

# Sustainable Transport Annual Achievement Report



greater WELLINGTON  
REGIONAL COUNCIL  
Te Pane Matua Taiao



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# 1. Highlights

With the new Census figures out, and other survey results relating to our work, we outline below some of the key trends that have been taking place in the Wellington region.

## 1.1 Active modes

### Census from 2006 - 2013:

- 25% increase in active travel trips to school (from 32% to 40%)
- 10% decrease in travel to school by car (from 62% to 56%)
- 49% increase in cycle commuting in Wellington region
- 73% increase in cycle commuting in Wellington City

### Household Travel Survey (2009-2011)

- 27% active mode share for commuting in Wellington region

### School Travel Plan Report (2006- 2013)

- 25% increase in active travel trips to school
- In 2013, 74 schools had joined the STP programme

### Active a2b 2014

Active a2b is our health and wellbeing initiative which aims to reduce congestion in urban areas by increasing travel to work by active modes.

- Active a2b attracted 1,132 participants from 75 workplaces

### Cycle and scooter skills training to encourage more and safer cycling/scooting:

- 2,627 children have received cycle skills training in the last year
- 2,100 students received scooter skills training

### The Cycling & Walking Journey Planner

Helps people to map their route. It was visited 22,657 times in the last year. Over 10,000 regional cycling maps have been distributed including the new 'Wairarapa Cycle Map'.

## 1.2 Carpooling

Since 2009, when Let's Carpool started in the Wellington region, 3268 local people have signed up to the Let's Carpool website. In 2012 Let's Carpool became a national website. In 2014 Christchurch became the eighth region to join the programme.

## 1.3 Road Safety

The five yearly average road toll for the Wellington region has continued to trend down. It is now 19.3 deaths per year (compared with 54.2 deaths p.a. 25 years ago).

Amongst pedestrians and cyclists, the five yearly average fatal and serious injury crash rate declined in 2013.

### Bike and bus workshops

In the four years prior to the inaugural bus driver-cyclist workshop (in 2010) there were 15 reported crashes between buses and cyclists resulting in injury in our region. In the four years since the workshops began, there have been 6 injury crashes reported.



## 2. 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 and initiatives to:

- Increase students' ability to safely use active and sustainable transport modes
- Improve aspects of the local environment which influence safe, active and sustainable travel
- Reduce school-related car journeys
- Support a culture which encourages parents to choose active and sustainable travel for their children
- Enhance community awareness of, and involvement in, children's road safety and travel to school
- Help children to gain independence and confidence in their abilities

### 2.1 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 school travel planning guidance
- providing 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 teachers' forum & professional development opportunities for teachers
- Support skills training for students (eg cycle skills, and scooter safety skills)
- Providing a 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:

- Movin'March – a week long focus on safe and active travel to schools taking place in March
- Annual teachers' forum – introducing new initiatives and resources, build school communities to tackle confidence issues around

- student travel
- Movin'Magazine – showcase of the years activities, ideas for schools next year, links to NZTA's curriculum resources
- 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.

### 2.1 Monitoring & evaluation

Greater Wellington 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.

Four new schools joined the School Travel Plan programme by the end of this year with a total of 74 schools (reaching over 22,000 children) now participating.

Kapiti Coast District Council, Wellington City Council, Hutt City Council, Upper Hutt City Council and the Wairarapa Road Safety Council (in partnership with Greater Wellington) are all working with the regional programme to support schools in their area.

Each Territorial Authority (TA) in the region has at least one school in the programme and at least one school included in the 2010-2013 analysis. However, in the 2009-2012 analysis some TAs are over-represented and some are under-represented compared to the regional picture.

Across the region the Kapiti Coast District had by far the highest participation rate in the STP, with 80% of its schools with primary/intermediate age students participating. Upper Hutt City had the second highest participation rate at 32%. Porirua City had the lowest participation rate, with only 9% of its schools with primary/intermediate age students participating in the STP programme.

School age children are over represented in the region's road safety casualty statistics. CAS data shows in Figure 4 that in 2010-2013, 15-19 year olds and 10-14 year olds were the first and second most common age groups, respectively, in cyclist and pedestrian casualties. This data also shows that 20-24 year olds are now the most common age group for at fault drivers (also includes motorcyclists) in crashes in the Wellington region, changed from 15-19 year olds in 2009-2012.

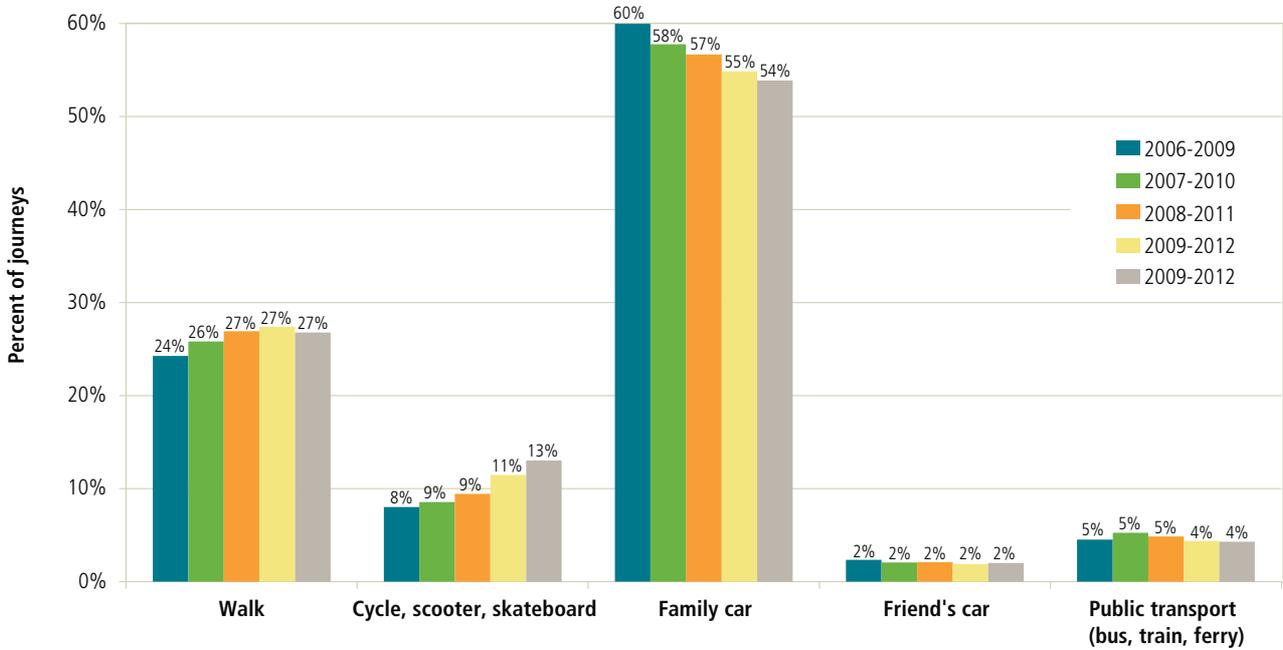


Figure 1: Percentage of journeys to school by mode, 2006-2013, presented in 5-year increments

Figure 1 shows the percentage of journeys (n=108,820) to school in the region by different modes over the 2006-2013 period. Data collected over the 2010-2013 period shows that around 56% of trips to school were by car (family car or friend’s car), 27% were on foot, 13% by cycle, scooter or skateboard, and only 4% by public transport.

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

From the class travel survey data, the region’s schools with travel plans have achieved a statistically significant increase (4.6 percentage points) in the percentage of journeys to school by active modes (see Figure 16). A corresponding decline (3.0

percentage points) in car use is also observed.

Since the introduction of the STP programme, at the 31 schools that have participated in evaluation surveys, we estimate that at a minimum there has been an increase of around 315 active mode trips and a decrease of around 100 car trips to these schools each morning for students living within 5km of their school. If these changes were observed across the whole Wellington region there could be around 1,600 more active mode trips and at least 500 fewer car trips to primary/intermediate schools each morning.

The mode share of travel to school for the individual TAs in the Wellington region is shown in the figure below. Compared to the total region, there are a number of differences by TA for the 2010-2013 period. Children attending participating schools in Upper Hutt are less likely to use active modes to travel to school, whereas children going to participating schools in Wellington City and the Kapiti Coast are most likely to use active modes to travel to school.

