



greater WELLINGTON  
REGIONAL COUNCIL  
Te Pane Matua Taiao

# Sustainable Transport Annual Achievement Report 2011-2012



# Contents

<b>1.</b>	<b>School Travel Plan Programme</b>	<b>1</b>
1.1	Coordination and support	1
1.2	Monitoring & evaluation	2
1.3	Initiatives by Territorial Authority	7
1.3.1	Wairarapa	7
1.3.2	Lower Hutt	7
1.3.3	Kapiti Coast	8
1.3.4	Upper Hutt	8
1.3.5	Porirua	9
1.3.6	Wellington	9
<b>2.</b>	<b>Workplace and Business Travel Toolkit</b>	<b>9</b>
2.1	Coordination and support	10
2.2	Workplace And Business Travel Tools	10
<b>3.</b>	<b>Active Transport - Cycling and Walking</b>	<b>19</b>
3.1	Coordination and support	19
3.2	Active transport promotion & support	20
3.3	Road safety promotion & support	21
<b>4.</b>	<b>Road Safety</b>	<b>23</b>
4.1	Coordination and support	23
4.2	Regional campaigns	23
<b>5.</b>	<b>Travel Awareness Programme</b>	<b>25</b>
5.1	Promotion of transport options	25
5.2	Coordination, support and promotion	25
5.3	Road safety support and promotion	26

## **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 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

### **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 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
- 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:

- 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 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.

## **1.2 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.

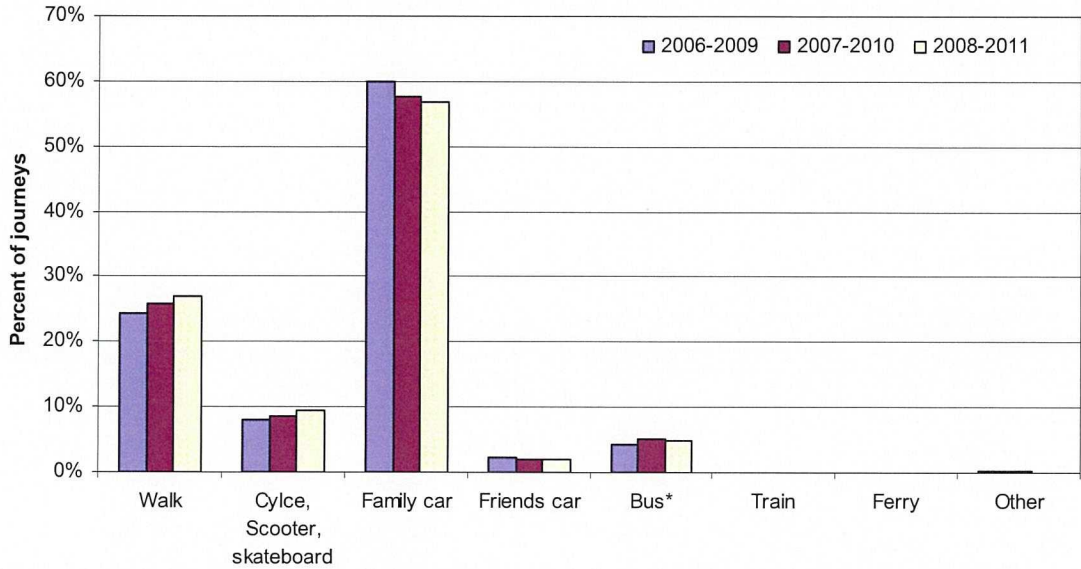
Four new schools joined the School Travel Plan programme by the end of this quarter with a total of 56 schools (reaching over 19,000 children) now participating.

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.

Across the region the Kapiti Coast District had by far the highest participation rate in the STP, with 59% of its schools with primary/intermediate age students participating across the 2008-2011 period. Upper Hutt City had the second highest participation rate at 31%. Porirua City had the lowest participation rate, with only 10% of its schools with primary/intermediate age students participating in the STP programme.

Data collected over the 2008-2011 period shows that around 59% of trips to school were by car, 27% were on foot and nine percent by bike, scooter or skateboard.

**Percent of journeys to school by mode:2006-2009, 2007-2010 and 2008-2011**



\*\*Bus includes public bus and school bus travel

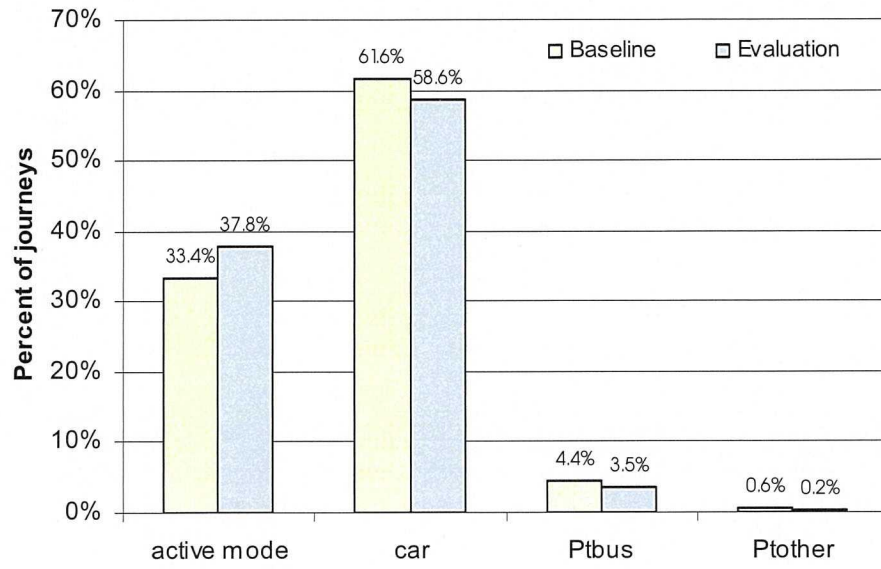
Comparing pooled data over time there has been a significant decrease in the percentage of trips to school across the region by car and a significant increase in the percentage of trips to school across the region by active modes.

Over the 2008-2011 period, around 59% of travel to school, for primary/intermediate age children in the region, was by car<sup>1</sup>, and 36% was by active modes<sup>2</sup>. Since 2006-2009 the STP 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.

