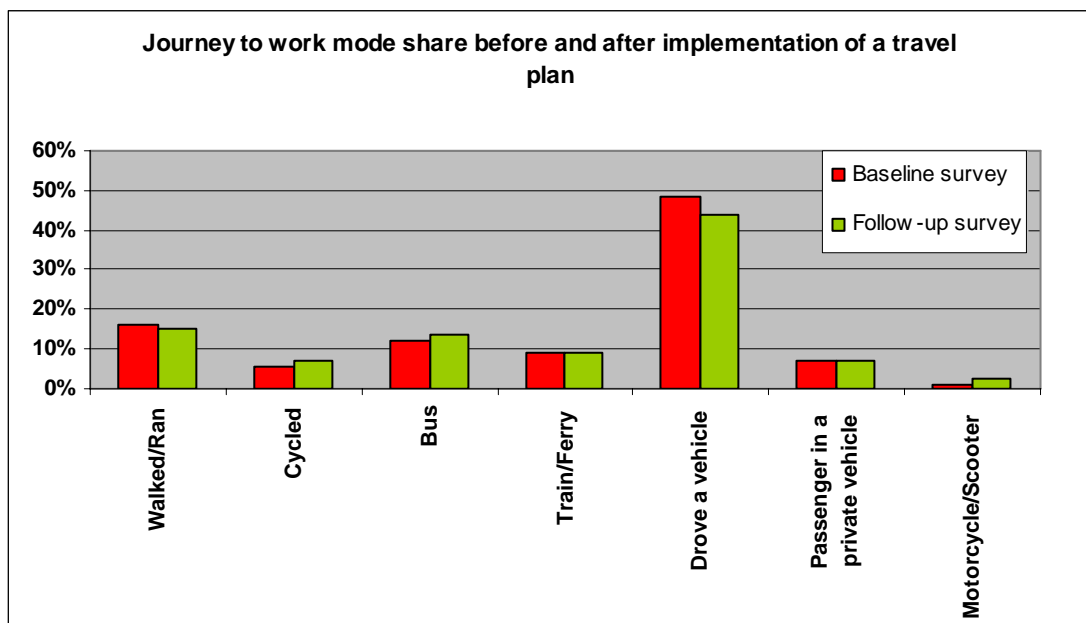
Eight workplaces have conducted at least one follow-up travel survey including: Victoria University, Greater Wellington, Ministry for the Environment, National Institute of Water and Atmosphere (NIWA), Shell, Department of Conservation, Hutt City Council and Capital and Coast District Health Board. The survey results from these organisations indicate the travel plans have had a positive impact on travel choices. On average, the follow-up

surveys only achieved two thirds of the response rate achieved in the baseline survey.

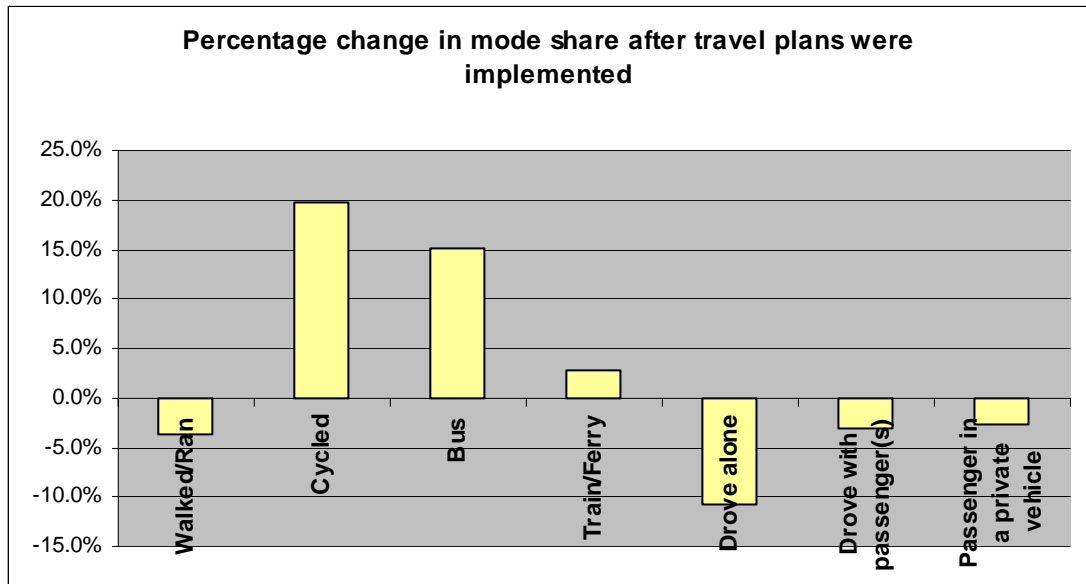
In all but one workplace (Shell), the percentage of staff driving alone to work had reduced by the follow-up survey with the most notable reductions seen at Greater Wellington, with a drop from 34.5% to 28.2%. Reducing their drive alone trips by 54% from 11% to 5%, the Department of Conservation proved the value of allocating a significant budget to implement a travel plan.



