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Committee Regional Transport Committee
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Sustainable Transport Annual Achievement Report

1. Purpose

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

2. The decision-making process and significance

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

3. Background

Greater Wellington Regional Council (GWRC) reports its sustainable transport initiatives to the Regional Transport Committee on a regular basis and also provides an annual report summarising the achievements each year. The activities are directed by the Regional Travel Demand Management Plan, Regional Road Safety Plan, Regional Walking Plan and Regional Cycling Plan. These are all implementation plans under the Regional Land Transport Strategy.

Targeted travel awareness programmes provide an opportunity to increase the mode share of walking, cycling, public transport and carpooling, which helps to reduce congestion while improving road safety and travel times. This in turn contributes to a more efficient use of the existing transportation network.

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

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

This report sets out the general highlights and updates of the Council's sustainable transport programmes in 2012/13. **Attachment 1** provides details on the achievements and progress of each of these programmes and initiatives over the year.

4. Highlights 2012- 2013

Sustainable transport programmes and initiatives were rolled out in the region throughout the 2012-13 year and achieved many excellent results. The success and high profile of many of the programmes is the result of collaborative partnerships forged between GWRC, the Territorial Authorities (TAs), schools, businesses and other key agencies and groups.

4.1 School travel plan programme

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

Fourteen new schools joined the School Travel Plan programme this year with a total of 70 schools now participating. These schools represent over 22,000 children. Across the region the Kapiti Coast District has by far the highest participation rate in the School Travel Plan programme, with 76% of its schools with primary/intermediate age students participating. Upper Hutt City has the second highest participation rate at 50%. Porirua City had the lowest participation rate, with only 10% of its schools with primary/intermediate age students participating in the programme.

Scooter journeys now account for approximately 7% of all trips to school in the Wellington region. Scooter injuries in the Wellington region have increased from 105 in 2008 to 977 in 2012 (ACC injury data 2012). Developed in partnership with MicroScooters NZ, the Scooter School Safety Skills programme has instructed over 1300 students at 12 schools and three holiday programmes about the techniques and behaviours of safe scooter riding.

4.2 Workplace and business travel toolkit

4.2.1 Active a2b

Our Active a2b programme was delivered for the second year with support from health partners the Cancer Society, Compass Primary Health Care Network and Regional Public Health. While congestion-related outcomes were still the primary aim of Active a2b, the partnered programme included nutrition and smoking cessation information in addition to focusing on walking and cycling for transport to work.

In 2013, 81 workplaces registered, representing a total of approximately 41,000 employees. Over 1170 individuals participated in the programme, with 294 part of the 'Active a2b Plus' target group - which are those that drove to work at least once a week at the time of registration. Cycling trips increased by 5 percentage points (from 9% to 14%) while car trips for the 'Active a2b Plus' group decreased significantly from 79% to 63%.

4.2.2 Let's Carpool

Since July 2012, Let's Carpool has been operating as a national website with seven branches of local government administering the service in their area. GWRC has been co-ordinating the national delivery, providing regional support and recruiting additional partners. An eighth region, Christchurch, joined the website in June 2013.

In June this year, seven of the eight regional partners agreed to launch the first joint national campaign entitled Kiwi Carpool Week. The Wellington regional campaign focussed on students carrying two large sandwich boards in the shape of a car. These were located at key transport routes into and out of the Wellington City CBD and on other local authority roads. Following the campaign, the number of registrants in the Wellington region increased by 123. This compares with an average weekly number of 11 registrations. The final week of the campaign period happened to coincide with a major storm event where rail connections between Wellington City and the Hutt Valley were temporarily severed, and this generated a number of additional registrations to the website.

By the end of June a total of 8198 people registered on the website from across the seven regions. In the Wellington region, the Let's Carpool website has seen a 64% increase in website hits for the 2012/13 year compared to the previous year. In late May 2013, the Wellington region had 2763 people registered on the website.