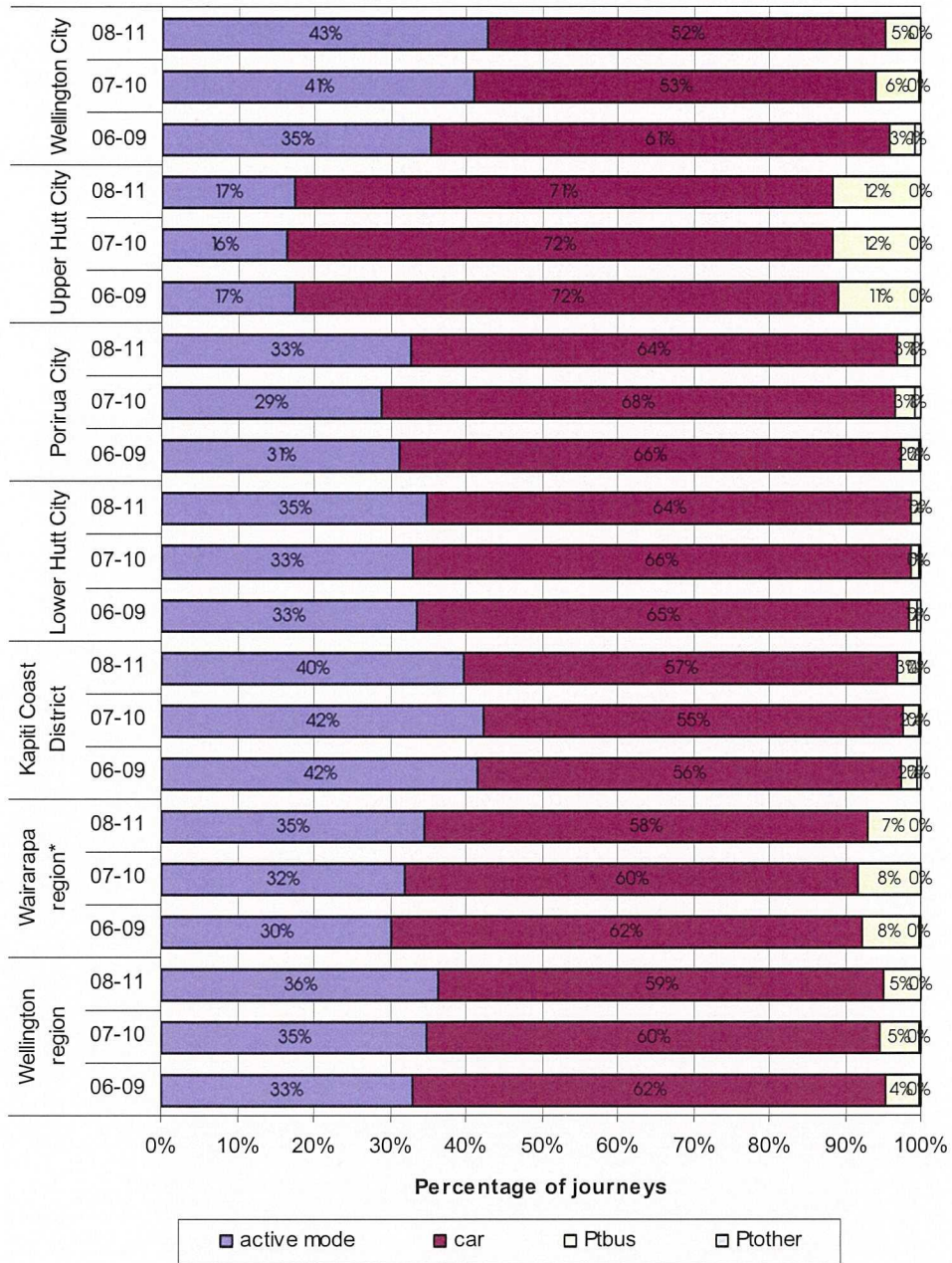
From the class travel survey data, the region’s schools with travel plans have achieved a statistically significant increase (4.3 percentage points) in the percent of journeys to school by active modes (see Figure 9). A corresponding decline in car use is also observed.

<sup>1</sup> Family car or friend's car.  
<sup>2</sup> Walk, cycle, scoot or skate.

**Figure 9. Change in mode of travel to school between class baseline and evaluation surveys**



**Percent of journeys to school by mode<sup>3</sup> for the individual territorial authorities, 2006-2009, 2007-2010 and 2008-2011**



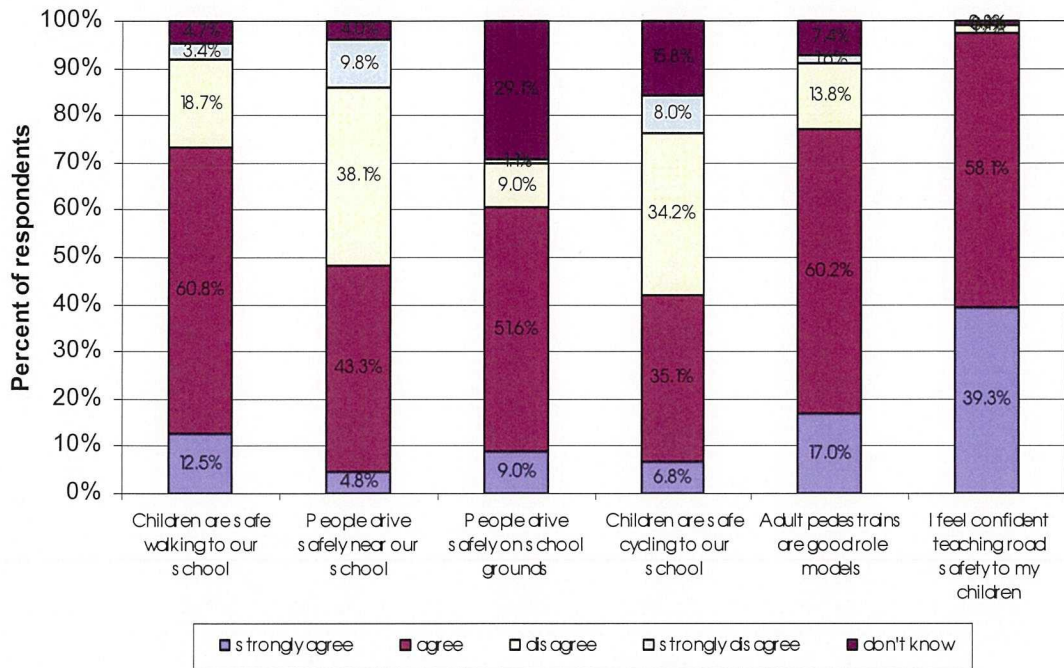
\*Wairarapa region includes the Carterton District, Masterton District and South Wairarapa District.