While, on average, walking showed a slight decrease in the follow-up surveys, all other sustainable transport modes had increased. Due to a small sample size, these increases were not statistically significant. A significant reduction (at the 90% level) was seen however, for the percentage of single occupancy vehicle trips which fell from 38% to 34% of journeys to work.



The most notable differences shown in the follow-up surveys were increases in cycling (20%) and catching the bus (15%), and a decrease in driving alone (11%).



Workplace Travel Planner Forums

Greater Wellington continues to host quarterly forums for workplace travel planners and others interested in promoting sustainable transport. Between 15 - 25 people typically attend these forums and a number of speakers present on a range of initiatives. These forums, and the workplace network in general, also provide an opportunity for workplaces to update each other on successful projects and improvements happening in their organisations and for Greater Wellington to promote new initiatives in the toolkit.

2.2 Workplace And Business Travel Tools

Let's Carpool

Greater Wellington launched its region wide carpooling programme Let's Carpool in May 2009 and it is now the country's most popular commuter carpool website. An evaluation undertaken in July 2010 showed it has been successful in increasing vehicle occupancy by facilitating carpooling.

In June 2011, Let's Carpool had 1870 registrants, almost two thirds of the way to the 2013 target of 3,000. 515 companies were registered on the site and 21 organisations had internal administration with a key contact to help promote the website to their staff.

An evaluation undertaken by the Centre for Sustainable Cities in July 2010 showed that the percentage of participants who carpoled to work as their main mode of transport increased significantly from 12.4% at the time of registration to 27.9%. There was also a significant decrease in the percentage of participants who drove alone to work from 36.6% to 29.9%. Following the Let's Carpool initiative, the number of days that participants drove alone to work decreased significantly (from 5.1 days to 4.7 days on average). A total of 71% of the participants who are currently carpooling found Let's Carpool to have been useful in helping them start and participants' experience with the

website and the initiative were very positive. The full evaluation report can be found at www.gw.govt.nz/carpooling/.

Based on feedback from the evaluation report, changes were made to the website to increase its usability and a regular e-newsletter was set up to help communicate aspects of the software, act as a reminder and share success stories.

In September 2010, Let's Carpool won the NZ Traffic Institute's Sustainable Transport Leadership Award for its outstanding performance and contribution towards sustainability in transport.

As petrol prices increased in the first quarter of 2011, there was a corresponding increase in media interest in Let's Carpool with stories in the Sunday Star Times, the NZ Herald, Radio New Zealand, the Dominion Post and a Gisborne radio channel.

There has also been growing interest in expanding the website to other regions. Greater Wellington has already completed a merge with Greater Christchurch and Hamilton and Auckland are currently developing proposals to collaborate with Greater Wellington and expand Let's Carpool to these regions.



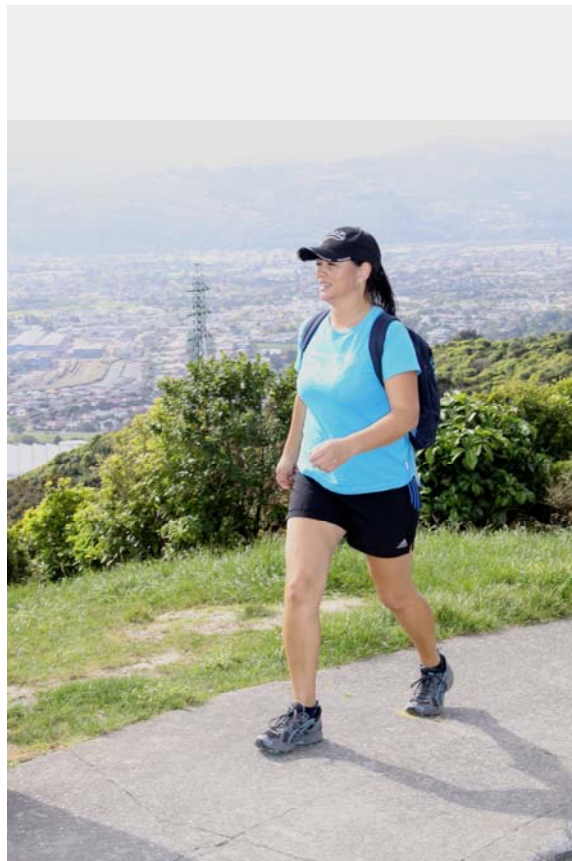
Carpoolers that found each other on Let's Carpool, traveling from Raumati South to Lower Hutt each day