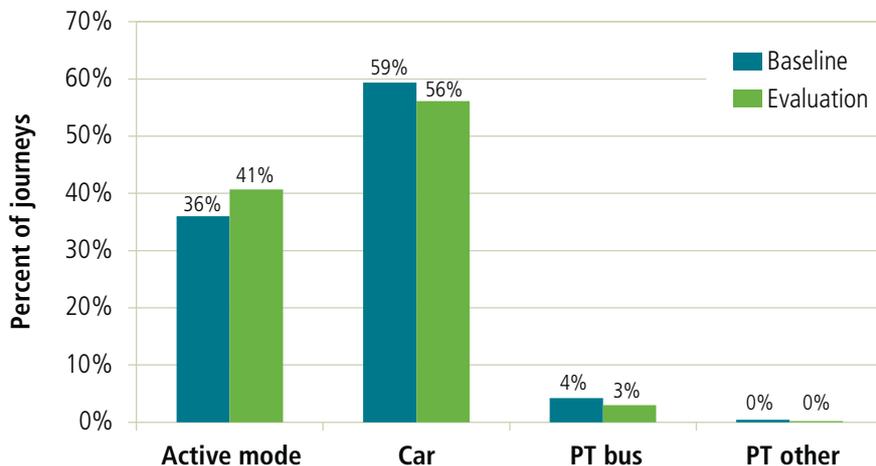
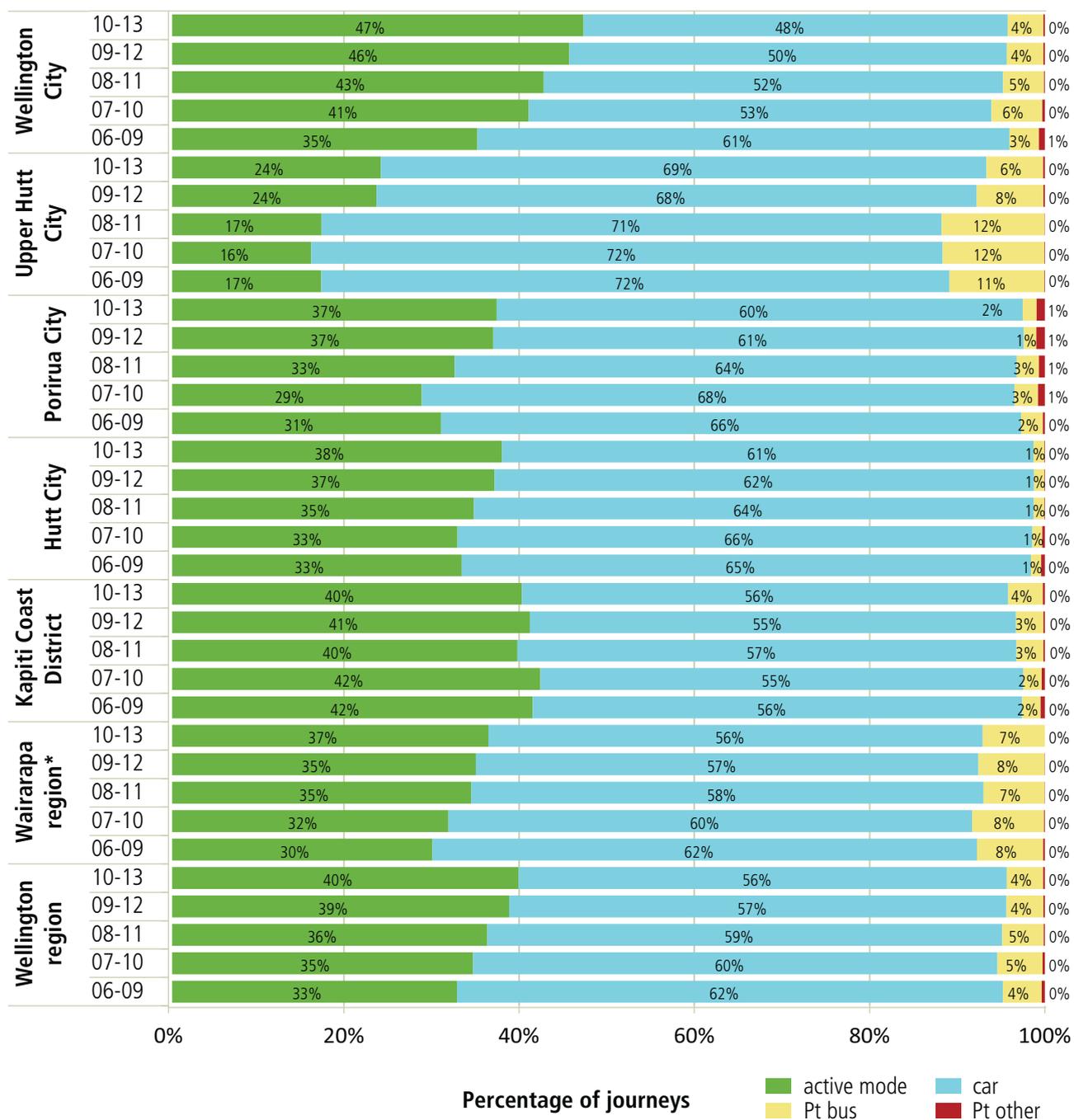


Figure 2: Change in mode of travel to school between class baseline and evaluation surveys



**Figure 3: Percent of journeys to school by mode for the individual territorial authorities, 2006-2009, 2007-2010, 2008-2011, 2009-2012 and 2010-2013**

\*Wairarapa region includes the Carterton District, Masterton District and South Wairarapa District. Note: Percentages not clearly visible are generally below 2%. Active mode includes walk, cycle, scooter, skateboard and walking school bus; car includes family car and friend's car, Pt bus includes school and public bus; Pt other includes train, ferry and other modes

Children attending schools in the Wairarapa are more likely to travel to school by bus compared to the total region. Children attending schools in Upper Hutt are most likely to travel to school by car, followed by children attending schools in Hutt City and Porirua City. A similar pattern of mode use has been present since 2006-2009.

Looking at the trends in mode share within individual TAs the majority have experienced positive shifts, with an increase in active mode use and a decrease in car use. The largest increases are observed in Wellington City, where active mode use at participating schools has increased from 35% in 2006-2009 to 47% in 2010-2013, and car use has

decreased from 61% to 48%. Also of note are the changes in Wairarapa and Upper Hutt City which each saw a 7% increase in active mode use across the 2006-2009 to 2010-2013 period. In the case of Porirua City, while showing a rather high 6% increase, it is not possible to tell how much of that is due to actual mode shifts or due to the travel behaviour of students from the new school that has joined the STP programme over the last year. As more and more schools join the STP programme this will increase our confidence that the observed mode changes are due to travel choice changes rather than the effect of a new school being added to the regional analysis.

## 2.3 Movin'March

Movin'March 2014 was the Wellington region's fifth annual active travel week for schools. This year 43 schools with over 10,000 children registered to participate. This year's Movin'March promotion focused on being active and safe on the way to school as a community.

Schools received a resource booklet, with details of competitions, links to other programmes and ideas for celebrating the week. Those who registered on-line, or with the School Travel Plan coordinator or Road Safety Coordinator from their Territorial Authority, received additional resources to use for their events. Schools were invited to take part in Movin'March in a way that suited their community – being able to choose from a list of activities or create their own Movin'March event. Many schools were successful in promoting both road safety and active travel during Movin'March – over 4,000 students took part in Movin'March's "All In Day" when they identified safe walking routes or meeting points and every child at the schools walked or wheeled to school, at least part of the way.



## 2.4 School Scooter Safety Skills Programme

Scooter journeys now account for approximately 8% of all trips to school in the Wellington region. Scooter injuries in the Wellington region increased from 105 in 2008 to 977 in 2012 (ACC injury data 2012). Developed in partnership with MicroScooters New Zealand, the Scooter School – Safety Skills programme has instructed over 2100 students at 16 schools and two holiday programmes in the techniques and behaviours of safe scooter riding. This programme addresses the increase in children's use

of kick scooters as a mode of travel, and the increase in the incidence of scooter related injury that children in the Wellington region have experienced.

## 2.5 Initiatives by Territorial Authorities

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.