Looking at the trends in mode share within individual TA's the largest changes are observed for Wellington City followed by Wairarapa. From 2006-2009 to 2008-2011 the STP schools in Wellington City and Wairarapa have seen an increase in active mode use and a decrease in car use for travel to school. There has been little change across the other TA's.

<sup>3</sup> Active mode includes walk, cycle, scooter, skateboard and walking school bus; car includes family car and friend's car, Ptbody includes school and public bus; Ptother includes train, ferry and other modes.

The figure below shows the extent to which responding parents, at schools surveyed in 2011, agree or disagree with six aspects pertaining to safety. The vast majority of parents are confident teaching road safety to their children, with 39.3% strongly agreeing and a further 58.1% agreeing. Parents are also much more likely to agree that children are safe walking to school, compared to cycling to school. The information from 2011 shows that just under half of responding parents disagreed (38.1%) or strongly disagreed (9.8%) that people drive safely near their school.

**Extent to which parents agree or disagree with six aspects of safety, 2011**



### Movin'March

Movin'March 2012 was the Wellington region's third annual active travel week for schools. This year 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.

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.

Porirua City Council was especially supportive of Movin'March this year. It organised a children's road safety march through the city centre culminating in a safety exhibition at Te Rauparaha Arena.



### 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, 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
- Mapping safer walking routes to schools
- Movin' March participation
- Improving safety of parents parking behaviour
- Cycle skills instructor training

#### 1.3.2 Lower Hutt

Hutt City Council's (HCC) school travel plan coordinator currently supports 11 schools, with over 2500 students. These schools have implemented a variety of initiatives including:

- New pedestrian cross points identified and crossings installed
- Safe Drop Off Pou (Posts) decorated by schools and installed in the community at locations from which children can safely walk to their school
- Fancy Feet Days (walking to school in decorated shoes)
- Crossing safety promotion and driver education
- Participation in Movin' March including the highest level of participation in the walking and cycling safety checklist challenge involving parents in their children's road safety learning

- Walking school buses and road safety education
- Motorist speed monitoring near school gates, incorporating the results in math classes
- Enforcement blitzes or driver behaviour
- Road Safety through curriculum work through Math with speed
- Road patrol training in conjunction with the Police
- Cycle skills instructor training and delivery of cycle skills – grade one & two.

### 1.3.3 Kapiti Coast

Kapiti Coast District Council (KCDC) presently works with thirteen local schools, with over 5700 students. Some of the initiatives KCDC has helped implement in these schools include:

- Increasing local capacity to deliver cyclist skill training
- Parking changes to improve student safety
- Participation in Movin' March – road safety focus
- Organised 9 community volunteers to man a crossing patrol
- Implemented crossing improvements in 3 locations
- Worked with the Keep Ourselves Safe programme to introduce walking buddies and cycle safety checks
- Introduced Walking School Bus transition to walking groups
- Cycle safety instruction
- Identifying safe walking and cycling routes for schools
- Infrastructure works for safer crossings, speeds and parent parking

### 1.3.4 Upper Hutt

Upper Hutt City have 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

- Participation in Movin' March
- New school entrance with safe pedestrian access

- Safe active travel mural at school entrance
- Cycle skills workshops for students
- Training cycle skills instructors
- Young Cyclist competition – road safety and bicycle control skills

### 1.3.5 Porirua

Porirua City has three schools, with almost 1000 students, which are taking part in the programme. Only one school has been active this year. This school has been focusing on:

- Cycle safety programme including skills instruction
- Community “Big Bike Fix-up Day”
- Redesigning the school entrance way to safely accommodate pedestrians

### 1.3.6 Wellington

Wellington City has 19 schools, with over 7000 students, 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
- The development of a road underpass to allow children to cross safely under the road
- Road Safety curriculum work with year groups, syndicates and student teams
- Training a pool of cycle skills trainers to serve schools in Wellington City
- Level 1 and 2 cycle skills training
- Crossing and speed safety
- Student forum to present road safety findings to council and stakeholders

## 2. Workplace and Business Travel Toolkit

Since 2009, individual workplace travel plans have been declining in significance for Greater Wellington Regional Council in terms of its work promoting sustainable commuting and business travel. A much greater focus has gone into developing and promoting a suite of tools and campaigns that can be widely applicable to a large number of organisations across the region. Each element of the toolkit is designed to reduce the number of single occupancy

vehicles travelling at peak hours while minimising the administrative cost to a workplace, and ensuring it can align with a variety of business objectives.

Given this change in focus, no new individual workplace travel plans were developed in 2011/2012 with the priority instead being the continued promotion and expansion of the workplace and business travel toolkit.

## **2.1 Coordination and support**

While workplaces are no longer actively recruited to undertake comprehensive travel plans, a number of large organisations continue to have representatives undertaking sustainable transport initiatives in their workplace. Greater Wellington Regional Council facilitates and supports the network of representatives to meet on a regular basis through quarterly workplace travel planning forums. These forums continue to be well-attended, with between 10-20 organisations at each meeting.

Feedback from workplace representatives suggest this support is well received:

*Forums are good. Sustainable Transport is important for our organisation, but not a priority workstream for us, so the forums help us to keep up to speed with opportunities and what others are doing.*

*It is great that the network of sustainability professionals (particularly transport) is held together by the team. It is so very valuable to share experiences and lessons learnt.*

## **2.2 Workplace And Business Travel Tools**

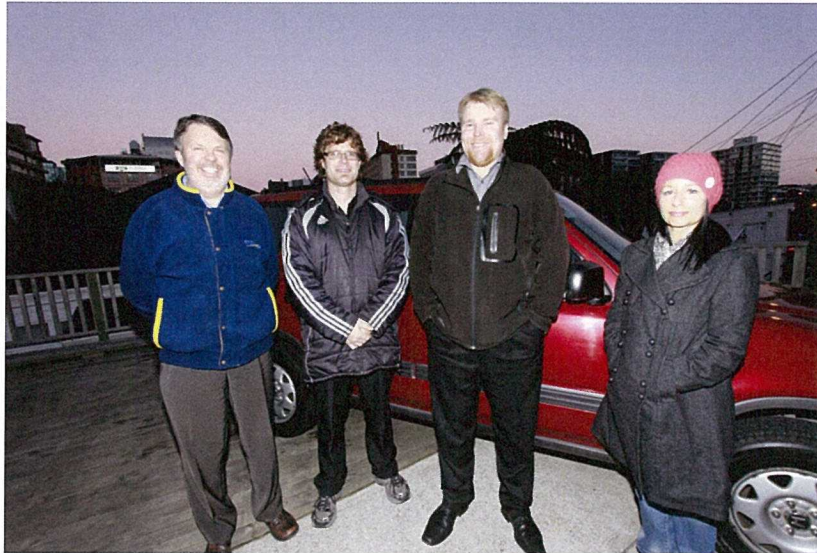
### Let's Carpool

By June 2012, 2283 people had registered on the Let's Carpool website in the Wellington region. There were 514 companies listed on the site and 24 organisations that had an internal administration system set up for them.