Active a2b

Active a2b is Greater Wellington's health and wellbeing programme that provides support and resources to encourage people to walk and cycle to work during the warmer months. The programme, developed in 2009 and delivered from January-April in both 2010 and 2011, focuses on increasing active (walking and cycling) trips and decreasing trips by car for the journey to work. The timing of the programme reinforces New Year's healthy lifestyle resolutions by promoting active transport as an easy and efficient way to make positive exercise changes sustainable.

In 2010, Active a2b had 54 workplaces in the Wellington CBD participate achieving significant increases in active travel for those that drove to work at least twice a week at the time of registration. For these participants, car trips reduced from 82.2% to 60.5% for all journeys to work while walking and cycling trips increased from 6.7% to 15.1% of all journey to work trips. These reductions equated to a decrease in 6402 vehicle kilometres travelled each week.

In 2011, the Active a2b programme was expanded to the wider Wellington region. 900 participants from 80 workplaces participated in the programme. Overall, a 17% increase in active travel was achieved in the 2011 programme (the full evaluation report can be found at www.gw.govt.nz/activea2b/). The Active a2b Plus group (those that drove to work at least twice a week before the programme), increased their walking and cycling from 7.3% to 26.4% for all journeys to work. In addition, this group significantly reduced their driving trips from 83.1% of journeys to work at the time of registration, to 60.6% by the end of the programme. These reductions equated to a decrease of 2122 vehicle kilometres travelled each week.



An Active a2b participant walking the end of her commute over Wainuiomata Hill

Streets Alive walking challenge

Following the success of the Living Streets pilot walking challenge ‘Summer Steps’ in 2010, and the subsequent discontinuation of Living Streets funding, Greater Wellington developed an online team walking challenge for workplaces in the Wellington region. Based on the Bikewise challenge model,

where workplace teams compete to log the most cycling trips, 'Streets Alive' was designed to encourage more people to walk, as well as celebrate people that already choose walking as a mode of transport. Only walking trips with a transport purpose could be logged during the six week challenge and a special category awarded points to people who had replaced a car trip by walking.

471 people competed in the challenge, making 87 teams and representing 68 workplaces. In total, 36,800 kilometres were walked over the six week period, and 2,659 car trips were replaced by walking (almost 10,000 kilometres). 56% of participants reported to be walking more to work as a result of the challenge and 58% said they were more likely to continue to walk in the future. 90% of participants would recommend the challenge to other people.

Feedback from the challenge was very positive and as one of the initiatives promoted through Active a2b, it received the highest rating of all tools offered by people who previously drove to work at least once a week. Comments received from participants indicate the key factors contributing to its success was the competitive nature of the challenge and the social support it created within workplaces:

- *It was great fun and I loved keeping the log and being accountable to my fellow team members it really made me extend the amount of walking I do AND I lost 4kgs!!@!!!!*
- *Great idea. Especially the competition element which was grasped with enthusiasm here.*

Bike Buddies



As part of Active a2b, a bike buddy scheme was established to match new riders with experienced cyclists to help increase their confidence and safety on the road and show beginners the best cycle routes in the region.

Since January 2010, 83 bike buddies have registered and 101 people have signed up as bike mentors. 13 buddy rides had been reported. In April 2011, the bike buddy scheme was relaunched and branded ready to be promoted in workplaces independently of Active a2b.