### 2.5.1 Wairarapa

Greater Wellington supports six schools, with over 1500 students, in the Wairarapa. For these schools, some of the highlights of the last year have been:

- Taking part in Walk & Wheel Wairarapa (an incentive programme that encourages active travel)
- Seven schools participated in Movin'March
- Pedal Ready cycle skills training was run in two schools
- Seven schools participated in Movin'March
- Scooter School Safety Skills programme in 3 schools delivered to all 5-8yr olds

### 2.5.2 Lower Hutt

Hutt City Council's (HCC) school travel plan coordinator currently supports 14 schools, with over 3400 students. These schools have implemented a variety of initiatives including:

- Three schools added Safe Drop Off Pou (posts) decorated by schools and installed in the community at locations from which children can safely walk to their school
- Thirty walking school buses in 16 schools
- Fancy Feet Days (walking to school in decorated shoes)
- Seven schools participated in Movin'March
- Two schools have done Pedal Ready cycle skills training
- Scooter School Safety Skills programme in 3 schools delivered to all 5-8yr olds
- Road safety education through curriculum work with traffic speeds measured by pupils using a radar device in one school
- On-going programme of parking enforcement at schools

- Changes to parking restrictions at two schools to reduce unsafe or illegal parking
- One new kea crossing (kea crossings provide children with a safe place to cross the road)
- Two new mini-roundabouts for schools enabling parents to turn safely when dropping off or picking up children
- One new school entrance constructed at Fernlea School to reduce congestion at the main entrance.
- A new slow zone constructed outside Epuni School

### 2.5.3 Kapiti Coast

Kapiti Coast District Council (KCDC) presently works with 17 local schools, with over 4800 students. Some of the initiatives KCDC has helped implement in these schools include:

- School Zone sign automation upgrades in six schools
- Slowing speed down outside three schools – synthetic red paint and signage
- Speed radar gun work with students at five schools. Students then analyse the data.
- Eight new pedestrian crossings and upgrades of existing pedestrian crossings
- Two new footpaths outside schools
- Repair and replace crossing patrol arm and stop discs for five schools
- Winter bike safety equipment check and bike lights for students who cycle at seven schools. Hi viz gear and slap bands handed out.
- Five schools participated in Movin' March
- Six active travel promotional events (breakfasts etc)
- Cycle skills courses in schools - Pedal Ready at four schools
- Student lead initiatives including School Councils:
  - Kenakena School – Student council worked on a safe parking plan, encouraging good parental behaviour re- active travel, via newsletter, created safe walking routes with an anti-graffiti campaign and encouraging active travel with Friendly Friday breakfasts.
  - Paekakariki School – speed radar gun survey and presentation of results and recommendations to Paekākāriki Community Board.
  - Paraparaumu School undertook a mapping exercise to determine routes to school and where safe routes to school are, developing questionnaires, surveying students and analysing results, planning random events with prizes.
  - Raumati South School undertook a buddy day active travel breakfast and walking parent appreciation breakfast
  - Raumati South School - Students had attended a Sustainable Film Course "The Outlook Some Day" programme and completed an active travel film which they entered into two competitions – primarily focused on the fun of active travel.

### 2.5.4 Upper Hutt

Upper Hutt City has nine schools, with over 2100 students presently taking part in the school travel plan programme. Some of the initiatives UHCC has helped implement in these schools include:

- Six school participated in Movin' March
- Scooter School Safety Skills programme in three schools delivered to all 5-8yr olds
- Young Cyclist competition – road safety and bicycle control skills
- Produce "Walk and Wheel" Maps for one school
- Implementation of Park & Stride posts for one school
- Walk and Wheel promotions at travel plan schools
- All UHCC schools participated in a Walk to Work Day scavenger hunt

### 2.5.5 Porirua

Porirua City has three schools, with almost 1000 students, which are taking part in the programme. All three schools have been active this year.

- Four schools participated in Movin' March
- At least two schools took part in Pedal Ready cycle skills training
- Scooter School Safety Skills programme in one school, delivered to all 5-8yr olds

### 2.5.6 Wellington

Wellington City has 24 schools in the STP programme, with over 8200 students, taking part in the programme. Some of the initiatives WCC has helped implement in these schools include:

- Pedal Ready cycle skills training in five schools
- 13 schools participated in Movin' March
- Scooter School Safety Skills programme in seven schools delivered to all 5-8yr olds
- Student forum to present road safety findings to council and stakeholders
- Drop-off zones developed for two schools
- Roading improvements outside three school frontages to improve pedestrian safety
- Two school surveys undertaken
- Improvements to one secondary school entrance to reduce potential conflict between vehicles and pedestrians.
- Installation of active warning signs around one school.

### 3. Workplace and Business Travel Programme

The Workplace and Business Travel Programme was established in 2006 to assist large employers develop, implement and monitor internal workplace travel plans. In 2009, following a change of government, there was no longer a mandate to develop workplace travel plans so the programme moved away from working intensely with individual workplaces. Instead, a sustainable transport toolkit was developed, which aimed at reaching a broad audience of employers and providing attractive initiatives that offered benefits beyond those of carbon emission reductions. These initiatives included a regional carpooling website, a health and wellbeing programme promoting walking and cycling to work and a sustainable transport workplace competition.

Greater Wellington Regional Council continues to focus its efforts in this area by providing tools and support to workplaces looking to promote sustainable and healthy transport options for their employees. The Council also coordinates a regional network of workplace travel planners through which it facilitates the sharing of best sustainable business travel practices and builds capacity and momentum in this area.

An updated assessment of the impacts to staff travel for organisations that are active in travel planning, and have undertaken baseline and follow-up staff travel surveys, shows the programme continues to get good results. Figure 4 shows earlier results (2012), combined with updated staff travel surveys (2013-14) from Hutt City Council, Victoria University and Kapiti Coast District Council.

The reductions in drive alone trips shown in Figure 4 has been replaced by increases in various other more sustainable modes. Figure 5 shows the percentage point changes averaged across all the organisations for each travel mode.

#### 3.1 Coordination and support

Greater Wellington Regional Council continued to host quarterly workplace travel planning forums. Attendance at these forums was steady throughout the year, and similar to recent years. Within the regional workplace travel planning network, the following was achieved:

- GW welcomed the Open Polytechnic into the network, and supported their involvement in sustainable transport initiatives. They were inspired to purchase five pool bikes for staff use, after hearing of similar initiatives through the forum, saying they “couldn’t have done it without you and the WTP forum for your inspiration and support”.
- Kapiti Coast District Council ran cycle skills training for its staff, several promotions (and morning teas) for carpool matching, installed eight priority carpool parks, and new bike racks. They also did a baseline and follow-up staff travel survey, which recorded a large drop in drive alone trips (73% to 64%), an increase in carpooling (8% to 11%) and an increase in cycling (5.5% to 12.5%).
- Victoria University of Wellington continued to reduce their number of car parks available to staff and students. GW assisted with a Public Transport trial, where 3-day preloaded snapper cards were given to 44 staff members. At least 13 of these had been used after 6 weeks, and several had subsequently been topped up.
- Hutt City Council undertook a new staff travel survey after a 3 year gap. Results were similar to the previous survey. Their main building has shifted location, and effort was put into