Results from the initial evaluation in 2010 indicated that Let's Carpool had positively assisted people to take up carpooling. The percentage of participants who indicated they carpooled to work as their main mode of transport increased from 12.4% to 27.9%. The results of this research were published in 2011 in the highly regarded Transport Policy journal.<sup>4</sup>

---

<sup>4</sup> Abrahamse, W.; Keall, M. (2011) Weaving a local web: Evaluating the effectiveness of Let's Carpool to encourage ridesharing to work. New Zealand Centre for Sustainable Cities: Otago University, Wellington.

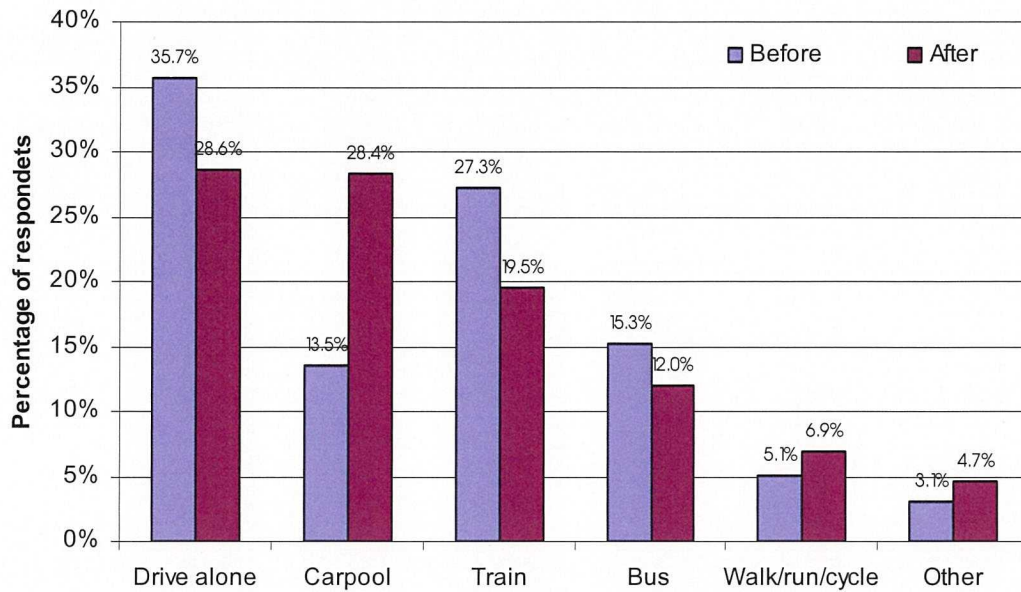


**Figure 1 Carpoolers using Let's Carpool to find people to share their ride**

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 was also a significant decrease in the percentage of participants who drove alone to work from 35.7% to 28.6% (Figure 2).

The recent evaluation revealed that more people are finding matches and carpooling with others found on the website. In 2010, only 40% of those carpooling had found their match on the Let's Carpool website while in 2012, this had grown to 75%. This indicates that better match options, due to an increase in people registered on the site, are improving the service.

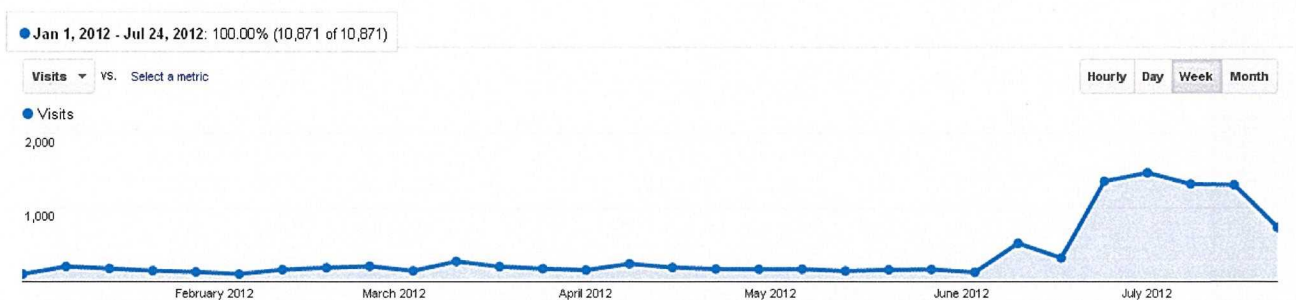
Based on a partnership with Auckland Transport, Let's Carpool was re-launched in June as a national website. Waikato, Taranaki, Manawatu/Wanganui and Nelson also signed up to the national scheme and now promote [www.lets carpool.govt.nz](http://www.lets carpool.govt.nz) in their region.



**Figure 2 Main travel mode of travel to work before and after registering with Let's Carpool**

Nationalising the website has enabled cost-savings in the license fee for both Auckland and Wellington and made the carpooling software affordable for less-populated regions. Collaboration on branding and marketing will lead to further cost-efficiencies and place Let's Carpool as the market leader in commuter carpooling. Users will be able to use the service if their commute crosses regional boundaries and they will not need to re-register if they move cities within New Zealand.

The success of the late June launch can be seen by a significant jump in the number of visits to [www.letscarpool.govt.nz](http://www.letscarpool.govt.nz) (Figure 3).



**Figure 3 Website hits for www.letscarpool.govt.nz Jan - June 2012**

## Active a2b

For the first time in 2012, Active a2b 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 for GWRC, the partnered programme took a more holistic approach to health and wellbeing by including nutrition and smoking cessation information in addition to the focus on walking and cycling for transport to work.

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

Before and after surveys showed that Active a2b achieved increases in walking (11 percentage points) and cycling (6 percentage points) to work for 'Plus' group participants. Car trips to work also dropped significantly from 80% to 60% for this group (Figure 4).

Levels of walking remained steady and cycling increased by 1 percentage point for the standard group. The overall increase in active travel from 37% to 43% of all journeys to work was significant at the 90% confidence level.