Comments received from those who have used the Bike Buddies scheme suggest it has been effective in getting new riders started:

- *The bike buddy programme gave me the confidence to cycle to work for the first time. Without an experience cyclist showing the safest route to work and riding with me I would NEVER have attempted it.*



Bike Buddies from Transpower match up to ride together

Feedback on Workplace and Business Travel Toolkit

The workplace travel planners network was surveyed in 2011 to get feedback on how useful the Greater Wellington workplace and business travel toolkit is in terms of supporting sustainable travel. Overall, the feedback was positive with 85% of responses indicating the toolkit is somewhat or very useful. Comments received highlighted that without Greater Wellington's ready-to-use initiatives, much less work would be done to promote sustainable transport options within workplaces, and with a less integrated approach.

3. Active Transport - Cycling and Walking

The activities in the active transport area provide opportunities to integrate all activities across the TDM, Cycling and Walking and Road Safety Plans while maximising department resources.

While some activities related to the cycling and walking plans still remain at a support, facilitation and advocacy level, gains have been made in supporting and facilitating an increase in walking and cycling in the region and providing resources and support to improve cycling and walking road user safety and road safety awareness.

3.1 Coordination and support

Active Transport Forums

Quarterly Active Transport Forums continue to attract positive attendance and contributions from both local TA officers and cycling & walking advocacy groups. The forums are structured 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.

Cycling-Public Transport Integration

In response to the launch of the new Matangi train fleet and growing demand for the carriage of bikes on trains, a new policy for bikes on trains was developed and distributed. This policy includes some restrictions on the carriage of bicycles during peak periods. In order to maintain growth in integrated transport, a campaign to promote and normalise the use of folding bicycles was started in May 2011 (due to finish at the end of 2011). This includes 20-30% discount vouchers for the purchase of folding bikes. The promotion and media exposure generated dozens of requests for the discount vouchers provided by GW to encourage the uptake of folding bikes. An estimated 35 folding bikes have been purchased using the vouchers since becoming available in April 2011.

Size: 165 x 114 cms.
Published: Monthly

Next Big Thing

we tell you what's HOT

Folding bikes

And you thought origami was just for paper... Introducing the latest must-have for eco-conscious commuters everywhere

These aren't new are they?
Not if you don't know they're not. The British army has been using folding bikes since the 19th century, turned into the 1970s, and their gear-clad competitors have been making good use of them ever since, to get to (and take away) strange and foreign things like tubes and tail end hoses.

So why are we just seeing them now?
Until recently the correlation between folding bikes and public transport hasn't come up 'round these parts. That's because the term 'public transport' hasn't come up much in the average Kiwi "how are you getting to work tomorrow?" conversation.

Bikes that fold in half don't sound very safe...
To be honest, sometimes they're not. Folding bikes are often challenged as the all-important structural department, folding as they often do, halfway along the frame. They also usually have longer wheelbases, offering another vulnerable bendy spot. But a well-made folding bike should be as safe as any other, just make sure you look for an international safety sticker, a sturdy frame and solid welding. Above all, check for double locks in the folding mechanism, because while folding after you jump off is convenient, folding while you're still on, not so much.

How exactly do they fold?
Almost every way imaginable. Picture a bunch of engineers going design-crazy at the pub with stubby pencils and beer mats. The big folding mechanisms include the classic mid-fold, the triangle hinge, allowing the rear triangle and wheel to be folded down and flipped

forward, and hankweaver styles, where the bike breaks into parts for the front, the airplane, or your latest piece of performance art.

But why fold your bike?
Imagine this. You're feeling surprisingly frowsy because... You pull on your bike shorts, grab your helmet and shoot out your old 10-speed. And you're off. Pedalling down that straight road, cranking down that hill, then, oh! You're at the bottom of a hill and stuffed if you can be stuffed going up the other side. But hey! Here comes a local CB, folding bikes are the only kind allowed on buses, you remember, so that huge powerful people-mover stops just you.

Why else would I want one?
If you're in Wellington, there are two good reasons. Folding bikes are the only ones allowed on trains at all times. And to encourage their use, the Greater Wellington Regional Council is offering vouchers for 20 per cent off Dabini or Giant folding bikes until December. For the rest of us, there's the promise of slinging your bike neatly into a rucksack rather than having it to rest on the driveway. Plus the potential for showing off which, let's face it, is a serious reason to buy anything these days. How'd we do that?

In 10 words or less...
"My God, your handbag is heavy!"

Research was carried out into the demands for bicycle parking at train stations and worked progressed with Public Transport to prioritise the increased provision of bike racks.

Staff also worked with Public Transport to begin investigations into the provision of bike racks on buses. An initial workshop with bus company officials, drivers unions and cycling advocates representatives was positive.