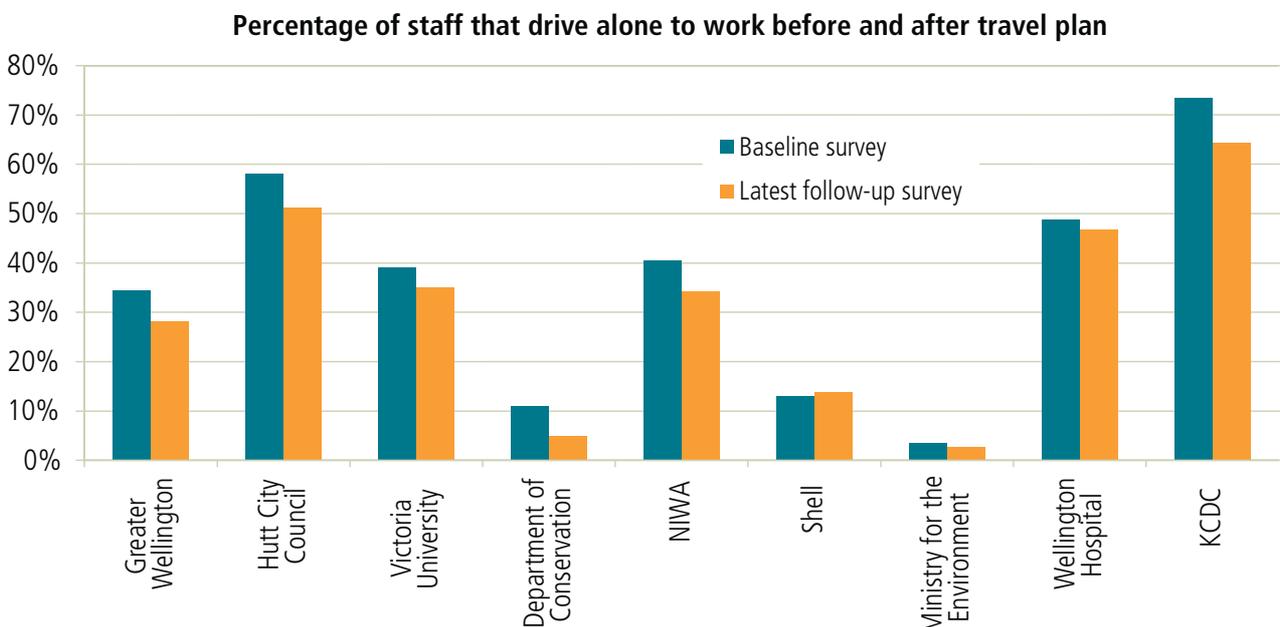


Figure 4: Percentage of staff that drove alone to work before and after implementing a travel plan programme

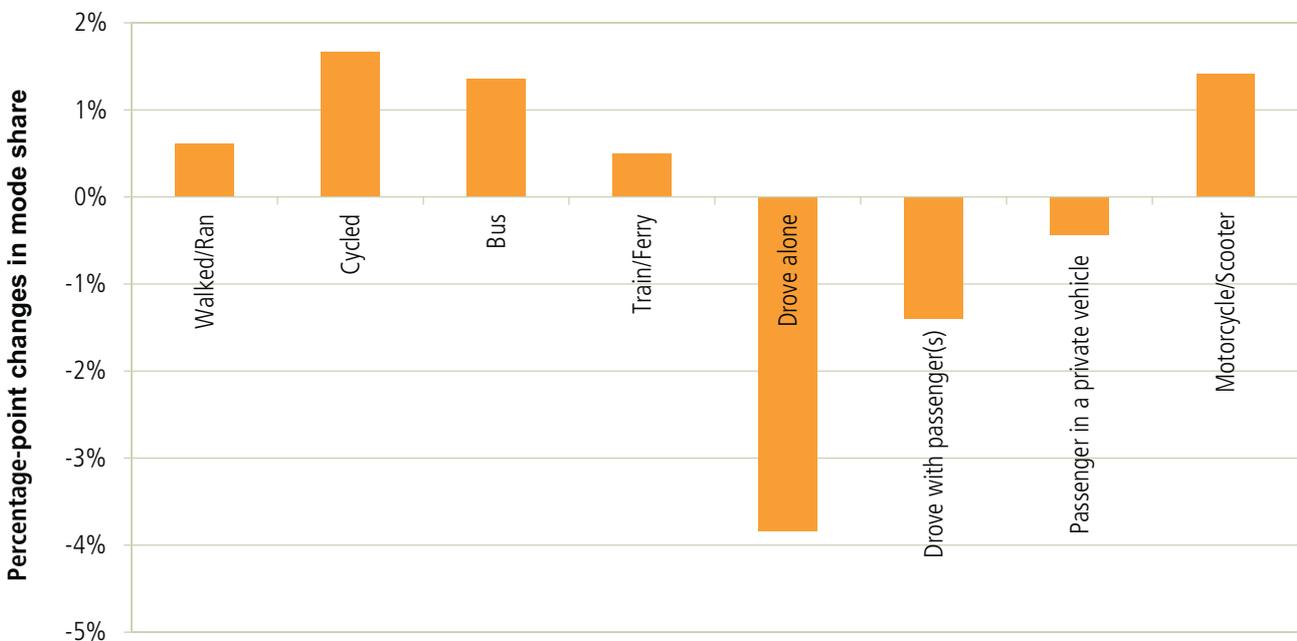


Figure 5: Changes in mode averaged across all organisations with before and after staff travel surveys

supporting sustainable travel to the new location. A follow-up survey for these staff is planned for the coming year.

- Department of Corrections promoted various initiatives, and also trialled an electric vehicle for staff at one of their locations. This was after EECA visited the WTP Forum with the offer for the trial. Feedback from staff was positive, helping to ‘normalise’ the idea of electric cars. They are looking into providing pool bikes for staff.
- Various new organisations set up personalised employer profiles on Let’s Carpool, and promoted the carpool service to their staff. These included HP, Beca, Landcare Research, Open Polytechnic, and StudioPacific Architecture.
- Upper Hutt City Council provided staff cycle skills training through Pedal Ready.
- Weltec and Whitireia worked together to provide a bus service between the Hutt Valley and Porirua, for students of campuses in these areas.

Feedback from workplace representatives suggest GWRC’s work makes a valuable contribution:

*“I really enjoy the quarterly forums - bringing people from different organisations together and sharing ideas is very valuable”.*

*“The programmes are well developed and work well”*

*“Overall, just a great programme”*

### 3.2 Expanding our audience

As well as working with individual workplaces, in 2013/2014 the Regional Council developed strong partnerships with other organisations delivering workplace programmes to increase the awareness of our services and extend the programme beyond our established travel planning channels.

ACC, Regional Public Health and Bikewise (NZTA)

all engage with workplaces in the Wellington region and GWRC took advantage of their communication channels to promote our work. GWRC attended a Health and Wellness forum for small-medium sized workplaces at Te Papa, circulated a safety quiz through ACC H&S networks, and promoted active travel through the Bikewise website. The focus is always to try to establish new contacts at workplaces that are not on the workplace network.

### 3.3 Workplace and business tools

#### 3.3.1 Get your Workplace Moving guide

Launched in September 2012, the Get Your Workplace Moving guide was developed as an updated version of the ‘Possible Actions for your Workplace Travel Plan’ document created by Land Transport New Zealand (prior to the establishment of NZTA).

The guide was made available in hard copy throughout the year, and distributed through GWRC and Regional Public Health networks, including the Health and Wellness Forum and to new attendees at the WTP Forum. It can be accessed online at: [www.gw.govt.nz/assets/Transport/Workplace-Travel-Plans/Get-your-workplace-moving-FINAL-web-version.pdf](http://www.gw.govt.nz/assets/Transport/Workplace-Travel-Plans/Get-your-workplace-moving-FINAL-web-version.pdf)

#### 3.3.2 Spring to the Street

Spring to the Street is Greater Wellington’s fun, free, three-week sustainable transport challenge. The challenge takes place in the lead up to daylight saving, and encourages participants to give their car a “spring break” and explore new ways to get around. This was the third year the challenge has been run.

In September 2013, 2,074 individuals (234 teams) took part, representing 52 workplaces from around the Wellington region. This was a large increase in participation on the previous year.

The evaluation survey asked respondents whether, since participating in Spring to the Street, they are



# WORKPLACE AND BUSINESS TRAVEL PROGRAMME

## Active a2b

- provides personal support, focus on personal goals

## Spring to the Street

- individuals and teams can participate in 3-week fun challenge

## Workplace travel surveys

- help determine current travel behaviours and focus for travel plan

### MOTIVATION

Encouraging change through goals, challenges + support

#### a2b GO

- 4-week team challenge to provide fun, competitive incentives

## Workplace Travel Planners forum

- enables people to learn and share best practice

### TARGETED INFORMATION

Providing knowledge to act

**81**  
**WORKPLACES**  
representing  
**41,000**  
**PEOPLE**

engage with our programmes

## Active a2b & a2b GO

- weekly newsletters tell people's stories

### SOCIAL NORMS

Making sustainable transport an everyday activity

## Bike Buddies

- matches new riders with experienced cyclists to help increase their confidence and safety on the road and show beginners the best cycle routes

### ABILITY TO ACT

Removing barriers to change

## Walk to Work Day and Go By Bike Day

- encourage people to adopt new behaviour for one day with large numbers of people

## Spring to the Street

- encourages individuals & teams to participate in 3-week challenge
- scale of challenge provides high visibility