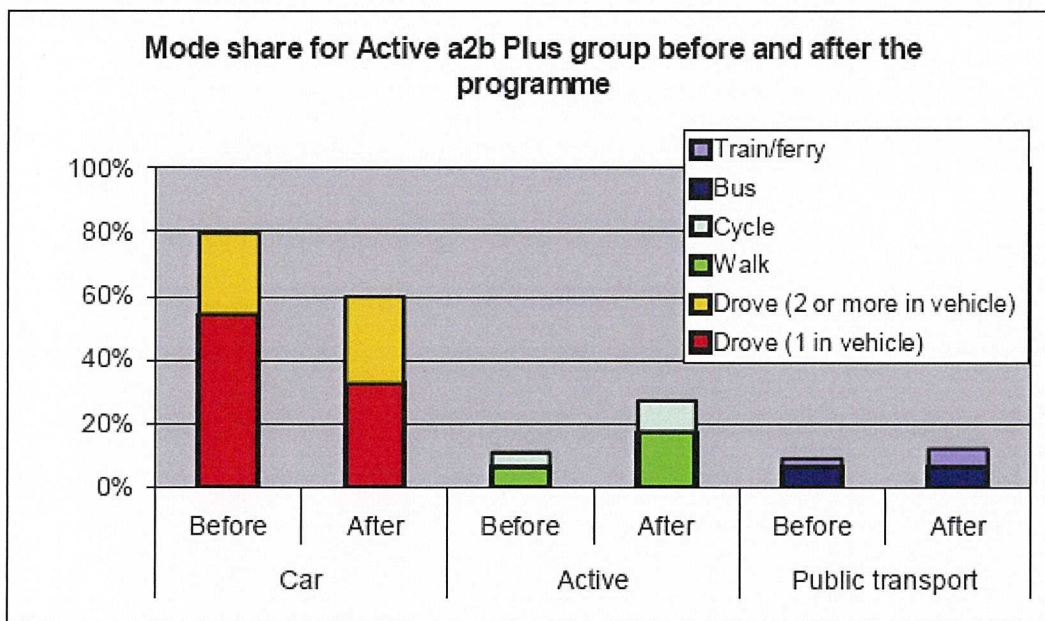


Figure 4 Mode share for Active a2b Plus group before and after the programme

Evaluation data from the Active a2b Plus group indicated that the programme led to a reduction of 3892 kilometres of car travel a week. Using prices set by the New Zealand Transport Authority, the economic value of the increase in walking and cycling was \$42,901, producing a cost benefit ratio for the programme of 1:4.9.



66% of participants reported that the programme helped them increase their health and wellbeing and a large amount of feedback was received confirming the programme had resulted in positive outcomes for participants in terms of increased levels of physical activity, improved nutrition and in some cases, smoking cessation.

**Figure 5 Active a2b participant cycling to work**

Participants reported many positive changes as a result of the programme. A few examples are shown below:

*My fridge magnet I received from your programme has encouraged me to keep walking everyday with the odd day of a ride in a car*

*When it comes to visiting family who live within the area I've been cycling (and also got my mum to come along by bike too!)"*

*More safety conscious. More considerate to cyclists when driving*

*I hang the reflector on my pack to feel more safer from cyclists who share the footpath.*

*Improved lighting for my bike. New helmet. Safer cycling route*



## Spring to the Street

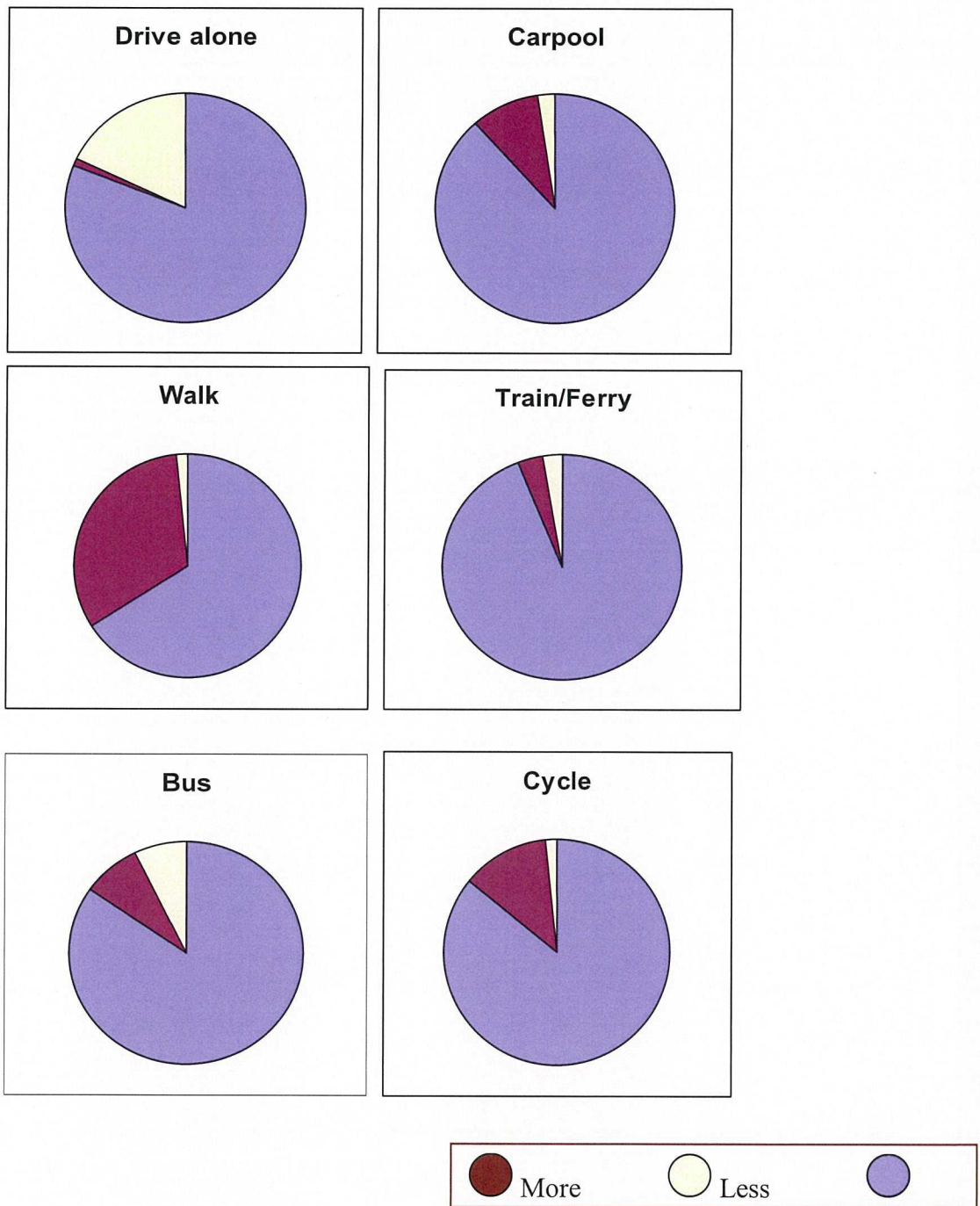
Based on the success of the online walking challenge ‘Streets Alive’ in 2011, the Sustainable Transport team at Greater Wellington developed a broader online sustainable transport challenge called *Spring to the Street*.