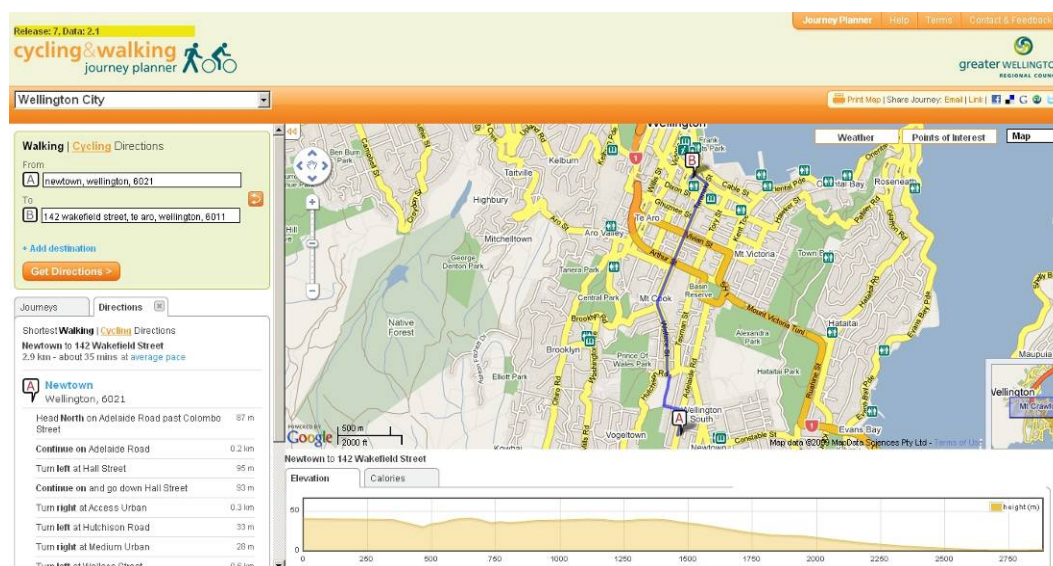
3.2 Active transport promotion & support

Cycling and Walking Journey Planner

Following on from the launch of the web-based cycling and walking journey planner in September 2009, several new features and data refinements have taken place. The journey planner's address finder now recognises key building names and geographic points of interest, as well as postal addresses. Altitude climbed and descended is taken into account when the journey pace and calorie consumption is calculated. A new Terralink roading dataset has been merged and off-road path data updated.

Between January and June 2011, visits to the Journey Planner web site increased by 29.4% compared to the same period in the previous year (8369 to 10828 site visits).

To continue to grow the journey planner's use and the skills of its users, a weekly quiz and prize draw was launched in June 2011.



Walking & Cycling Journey Planner Website

To promote cycle commuting amongst those without broadband and printer access, a revision of the Regional Cycling Maps will be completed later in 2011. The Regional Cycling Maps will include safe cycling tips and other useful information panels.

3.3 Road safety promotion & support

Be Safe, Be Seen

The 'Be Safe, Be Seen' campaign was broadened to include both pedestrians and cyclists. The 2010 bike lights and reflective gear review was updated (www.gw.govt.nz/be-safe-be-seen). Greater Wellington representatives applied reflective tape to bicycles at four Go By Bike Day events and handed out reflective bag tags, badges and safety flyers at Wellington's Walk to Work day.

In total, 800 reflective bag tags and 5,000 reflective strips were distributed region-wide.

Stars stand out at night!

Walking is an excellent way of maintaining good health and wellbeing and is the one of the safest modes of transport. However if a pedestrian is hit by a car, the chances of the impact being fatal are more than twice as high at night compared with during daytime.

Motorists can only take action to avoid pedestrians once they have seen them.

Dramatically improve your chances of being seen at night with:

- Reflective material on bags, jackets or shoes,
- Reflective bag tags, pack covers or slap bands,
- Bright coloured clothing, or
- Clip-on lights

www.gw.govt.nz/walking-safety

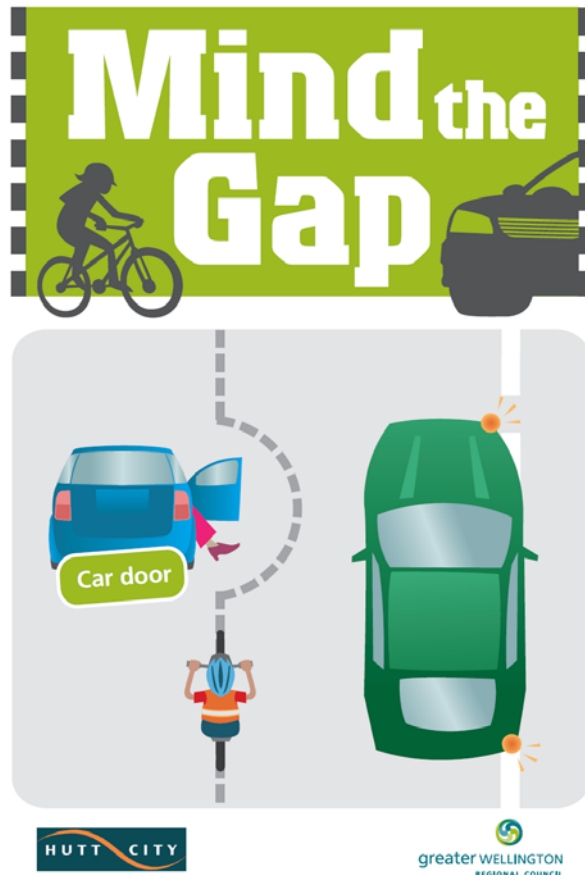
Share the Road

Greater Wellington worked with Cycling Advocates' Network, GoWellington and Valley Flyer to deliver bus drivers/cyclists awareness workshops. This initiative raises 'share the road' awareness, with drivers going for a bicycle ride and cyclists trying their hand at driving a bus. The workshops, attended by over 20 bus drivers and 15 cyclists (including a writer who posted a story on the initiative (<http://cyclingwellington.co.nz/2011/05/bus-drivers-bike-riders-new-bffs/>)), proved to be quite successful. A similar story ran in the Hutt News. The bus drivers chosen are a mix of influential driving instructors, union reps and cultural leaders.

Mind the Gap

2011 saw the continuation of the 'Mind the Gap' cycle and pedestrian safety campaign (with banners, Adshels, posters and a billboard). The 6-10 metre long banners or billboard appeared throughout the region at 12 locations such as at the Petone Roundabout, SH2 north of Belmont, and the Wellington Waterfront. The Adshel adverts were used in Hutt City, and the posters were

emailed out as PDFs to our various networks provided on Greater Wellington's website (www.gw.govt.nz/mind-the-gap).



4. Road Safety

4.1 Coordination and support

A Regional Road Safety Coordinators Planning Forum is now well established with meetings held on a quarterly basis. The forum is an opportunity to share upcoming plans and better coordinate joint campaigns across the region. It is well-attended by road safety coordinators, NZTA, NZ Police and ACC.

Greater Wellington attends Road Safety Action Plan meetings throughout the region and contributes to raising awareness of regional issues through press releases and new web pages at www.gw.govt.nz/road-safety/. GW now host monthly meetings of the vulnerable road users subgroup of Wellington's SASTRG quarterly meeting.

Staff coordinated a meeting between Porirua City Council, Pukerua Bay Residents Association and Greater Wellington to discuss options for improving safety for those walking to Pukerua Bay Station following the closure of Muri

Station in April. These options were summarised and provided to the Public Transport Group.

4.2 Regional campaigns

The Last Choice crash car resource has been deployed throughout the region, and very well received by educators and youth alike. Since its launch in mid-May 2010, it has spent 131 days at schools and events in the Wellington region and 78 days at events outside the region. Greater Wellington manages online booking of the resource and is coordinating the resourcing of a minder for the crash car. Funding will be provided by NZ Police and contributions from local authorities and GW. A dedicated minder will ensure the road safety educational resource will be utilised to its fullest potential around the region.



5. Travel Awareness Programme

Through events, programmes, web resources and regular targeted campaigns, the Sustainable transport team make the most of any opportunity to present the range of travel choices available to the people of the greater Wellington region. No other region in New Zealand is as well served with walking, cycling, public transport and carpooling options, and that is something to celebrate.

5.1 Promotion of transport options

New Movers Campaign

In an ongoing collaboration between Public Transport, bus operators and Snapper, Sustainable Transport has run a targeted marketing campaign for people moving within and into the greater Wellington region. The welcome pack is a travel awareness tool timed to coincide with a “change moment” in the recipients lives. Between January and May 2660 households were mailed:

- “Welcome to the region” letter from Chair Fran Wilde
- ‘*Getting Around*’ travel awareness brochure, which highlights the wide range of transport options available in the region including details of public transport, Let’s Carpool and the cycling and walking journey planner.
- Information on other Greater Wellington initiatives and resources
- Residents of the CBD were also mailed information about *Cityhop*, the car-share scheme in Wellington city.