## PT Taster

- provides pre-loaded Snapper cards to enable people to experience Public Transport
- removing barriers of cost and inconvenience

## Hi-viz promotions

- help reduce concerns about safety on bikes

## PRIMARY OBJECTIVES OF PROGRAMME:

- reduce congestion,
- increase public transport use,
- improve health of region,
- reduce GHG emissions

Programmes usually run for minimum of 3 weeks to help embed new habits

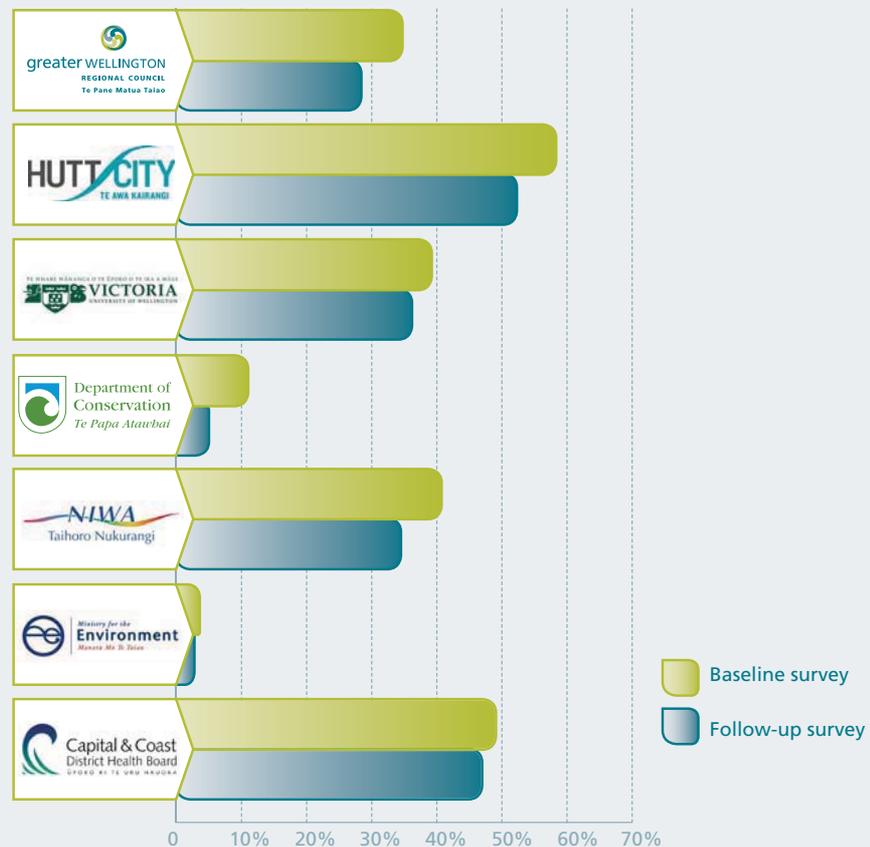
It's about making the right choice easy

The practice of behaviour change needs to function at many levels; individual psychology, physical & social environment, policies, targeted information, removing barriers to change and making it easy to act

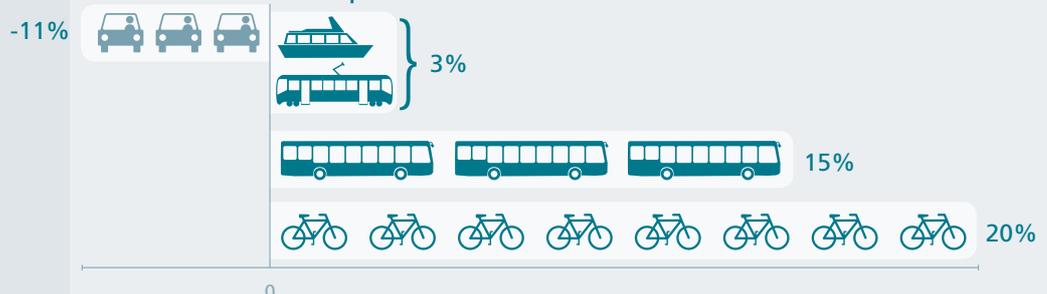
It's also about capturing the change moment in people's lives

## WORKPLACE TRAVEL SURVEYS

**Graph 1:** Percentage of staff that drove alone to work before and after travel plan



**Graph 2:** Percentage change in mode share after travel plans were implemented



### Go Well Through Winter quiz

- reminds people to be safe on their bikes through winter, prizes offered

### Workplace Travel Toolkit

- Promote benefits of PT, carpooling, active transport

### Cycle skills training

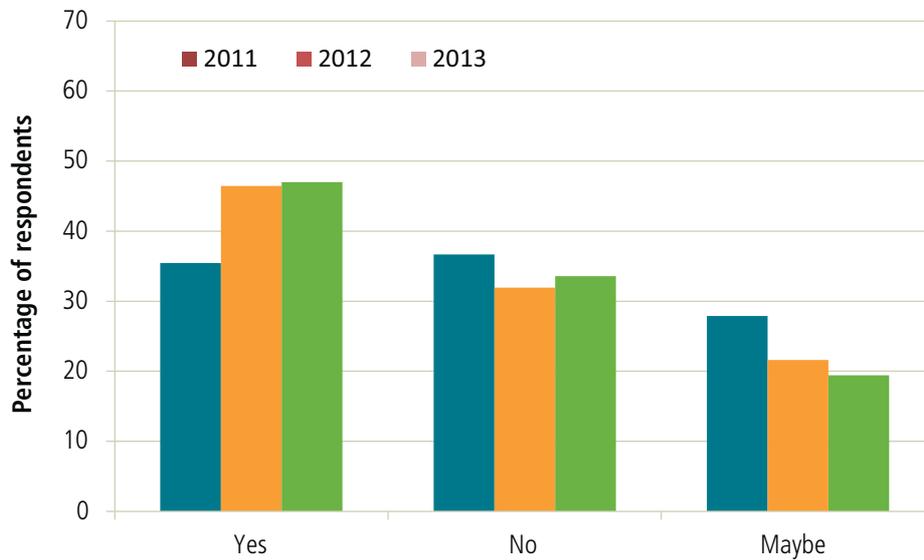
- gives people confidence in cycling as a precursor to adopting new travel behaviour

### Let's Carpool website

- makes it easy for workplaces to establish their own webpage and easy for people to find carpool matches
- 15 workplaces have established their own webpage on Let's Carpool

### Fix-a-flattie workshops

- help provide cyclists with confidence about how to repair flat tyres



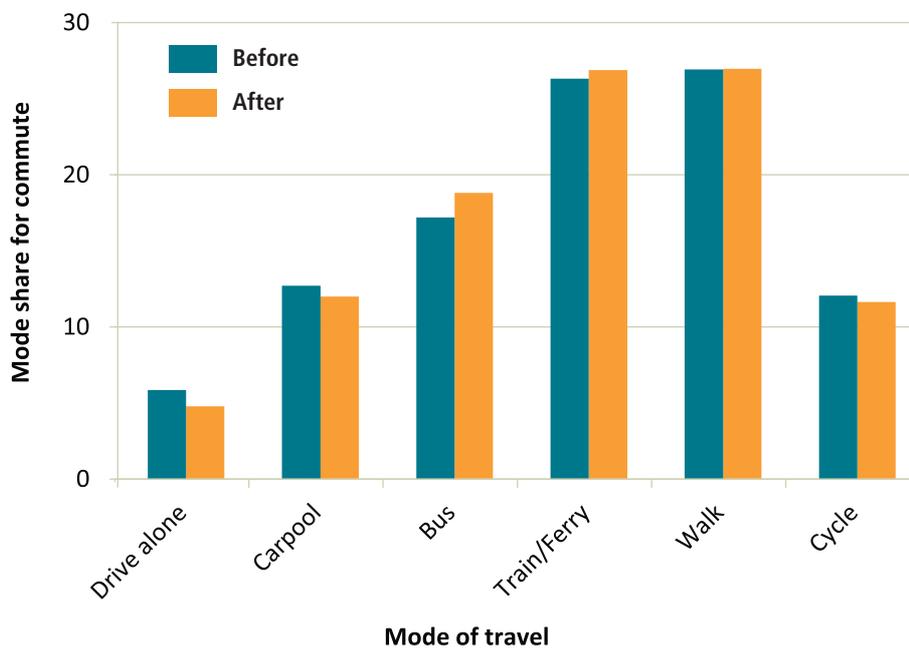
**Figure 6 - Percentage of participants more likely to use "street-friendly" modes following Spring to the Street**

more likely to travel by "street-friendly" modes (walking, cycling, public transport and carpooling). Figure 6 shows that after the 2013 Spring to the Street challenge 47% of respondents thought they were more likely to use more "street-friendly" modes for their travel in the future.