From 19 September - 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. Around 1750 individuals, 190 teams and 110 workplaces from around the Wellington region took part in the challenge.



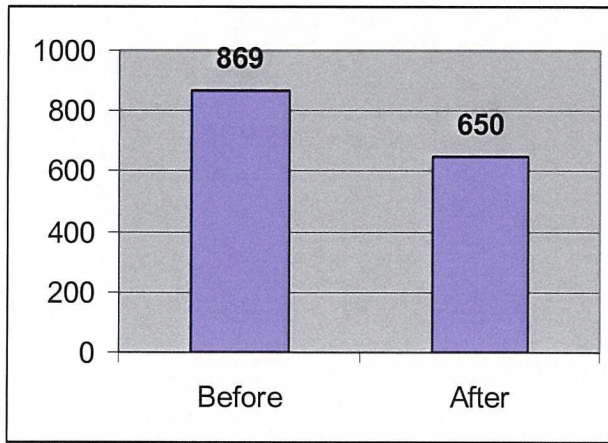
**Figure 6 Telecom representative accepting the prize for the highest number of participants**

Figure 7. shows that Spring to the Street encouraged some people to change their travel habits, with 18% reporting driving alone less, two weeks after the challenge, compared with before. The initiative appears to have been most successful at encouraging more walking trips, with increases in cycling and carpooling also seen. No notable increases in public transport were reported.



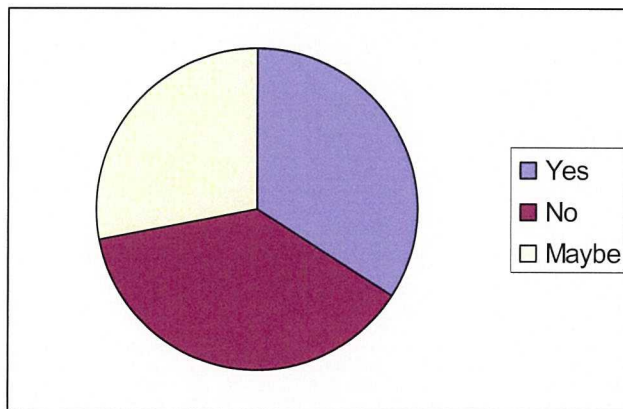
**Figure 7 Changes to participant travel after Spring to the Street**

Results in figure 8. were obtained from weekly travel surveys before and after the challenge. They confirm the reported decrease in driving alone and show a 25% reduction in drive alone trips to work following Spring to the Street.



**Figure 8** Number of drive alone commute trips before and after Spring to the Street

When participants were asked whether they were more likely to use ‘street-friendly’ modes (walking, biking, public transport or carpooling) more often in the future since participating in Spring to the Street, responses were split fairly equally between ‘yes’, ‘no’ and ‘maybe’ (Figure 9.)



**Figure 9** Whether participants were likely or not to take ‘street-friendly’ trips more often in the future

Participants enjoyed the challenge with only 8% saying they would not recommend Spring to the Street to a friend. The following comments are a sample from the positive feedback received:

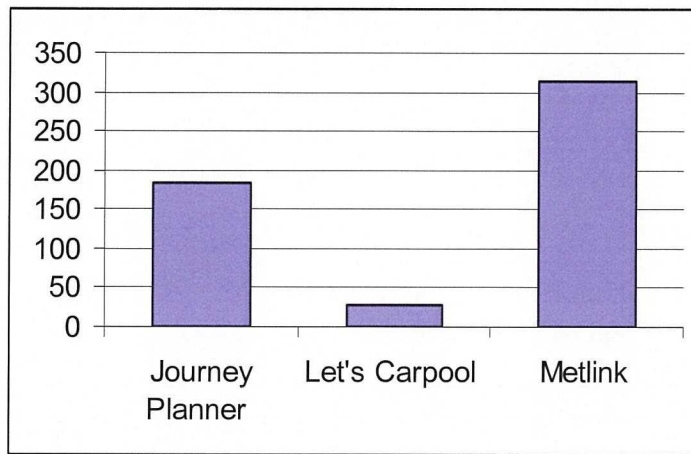
*Spring to the Street is a very good way to focus people’s attention on the alternatives that are available.*

*Its a good way of tracking how / when I use my car and for thinking about when I don't need to use it. It would be good for my husband to be aware of his use as well.*

*Motivation doesn't always come from within, sadly, so this provided the prod I needed to be brave and dust the cobwebs off my bike. In terms of motivation, it really helps to have an outside challenge and the lure of potential prizes:)*

*Made the daily commute fun and an interesting topic for discussion.*

The challenge also provided a channel of communication for promoting Greater Wellington's sustainable transport websites (Figure 10).



**Figure 10** Number of people that visited GW websites during Spring to the Street

### Bike Buddies



Seventy two people registered for the bike buddy scheme in 2012 which included 46 buddies and 26 mentors around the region. A new matching system was implemented where each buddy was paired with a single mentor instead of being given a list of potential matches. All but five buddies were given a mentor and an increase in communication was observed between them and their designated mentor compared with previous years.

GWRC learned of 15 matches that had been made and the following comments were received:

*Got more confident cycling with the bike buddy programme, so have started cycling again.*

*Great programme that really helped me gain more confidence cycling through the city safely. I had an awesome bike buddy!*

## Public Transport trials

Public transport trials were undertaken at Capital and Coast DHB and Transpower in December and June. Staff previously driving to work were offered a Snapper card loaded with a 3-day travel pass to trial the bus. 75% of the 164 people who received the 3 day passes at CCDHB used it and 51% went on to top up their card and use it again. Travel surveys before and one month after the trial revealed that participants were driving alone to work less, and had increased their bus use significantly.

Results from the Transpower trial are due in September.