Sixteen hundred fifty six of these households received a complimentary return ticket, for either Go Wellington, Valley Flyer or Mana bus services while 101 households received a pre-paid Snapper card valued at \$40.

An evaluation of the initiative will determine the value and use of this information to new residents to the region and potential as a tool for wider GW community engagement.

Waikanae Station Travel Awareness Project

Staff became involved in the planning for Waikanae Station opening, because of the potential to influence the travel behaviour of users of the new facility. Prior to the opening on February 19 2011, a promotion to encourage walking, cycling and using bus transport to connect with the new train service was undertaken.

Ongoing work with Kapiti Coast District Council, KiwiRail and GW public transport and modelling staff will identify opportunities for further travel awareness promotion at Waikanae Station, such as preferential car parking for car poolers at the station.

5.2 Coordination, support and promotion

Car-Free Day 2010

Car-Free Day on September 22 was organised on a larger scale than in previous years. Thousands of commuters who travelled car-free were acknowledged by a team of over 50 volunteers on key walking and cycling routes into the city, and at bus stops and train stations in Wellington CBD, Lower Hutt and Kapiti. For the first time, Bike Gruppettos were organised to encouraged new people to get on their bikes and meet-up and commute to work with more experienced cyclists.

A story competition run for the event, designed to let people share their highlights of car-free travel, generated 86 entries and a mass of positive feedback for future public and active transport campaigns. Schools throughout the region also took part in the Car-Free Day celebrations with support from the school travel plan co-ordinator network. Newspapers and local radio gave good coverage of the Car-Free Day event.

5.3 Road safety support and promotion

Cyclist skills training

NZTA's Safer Journeys Action Plan 2011-2012 emphasizes the importance of cyclists improving their knowledge and skills so that they may share the road safely with other users. An area of high importance in the Action Plan is increasing the safety of young drivers, noting specifically the need for quality road safety education. Delivering cyclist skills training to young people who may become drivers in the near future is an effective way to increase their understanding of the rules and experience required in the road environment.

The practical application of cyclist skills training is a more complex matter. NZTA has produced comprehensive guidelines for delivering cyclists skills training. NZ Police are funded to deliver cyclist skills training, upon request, in schools, along with a range of other education programmes. However, Police Education Officers (PEOs) alone can often not meet demand for on-road cyclist skills training in schools. Some PEOs also identified the need for more training to meet the standards outlined in the NZTA Cyclist Skills Training Guidelines. In order to try to overcome these issues GW piloted a new approach to increase cyclist skills training capacity throughout the region.

Refresher Courses for Police

A refresher training course in cyclist skill delivery for PEOs was held in September 2010. The course was delivered by tutors from the Cycling Advocates Network, Marilyn Northcote and Patrick Morgan, funded by Greater Wellington and hosted by Police at the Petone Community Base.

The refresher technique built on the PEOs prior cycle skills knowledge and aimed to enhance their skills and build confidence. PEOs then went on to deliver school holiday programmes, work with road safety co-ordinators in Community house settings to teach cycle skills to young people and also liaise with schools to find parent volunteers for skills training. On-going community based skills training by Police Education Officers for adult volunteers will continue to build future cyclist skills capacity.

Tawa community cycling project

Ten adult volunteers the Tawa community participated in a cyclist skills training course held over two evenings in March 2011 at Redwood School. Facilitated by Greater Wellington and funded by Wellington City Council, instruction was provided by cycle skills trainer Marilyn Northcote and Police Education Officer Ian Browne.

The course took the volunteers through Level 1 of the cyclist skills training programme. Immediately following the course, volunteers, teachers and a Police Education Officer took 46 Redwood School students through Level 1 cyclist skills. In addition, approximately 35 students from Tawa Intermediate also undertook cyclist skills, 18 of those students progressed to on-road training.

The adult volunteers who assisted in schools were provided with a cycle skills training manual, a printed copy of the Official NZ code for cyclists, and a small acknowledgement for their time.

New Zealand code for cyclists

To facilitate understanding of road code *theory*, all public and school libraries and cycle shops in the region were provided a copy of the official New Zealand code for cyclists.