After participating in Spring to the Street, there was an 18% decrease in participant drive alone travel, albeit from a low base. This was matched by small increases in public transport use (both for bus and train/ferry). Overall, the trips by public transport increased from 51% of trips to 54%. Active modes were relatively unchanged, with a small increase in walking and a small decrease in cycling, as illustrated in Figure 7.

In general participant experience with the Spring to the Street challenge was very positive. A majority of participants found it easy to register and log their daily grids for the challenge. Over three quarters of participants would also recommend the challenge to a friend mainly because it is fun and makes people think about how they travel.

As with the previous years, the challenge has decreased participants use of drive alone travel and increased their use of more sustainable transport modes. It is clear however that most participants are already regularly using sustainable modes, for which the challenge acts as recognition and reward for their good habits throughout the year.



**Figure 7 - Mode share before and after Spring to the Street**



Department of Conservation are awarded a new pool bike from Bike Barn, for their support for active commuting

Below are a selection of comments from participants:

*“Great form of encouragement to get out and get active!!”*

*“Made me think about my mode of transport and alternatives to just jumping in the car.”*

### 3.3.3 Active a2b

Active a2b is a health and wellbeing initiative that was delivered in 2014 for the fifth consecutive summer by the Sustainable Transport Team. The programme aims to reduce congestion in urban areas by increasing travel to work by active modes. It also offers participants personalised support and

resources to encourage them to walk and cycle to work.

The workplace active commuting programme, was once again delivered with support from health partners the Cancer Society, Compass Primary Health Care Network and Regional Public Health. These partnerships strengthen the health aspect of the programme and broaden the messages by including nutrition and smoking cessation information in addition to the active transport focus.

The main target group for Active a2b are those participants who drove to work in a vehicle at least

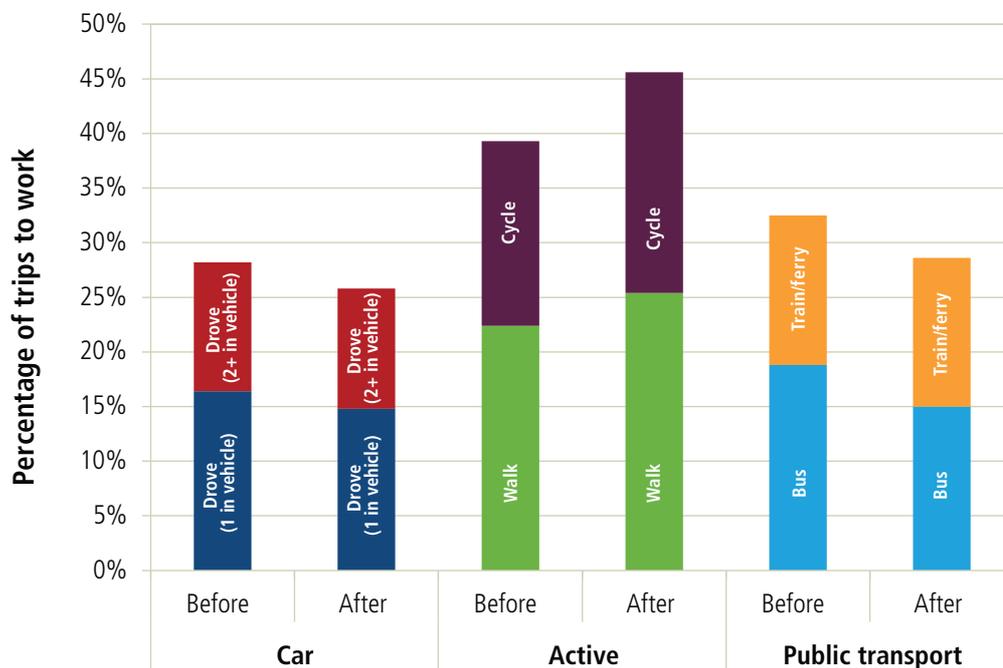


Figure 8 - Mode shift for all participants in the Active a2b programme

three times a week at the time of registration. This 'Active a2b Plus' group receives a higher level of personalised support than other participants.

In 2014, 1,132 individuals from 75 workplaces participated in the programme, with 301 people being part of the 'Active a2b Plus' group. A total of 65 workplaces actively promoted it amongst their staff, with coverage of around 37,000 employees.

Results from participants who completed both the registration and evaluation survey showed that Active a2b achieved increases in the use of active trips to work, and reductions in car use, especially among the Plus group, where car trips fell from 91% to 69%. Amongst the plus group, cycling trips increased from 2% to 9% while walking increased from 4% to 10%. Both active modes increased among the Standard group also, although not as significantly. Figure 8 shows the mode shift across the full group of participants.

Evaluation data indicated that the programme led to a reduction of 3,492km of vehicle travel per week. Using prices set by the New Zealand Transport Agency, the economic value of the increase in walking and cycling for the whole programme was \$92,560, producing an estimated cost benefit ratio for the programme of 1:11.6.

Participants' subjective views towards the programme were positive. Around 68% of participants reported that the programme had helped improve their health and wellbeing. Examples from comments included losing or managing weight issues, reduced stress, better mental health, more confidence with cycling on the roads, and even better nutrition due to a wider focus on health.

### 3.3.4 a2b GO

As part of the Active a2b programme, a 4-week team challenge is offered to give added motivation for active commuting. It is held between Go By Bike day (12 February) and Walk 2 Work day (12 March). In 2013 it was called Streets Alive, but this year was renamed a2b GO.

The a2b GO walk/bike challenge attracted 318 registrants. There were 91 teams registered, with 67 becoming full teams (of four members). There was a high level of engagement among participants, with 7,714 active commuting trips made by participants during the challenge.

The evaluation shows that a significant increase in active commuting was observed amongst participants. Approximately 30% of participants were actively commuting more at the conclusion of the challenge than they were when they registered. Participant feedback was also generally positive, with 73% stating they would recommend it to others, and a further 22% stating they might do so.

### 3.3.5 Let's Carpool

Since July 2012, Let's Carpool has been operating as a national website with eight branches of local government now administering the service in their area. Greater Wellington Regional Council has been co-ordinating the national delivery alongside Auckland Transport (AT), providing regional support for the national partners.

In the Wellington region, the Let's Carpool website reached its initial goal of 3,000 participants, in October 2013. At 30 June 2014 there were 3,268 registered users. Nationally, registrations continued to grow rapidly, surpassing 10,000 for the first time in June 2014.

From 9-15 June 2014, the second national Kiwi Carpool Week campaign was run. Marketing material developed by AT was adapted for use and distributed across the regions. Key themes of the campaign included economic ("share the cost, save your money"), social ("share the ride, fill those empty seats"), and environmental ("do your bit for the environment, keep Wellington moving").

Various channels were used to promote Kiwi Carpool Week. These included cinema advertisements, sandwich boards, banners, newspapers, workplace contacts, billboards and social media. This year, Z Energy was also supportive of the campaign, promoting the week on its advertising boards and social media, as well as offering 'coffee for carpoolers' at six of their stations nationally. Let's Carpool was covered on primetime television (Seven Sharp) during Kiwi Carpool Week.



Poster for the second annual Kiwi Carpool Week campaign

The campaign period used for evaluation is from 26 May to 22 June. Over that period 67 new registrations were added for the Wellington region. This brought the total number of registered users in the Wellington region to 3,256. An additional 12 registrations were received in the last week of June.

By June, 2014 there were a total of 10,426 people registered on the website from across New Zealand.

In spring 2013, AA Directions magazine also wrote about carpooling and the Let's Carpool website, further establishing Let's Carpool as a recognised and trusted brand.

### 3.3.6 Cycle Skills

#### Bike Buddies

Bike buddies matches experienced cycling mentors with people who are getting back on their bikes and want to know the best commuter routes. The bike buddy scheme continued to run in 2013/14, primarily promoted through Active a2b. During the year, 43 buddies (new riders) signed up for the programme, most of whom were successfully put in contact with a mentor.