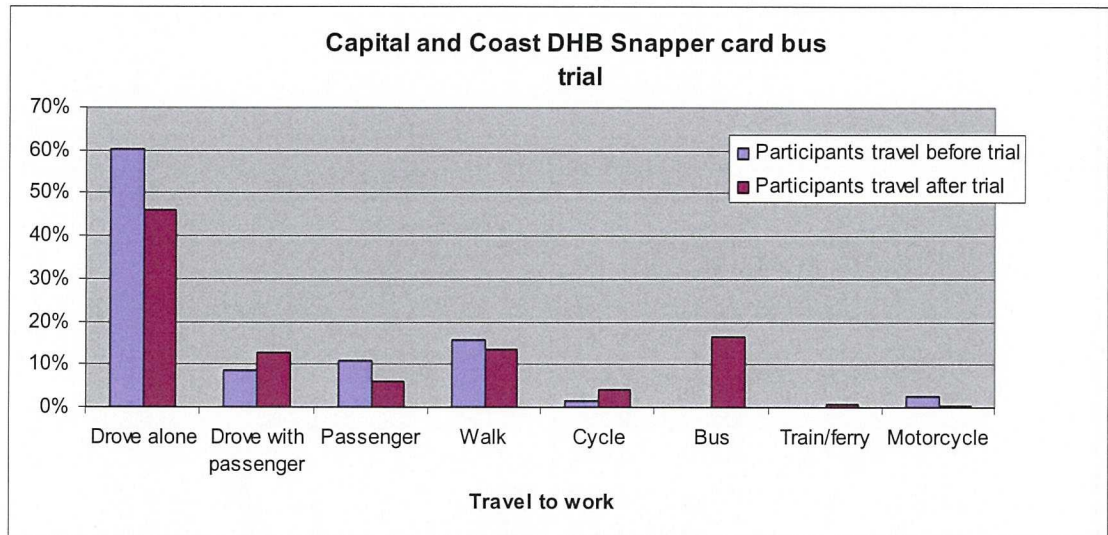


Figure 11 Capital and Coast DHB Snapper card bus trial

### 3. Active Transport - Cycling and Walking

The activities 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 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 are discussed. This includes:

- 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 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 and ran through to the end of 2011. This included 20-30% discount vouchers for the purchase of folding bikes, and a folding bike fun ride in November 2011. Approximately 55 discount vouchers were redeemed and folding bikes are no longer a rare sight in Wellington.



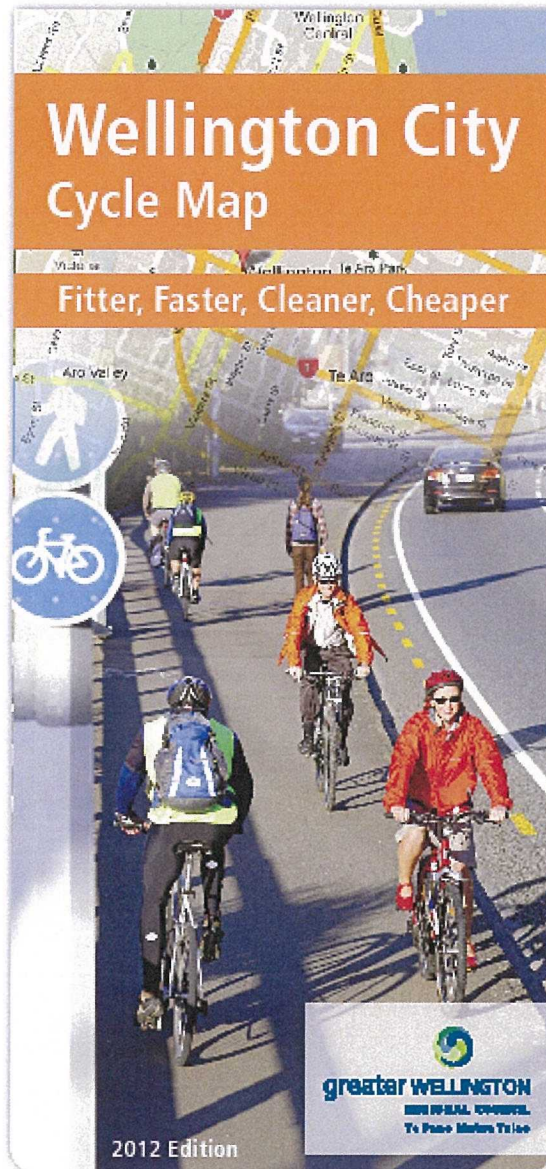
## **3.2 Active transport promotion & support**

### Cycling and Walking Journey Planner

The Cycling and Walking Journey Planner 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.

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. After 9,000 copies were distributed, work was completed on a 2<sup>nd</sup> edition and a larger print-run was done (14,000 copies).



*Wellington Edition of the Regional Cycling Maps*

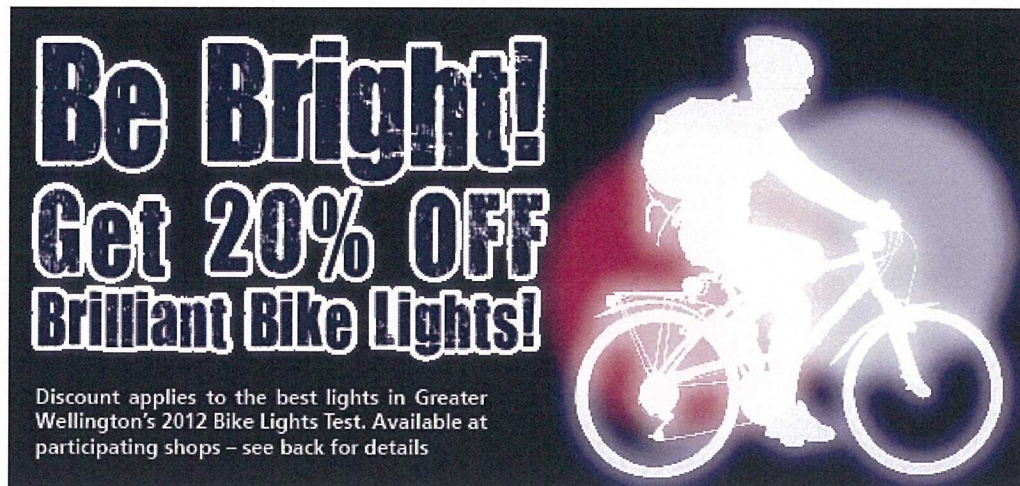
Work on the design of a mobile device (e.g. iPhone or smart phone) app for the cycling and walking journey planner started in May 2012.

