

Report 12.573
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Committee Economic Wellbeing
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Sustainable Transport Annual Achievement Report 2011/12

1. Purpose

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

2. The decision-making process and significance

No decision is being sought in this report as it is updating the Committee on progress of existing programmes of walking, cycling, travel demand management and road safety under the Regional Land Transport Strategy's Implementation Plans.

3. Background

The Sustainable Transport initiatives are reported to the Regional Transport Committee and from now on will also be reported to the Economic Wellbeing Committee.

The Sustainable Transport team at Greater Wellington Regional Council contributes to the economic well-being of the region through its programmes of encouraging people to change their travel behaviours to more active modes where possible, increase their awareness of road safety and be more aware of vulnerable road users. Targeted travel awareness programmes provide an opportunity to increase the mode share of walking, cycling, public transport and carpooling, which helps to reduce congestion while improving road safety and travel times. This in turn contributes to a more efficient use of the existing transportation network, reducing the requirement for construction of additional infrastructure.

“Overseas experience shows that the most effective (and lowest cost) way to encourage people to change their travel behaviour is to provide them with customised information about what is available locally” (quote from NZTA Economic Evaluation Manual).

Being able to provide a suite of regional programmes, reduces duplication by other councils and there is then less pressure on individual local councils to deliver similar campaigns to reach their sustainable transport objectives.

The Regional School Travel Plan Programme provides a coordinated and collaborative whole of system approach to improving road safety and road user behaviour for the journey to school.

4. Highlights 2011- 2012

Sustainable transport programmes and initiatives continued to be rolled out in the region throughout the 2011-12 year. The success and high profile of many of the programmes is the result of collaborative partnerships forged between Greater Wellington Regional Council, the Territorial Authorities (TAs), schools, businesses and other key agencies and groups.

This report sets out the general highlights and updates of the Council's sustainable transport programmes in 2011/12. **Attachment 1** provides details on the achievements and progress of each of these programmes and initiatives over the year.

4.1 School travel plan programme

In the last 12 months four new schools throughout the region enrolled in the School Travel Plan programme taking the total number of schools enrolled to 56. Over 19,000 primary and secondary students and their parents have been exposed to developing or implementing safe and sustainable travel to school initiatives.

Over the 2008-2011 period, around 59% of travel to school, for primary/intermediate age children in the region, was by car¹, and 36% was by active modes². Since 2006-2009 the School Travel Plan Programme data shows that there has been an increase in active mode travel to school and a decrease in travel to school by car for primary/intermediate age children.

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

Movin'March 2012 was the Wellington region's third annual active travel week for schools and 36 schools with over 10,000 children, registered to participate. This year's Movin'March promotion focused on getting active and being safe on the way to school. Porirua City Council was especially supportive of Movin'March this year organising a children's road safety march through the city centre culminating in a safety exhibition at Te Rauparaha Arena.

¹ Family car or friend's car.

² Walk, cycle, scoot or skate.

The Regional Council piloted a new approach to increase the number of people able to deliver cyclist skills training throughout the region.

This involved ongoing training for Police Education Officers, teachers and community volunteers. To further increase capacity for cyclist skill training, the Council supported a successful application for KiwiSport funding by En Velo (urban cycling consultants). Through this partnership, an extensive programme of cyclist skills delivery is being developed and will be rolled out across the region shortly.

4.2 Workplace and business travel toolkit

By June 2012, 2,283 individuals had registered on the Let's Carpool website in the Wellington region. There are 514 companies listed on the site, with 24 organisations that have an internal administration system set up for them.

An evaluation conducted in April 2012 indicated that Let's Carpool continues to be successful in encouraging the uptake of carpooling in the Wellington region. The percentage of participants who indicated they carpool to work as their main mode of transport had again increased significantly from 13.5% at the time of registration, to 28.4%. There has also been a significant decrease in the percentage of participants who drove to work alone from 35.7% to 28.6%.

A partnership with Auckland Transport was formalised in May and a new look Let's Carpool website was re-launched in June as a national website. Waikato, Taranaki, Manawatu/Wanganui and Nelson also signed up to the national scheme and now promote www.letscarpool.govt.nz in their region.

For the first time the Active a2b programme was delivered with support from health partners the Cancer Society, Compass Primary Health Care Network and Regional Public Health. While congestion-related outcomes were still the primary aim of Active a2b, the partnered programme took a more holistic approach to health and wellbeing by including nutrition and smoking cessation information in addition to focusing on walking and cycling for transport to work.

In 2012, 79 workplaces registered, representing a total of approximately 45,000 employees. Nearly 1170 individuals participated in the programme, with 319 part of the 'Active a2b Plus' group – which are those that drove to work at least once a week at the time of registration.

The Spring to the Street challenge took place from 19 September to 9 October 2011. Individuals, teams and workplaces competed to make the highest number of "street-friendly" trips on foot, by bike, public transport or carpooling, and around 1750 individuals, 190 teams and 110 workplaces within the Wellington region took part in the challenge.

4.3 Active transport - cycling and walking

Quarterly Active Transport Forums continue to attract positive attendance and contributions from both local TA officers and cycling and walking advocacy

groups. These forums are structured to ensure that both walking and cycling issues and initiatives are discussed.

The Cycling and Walking Journey Planner website attracted 24,444 visits in the last year, up 35% compared with the previous year (18,044 visits). This increase in activity was partly due to exposure through the Active a2b programme and the Spring to the Street competition. Work on the design for a smart phone App for the cycling and walking journey planner started in May.

To promote cycle commuting amongst those without broadband and printer access, a revision of the Regional Cycling Maps was completed in January 2012. The three new Regional Cycling Maps include safe cycling tips and other useful information panels.

In 2011 there was a continuation of the 'Mind the Gap' cycle and pedestrian safety campaign (with banners, posters and a billboard). The 6-10 metre long banners or billboards appeared throughout the region at 12 locations such as the Petone Roundabout, SH2 south of Belmont, and the Wellington Waterfront.

4.4 Road safety

Greater Wellington Regional Council worked with Cycling Advocates' Network, Go Wellington and Valley Flyer to deliver bus driver/cyclist 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 18 bus drivers and 14 cyclists, continue to prove successful.

A pedestrian safety video campaign entitled 'A Two-Way Street' was completed. This was developed in collaboration with the NZ Police and the victim of a pedestrian-vehicle crash that occurred on a pedestrian crossing in Hutt City. The video was launched and viewed on Youtube over 5,000 times. A related TV3 News story was viewed online over 9,000 times and the campaign was covered in a half-page story on the front of the DomPost.

The Last Choice crash car resource has continued to be deployed throughout the region, and been well-received by educators, youth and the wider community. Over the last 12 months it has been deployed for 104 days.

4.5 Travel awareness programme

An evaluation of the "New Movers Welcome pack" initiative showed that 73% of all respondents found the contents of the pack useful or very useful and over half of the recipients had used their complimentary public transport ticket, 72% of those who had not yet used it planned to do so within the next month.

For these reasons the campaign has narrowed its target audience to include people moving into the region from other parts of the country and residents who cross territorial boundaries within the region.

Between June 2011 and June 2012, 2235 households received a range of travel information from Greater Wellington. In addition, 1110 of these households

received a complimentary return ticket, for either, Go Wellington, the Valley Flyer or the Mana bus services.

5. Communication

Communications will be made on an on-going basis.

6. Recommendations

That the Committee

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

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Report approved by:



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Attached: Attachment 1 to Report 12.573