#### Pedal Ready

Pedal Ready is the regional cycle skills programme (see more details in Section 6.2.1) and in 2013 it received additional funding from the Road Safety Trust to expand its delivery to adults and workplaces. Cycle skills training has been delivered to staff at Department of Corrections, Upper Hutt City Council, Greater Wellington Regional Council, and Kapiti Coast District Council and to 17 members of the Active a2b programme.

### 3.4 Go Well Through Winter

Each year, Active a2b concludes with a 'Be Safe Be Seen' road safety campaign (see Section 4.3.1 for more details) to increase the visibility of walkers and cyclists during winter. 2014 continued this trend with a Go Well Through Winter quiz which promoted visibility, safety and awareness. The quiz was distributed through the Active a2b e-newsletter, health and safety workplace contacts and the ACC workplace network. The quiz also provided motivation and encouragement to continue using active transport modes through winter.



800 responses to the quiz were received and all completed quizzes received a discount voucher for 'best-in-test' bike lights, as well as an offer for free reflective tape, slap bands and backpack covers. Over 100 sets were distributed in person, and many more posted out in envelopes as part of a wider offer. This measure not only increases visibility, it also contributes to people's subjective sense of safety, helping them maintain their active commute through winter.

## 4. Active Transport – Cycling and Walking

The aim of the active transport programme is to provide information and tools which encourage walking and cycling as well as improving the integration of active transport with public transport. Work in the active transport area provide opportunities to integrate all activities across the Travel Demand Management, 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 increasing mode share of walking and cycling in the region, providing resources and support to improve cycling and walking road user safety and road safety awareness.

In May 2014, Greater Wellington's Active Transport Coordinator gave two presentations at the highly regarded VeloCity urban cycling conference. This is normally held in Europe, but this year was hosted by Adelaide, Australia.

### 4.1 Active Transport Forums

Quarterly Active Transport Forums continue to attract positive attendance and contributions from both local TA officers and cycling and walking advocacy groups. The forums are structured to ensure that both walking and cycling issues and initiatives are discussed. This includes:

- ensuring opportunities for local and regional coordination, networking, information sharing & promoting best practice;
- supporting collaborative projects, events and education/awareness activities;
- encouraging members to provide feedback on plans and policy documents with implications for cycling and walking.

### 4.1.1 Cycling-Public Transport Integration

In order to maintain growth in integrated transport (i.e. cycling and trains) a campaign to promote and normalise the use of folding bicycles was started in May 2011. This campaign has continued through promotion of folding bikes with a discount voucher offered in summer 2013/14, and the annual folding bike fun ride, held in Easter.

### 4.2 Active transport promotion & support

#### 4.2.1 Cycling and Walking Journey Planner

The Cycling and Walking Journey Planner is a web tool which encourages people to walk or cycle, by mapping routes and making them aware of the traffic-free options they have for getting from A to B.

The website attracted 22,657 visits in the last year, down 17% compared with the previous year (27,155 visits). This decrease in activity was partly due to an increase in competition from Google.

In the previous financial year we supplied data to Google to help it introduce its cycle journey planner service to New Zealand. In May this year it upgraded its journey planner to include an altitude graph for cycling journeys (similar to ours). As a result, our competitive advantage has declined, but the general public now have two very good cycling journey planners to choose from.

The three Regional Cycling Maps have continued to prove popular (with over 10,000 copies distributed in the last 12 months). A revision of the original maps was completed late in 2013 and a re-print of that was completed in June 2014. In addition, a Wairarapa Cycle Map has been added to the series.



Present this voucher to score yourself the Tern C7 for only \$675\* - normally \$899! Or you can get the Tern D8 for only \$899\* - normally \$1199.

- C7: 7 speeds, 12.4 kg, more compact when folded
- D8: 8 speeds, 12.1 kg, stronger, stiffer frame joint.

You can take these bikes on any train, any time, regardless of how much space is left in the bike storage area. And when buses replace trains, you can take them on the bus too.

Voucher valid at **Giant Wellington**, 65 Dixon Street, until 31<sup>st</sup> March 2014

\*Prices include GST. Some conditions apply



### 4.3 Road safety promotion & support

#### 4.3.1 Be Safe, Be Seen

Cyclist visibility is crucial during the winter. The 'Be Safe, Be Seen' campaign continued to include both pedestrians and cyclists. The bike lights and reflective gear reviews were updated ([www.gw.govt.nz/be-safe-be-seen](http://www.gw.govt.nz/be-safe-be-seen)) with the lights testing completed using an illuminometer (recording lux output).

The brightest lights in the test were promoted with a 20% discount voucher (500 copies distributed, and also published in the DomPost). Greater Wellington representatives applied reflective tape to bicycles and gave away reflective slap bands at two Go By Bike Day events, via mail, at our main office reception desk, and via other Council road safety coordinators. Distribution of reflective materials continued through to the end of June. In total, 500 reflective bag tags, 2,000 reflective slap bands and 3,000 reflective strips were distributed region-wide. Our Be Safe-Be Seen web page was downloaded over 2,600 times in the last year.

#### 4.3.2 Share the Road

Greater Wellington worked with Cycling Advocates' Network, GoWellington and Valley Flyer to deliver four bus drivers/cyclists awareness workshops. This initiative raises 'share the road' awareness, with bus drivers going for a bicycle ride and cyclists trying their hand at driving a bus. The workshops continue to prove successful, and recently began including Mana-Newlands Coach drivers.

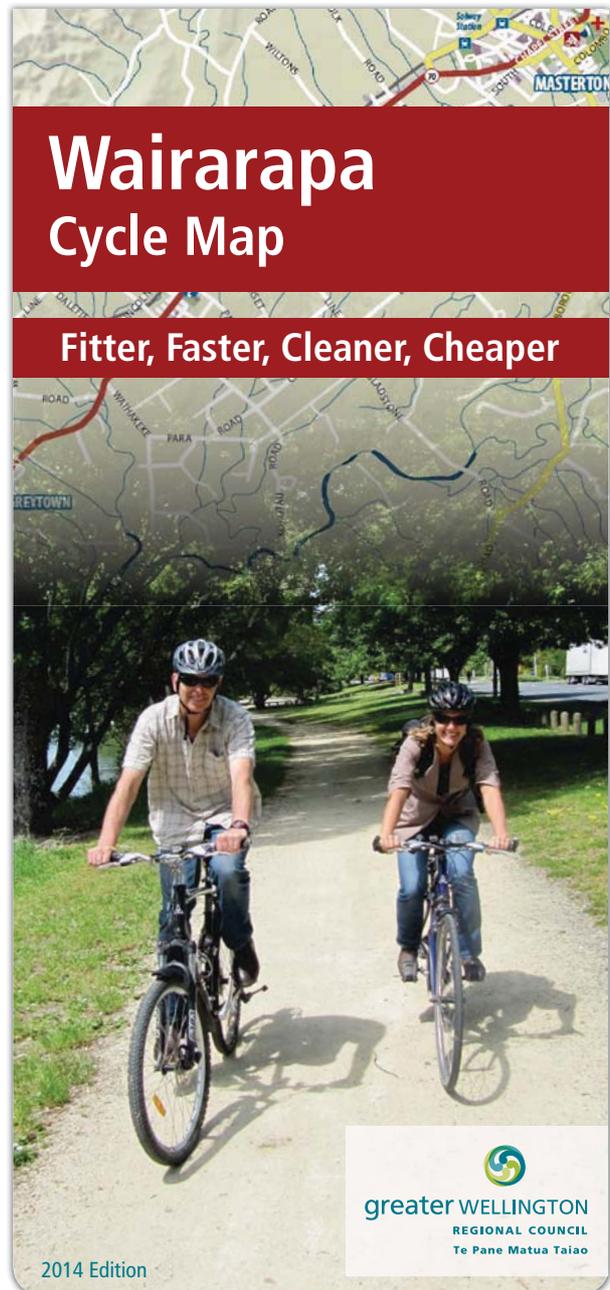
Injury	2006	2007	2008	2009	2010	2011	2012	2013	Total
Serious	1	1	2				1		5
Minor	2	2	5	2	1	1		3	16
Non-injury	1	1	3		1			2	8
<b>Total</b>	<b>4</b>	<b>4</b>	<b>10</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>29</b>

Figure 13: Bus-Cycle Crash Numbers for the Wellington region

Despite a significant increase in cycling, injury crashes in the four-year period since the share the road workshops began (in 2010) have more than halved compared with the previous four year period.