### **3.3 Road safety promotion & support**

#### Be Safe, Be Seen

The 'Be Safe, Be Seen' campaign continued to include both pedestrians and cyclists. The 2011 bike lights and reflective gear review was 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 (1200 copies distributed). Greater Wellington representatives applied reflective tape to bicycles and gave away reflective slap bands at four Go By Bike Day events and handed out reflective bag tags, and badges at Wellington's Walk to Work day. Distribution of reflection materials continued through to the end of June. In total, 1,000 reflective bag tags, 1,000 reflective slap bands and 4,000 reflective strips were distributed region-wide



### Share the Road

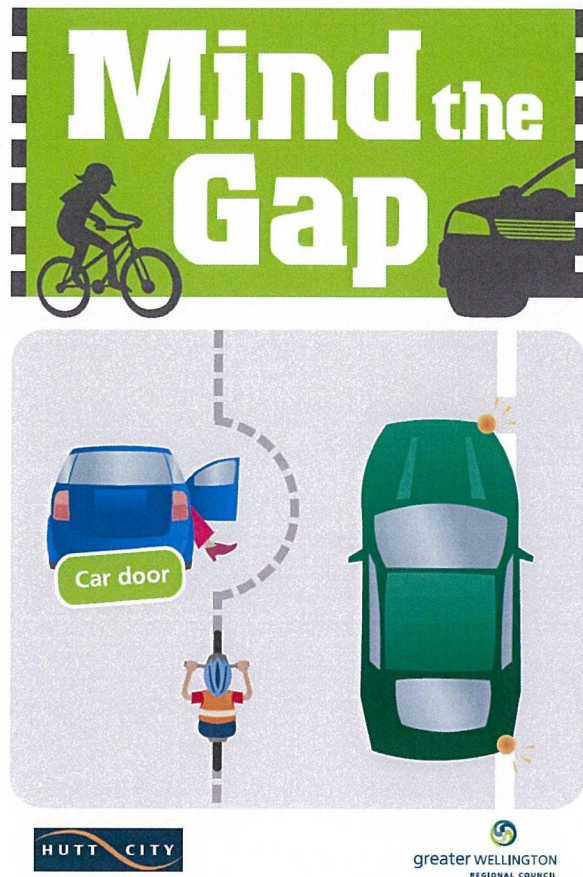
Greater Wellington worked with Cycling Advocates' Network, GoWellington and Valley Flyer to deliver bus drivers/cyclists awareness workshops. This initiative raises 'share the road' awareness, with drivers going for a bicycle ride and cyclists trying their hand at driving a bus. The workshops, attended by over 18 bus divers and 14 cyclists, continue to prove 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. One of the workshops was attended by a journalist who published a story in the local community newspaper. The key to the success of the workshops was shared at the New Zealand Walk/Cycle Conference. The Mana-Newlands bus company had a 'Share The Road' display designed, printed and put up in their driver depots.

Greater Wellington coordinated the distribution of NZTAs 'Share the Road' signs to councils in the region and worked with NZTA on a plan for their use on the state highway network.

### Mind the Gap

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. The posters were provided on Greater Wellington's website ([www.gw.govt.nz/mind-the-gap](http://www.gw.govt.nz/mind-the-gap)).





## 4. Road Safety

### 4.1 Coordination and support

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.

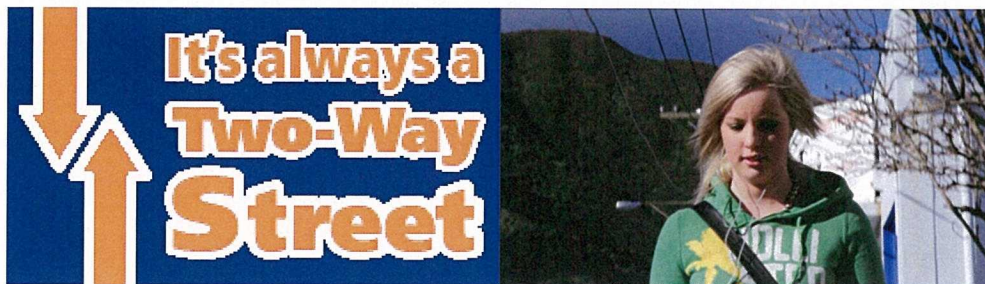
Greater Wellington attends Road Safety Action Plan meetings throughout the region and contributes to raising public awareness of regional issues through press releases and web pages at [www.gw.govt.nz/road-safety/](http://www.gw.govt.nz/road-safety/). GW has hosted regular meetings of the vulnerable road users subgroup of Wellington's SASTRG quarterly meeting.

### 4.2 Regional campaigns

#### Two-Way Street

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 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 was launched and viewed on Youtube over 5,000 times, so far. 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.



#### Last Choice Crash Car

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. 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.



## 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

The Sustainable Transport team runs a “New Movers Welcome pack” travel awareness postal campaign, targeting people moving house within and into the greater Wellington region.

In the first quarter of the 2011- 2012 financial year, evaluation of the initiative showed:

- 73% of all respondents found the pack contents useful or very useful
- Over half of recipients had used their complimentary public transport ticket. Of those who had not yet used it, 72 % planned to do so within the next month.
- Feedback on the pack was most favourable from people who were new to the region.

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. Collaboration on material for the pack continues between the Public Transport and Strategy and Community Engagement Groups and bus operators.

Between June 2011 and June 2012, 2235 households received the following:

- “Welcome to the region” letter from Chair Fran Wilde
- ‘Getting Around’ travel awareness brochure, which includes information on public transport, Let’s Carpool and the cycling and walking journey planner.
- Information on other Greater Wellington initiatives and resources

Residents locating to the CBD also received information on Cityhop the car-share scheme in Wellington city.

In addition, 1110 of these households received a complimentary return ticket, for either, Go Wellington, the Valley Flyer or the Mana bus services.

## **5.2 Road safety support and promotion**

### Cyclist skills training

NZTA's Safer Journeys Action Plan 2011-2012 emphasized 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 is 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't always meet the 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. To overcome these issues GW piloted a new approach to increase cyclist skills training capacity throughout the region. This involved ongoing training for PEOs, teachers and community volunteers.

To further increase capacity for cyclist skill training, GW supported a successful application for KiwiSport funding by En Velo (urban cycling consultants). Through this partnership, an extensive programme of cyclist skill delivery will be rolled out across the region. The Pedal Ready programme will be offered free of charge to all schools in the region. As part of the ongoing commitment to building capacity in this area, a system of accreditation will also be implemented for all trainers.

### Tawa community cycling project

Ten adults in the Tawa community completed Grade One cyclist skill training, and offered their time to assist with cyclist skill delivery in local schools. Four of this group of local volunteers, teachers and Police Education Officers progressed through to Grade Two training, equipping them to assist students when cycling in the road environment.

### 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 with a copy of the official New Zealand code for cyclists.