Be Safe Be Seen website photo



#### 4.3.3 Mind the Gap

The focus of the 'Mind the Gap' campaign is about ensuring the use of safe overtaking distances between bikes and cars. This campaign has been superseded by NZTA's 'See the Person – Share the Road' campaign. In early 2014 our 'Mind the Gap' SH2 billboard was replaced with a 'See the Person' billboard and we have had three 'See the Person' banners made so that the campaign can be spread throughout the region (while NZTA focus on Wellington City).

#### 4.3.4 NZTA Cycle Safety Panel

In response to Coroner Matenga's review of cycling deaths, the government instructed NZTA to establish an expert panel to investigate ways of improving on-road cycle safety in New Zealand. Greater Wellington has contributed two of the panel's ten members. Much investigation and several lengthy meetings have been held in the first half of 2014. The panel's findings will be published in October.

## 5. Road Safety

### 5.1 Coordination and support

The aim of the road safety work of the Council is to provide information, awareness campaigns and education opportunities which highlight and address road safety issues.

The Regional Road Safety Coordinators Planning Forum has continued to be 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 some of the Road Safety Action Plan meetings throughout the region and contributes to raising public awareness of regional issues through press releases and web pages at [www.gw.govt.nz/road-safety/](http://www.gw.govt.nz/road-safety/). GWRC has attended regular meetings of the vulnerable road users subgroup of Wellington City Council's Safe and Sustainable Transport Advisory Group (SASTRG) quarterly meetings.

### 5.2 Regional campaigns

#### 5.2.1 Two-Way Street

Our region has the highest figures for walking to work, and unfortunately a higher than average risk for pedestrian casualties. Between 2008-2012, 285 pedestrians have been hospitalised and 13 have died on Wellington region's roads, the majority aged 20-24 years. The pedestrian safety video campaign entitled 'A Two-Way Street' was developed in 2011 in collaboration with the NZ Police and the victim of a pedestrian-vehicle crash. The campaign's key message, which depicts actual CCTV camera footage of the crash, is 'Look Both Ways' before crossing the street and 'Safe Speeds Save Lives'. The video has been viewed on Youtube over 1,200 times in the last 12 months.



Snapshot of Two Way Street video

#### 5.2.2 Last Choice Crash Car

The Last Choice crash car resource is a graphic and compelling reminder of the consequences of

poor choices around alcohol use. A hard hitting and thought-provoking reality check, it challenges young people to drive sober and make life-saving choices. The Last Choice crash car resource has been deployed less frequently this year as current best practice does not recommend shocking campaigns be used with young people. Over the last 12 months it has been deployed for 43 days. Greater Wellington manages the online booking of the resource and has coordinated the resourcing and deployment of a minder for the crash car (with funding provided by NZ Police and local authorities). The minder has displayed the crash car in busy public spaces on several occasions and assisted with transporting it around the region.



Last Choice Crash Car

#### 5.2.3 Motorcycle safety campaign

Increasing the safety of motorcyclists is a Safer Journey's high priority. In the Wellington region in 2013 there were 35 serious injury crashes and three fatalities.

A Safe Systems approach was used in the Safe Ride Rimutaka project, which involved ACC, Upper Hutt City Council, Lower Hutt City Council, Wairarapa Road Safety Council, NZTA, NZ Police, GWRC and local motorcyclists. The outcome was to collectively identify a range of actions that will be effective in reducing the injury crash rate on the Rimutaka Hill Road. Through six clubs a total of over 170 participated. A further 33 respondents completed an online survey. The Motorcycle Safety Advisory Council is interested in replicating the learnings from this project in other parts of NZ.

**Stand out on your motorbike**

with an Oxford Bright Top Active vest

- Full frontal zip and highly reflective silver strips
- Lightweight & comfortable
- Compression fit
- Breathable lining
- Sizes: M - 2XL

RRP \$79.95  
great value at **\$59.95**  
with this voucher

See over for participating retailers.

**25% OFF**

Retailer and skills instructor support for the discount offer on the hi-viz Oxford Bright Top Active vest was universal. For this reason, the promotion was refreshed and rerun from January through to June.

#### 5.2.4 Safer Speeds Promotion

An informal video supporting safer urban speeds was produced in-house in early 2014 and placed on YouTube. It is called Roulette on the Road. It has received over 350 views and been well-received.

*"I LOVE your video clip! I've seen similar things done overseas but not in NZ. A great way to change the conversation."* – Lisa Rossiter, NZTA



Snapshot of Roulette on the Road video

Also, a series of three videos promoting smooth urban driving were produced in partnership with Little Fighter Films. Entitled the 'Sexy Zen Driver' films, these will be promoted in August 2014.

## 6. 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.

### 6.1 Promotion of transport options

#### 6.1.1 New Movers Campaign

This year, 1356 New Movers packs were sent out, based on New Mover data supplied by NZ Post. These packs included 1185 complimentary return bus tickets as a goodwill gesture to residents relocating within the region. Bus companies have expanded their support for this targeted marketing initiative, to include people who are moving from one bus service catchment to another within the region. Carpooling registrations continue to grow.

1500 transport options brochures were sent to i-Sites and libraries, and included in Metlink information stands at Queensgate, Johnsonville Mall and Wellington and Waterloo Railway stations. 800 brochures were sent to workplaces for distribution to new staff and other internal promotions. 1500 brochures distributed at university orientation days, festivals and events.

### 6.2 Cyclist Skills Training

#### 6.2.1 Cyclist skills training

The NZTA Communities at Risk Register identifies cycle safety is an area of medium strategic fit in the Wellington region overall, with cyclists representing 13% of fatal and serious crashes over the 2006-2010 period. Cyclists' safety is an area of high strategic fit in Wellington City and Hutt City, and of medium strategic fit in Kapiti and Upper Hutt City.



Cycle commuting has been growing in the region for many years and this has resulted in an increase in the number of inexperienced/unskilled riders. The 2013 Census showed that the number of cycle commuters in the Wellington region has increased by 49% since 2006. Cycle commuters make a contribution to the efficiency of our roading network, particularly during peak traffic times, and in areas with limited parking.

Pedal Ready is a cycle skills programme provided to schools and adults in the Wellington region. Training involves a bike and helmet safety check, bike

handling skills and exercises to build cycling confidence in preparation for all their future riding – whether it is out with friends or family, on the BMX track, mountain biking, or riding on the road.

The Pedal Ready programme has had a successful second year of operation and has exceeded targets set by Kiwisport. Promotion continues through Greater Wellington Regional Council opportunities like the Movin' Mail e-newsletter for schools, the Greater Wellington Regional Council and Sport Wellington websites, the Health Promoting Schools newsletter, Our Region page in the Dominion Post, Community newspapers and by word of mouth. We have also developed a website, and Facebook page to promote our suite of programmes as widely as possible. [www.pedalready.org.nz](http://www.pedalready.org.nz).

During this past financial year, Pedal Ready has delivered Introduction to Cycling and Grade 1 training to 2295 children, and Grade 2 training (on road) to 333 children. Instructor training has been provided to 57 people and 325 adults have received cycle skills training for an overall total of participants of 3010.

The programme continues to be promoted through the workplace travel planning network and we have had uptake from a number of organisations such as, the Rimutaka Prison Guards, NZ Police, Greater Wellington Regional Council, Kapiti Coast District Council, NZ Post, Te Kura Kaupapa Maori o Nga Mokopuna - Parent & teacher training.



Pedal Ready instructor and pupil at work

## 7. Customer satisfaction

Each year the Sustainable Transport team undertakes a survey of our stakeholders to determine whether we are delivering programmes that engage with people, providing websites that are easy to use, and providing targeted useful information.

Overall 87% of our stakeholders were satisfied (or extremely satisfied) with the work the team undertakes. There was a score of 100% satisfaction for the Workplace Travel Planners Forum and for the School Travel Planners Forum.

Feedback from this survey informs our future programming.

*“Active A2B was really good this year, engaging people in competition and giving feedback.”*

*“I really enjoy the quarterly forums - bringing people from different organisations together and sharing ideas is very valuable.”*

*“Free paper maps are a valuable resource. I often give or lend them to visitors, and plan my trips with them”.*