4.2.3 Spring to the Street

The three week *Spring to the Street* challenge saw individuals, teams and workplaces compete to make the highest number of "street-friendly" trips on foot, by bike, public transport or carpooling. In 2012, 1437 individuals, 148 teams and 81 workplaces from around the Wellington region took part in the challenge. After participating in *Spring to the Street*, there was a 45% decrease in participant drive alone travel across all trip purposes, and an 18% increase in travel by sustainable modes.

4.2.4 Get Your Workplace Moving

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 updated resource reflects the current business environment where fewer workplaces have a mandate for traditional workplace travel planning but are responsive to cost-saving measures and those that improve the health and wellbeing of employees.

4.3 Active transport - cycling and walking

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

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

The Cycling and Walking Journey Planner attracted 27,155 visits in the last year, up 11% compared with the previous year (24,444 visits). This increase in activity was partly due to the release of a journey planner mobile device App.

The 'Be Safe, Be Seen' campaign continued to include both pedestrians and cyclists. The bike lights and reflective gear reviews were updated and the lights testing completed with assistance from ConsumerNZ (which subsequently published its own bike lights report).

4.4 Road safety

GWRC worked with Cycling Advocates' Network, GoWellington and Valley Flyer to deliver six bus drivers/cyclists awareness workshops in the last year. 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 continue to prove successful.

The Last Choice crash car resource has continued to be deployed throughout the region, and has been well-received by educators, youth and the wider community. Over the last 12 months it has been deployed for 70 days.

The focus of this year's motorcycling campaign was to collaborate with councils and ACC to create a motorcycle safety resource targeting older riders who are riding motorbikes, in some cases without the necessary level of skill. Through an online video campaign, the aim was to connect these riders to the approved skills training available in their area

Rights to use an adapted video from the UK were purchased and the clip was used to promote the ACC Ride Forever skills training courses. As at 30 June there have been 900 hits on the Playfield or Minefield YouTube clip. Ride Forever courses were also promoted at events and by postcard drops on parked motorcycles in Wellington CBD.

In addition, an assessment of the best hi-viz motorcycle vest available resulted in offering to motorcyclists a 25% discount on the Oxford Bright Top Active vest. This was promoted through eight motorcycling shops across the region.

Pedal Ready is the regional cycle skills programme which is provided to schools and adults. Through Kiwi Sport funding from Sport Wellington, Pedal Ready offers cycle skills training free to all schools in Wellington region. Road Safety Trust funding has enabled the programme to also include training for more instructors, adult learners and workplace training, and more hours dedicated to up-skilling children/young people to ride competently on the road.

The Pedal Ready programme has delivered Introduction to Cycling and Grade 1 training to 1260 children, and Grade 2 training (on road) to 128 children. Instructor training has been provided to 35 people and 69 adults have received cycle skills training. By June 2013, Transpower, Meridian, Beca and ACC had offered the programme to their staff and 30 people had attended the courses.

4.5 Travel awareness programme

In 2013 New Movers packs were sent out to 1,672 households, which included the Transport Options brochure (which includes information on public transport, Let's Carpool and the cycling and walking journey planner) and Metlink Network maps. Bus companies continue to support this targeted marketing initiative.

One thousand Transport Options brochures were sent to i-Sites and libraries, 1000 sent to workplaces for distribution to new staff and other internal promotions. Over 900 brochures were distributed at orientation days, festivals and events.

5. Communication

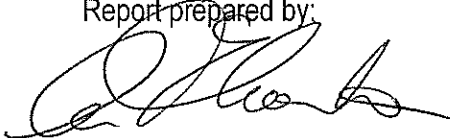
Communications will be made on an on-going basis.

6. Recommendations

That the Committee

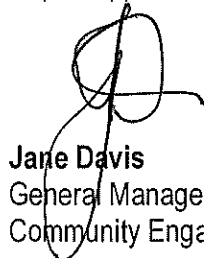
- 1. Receives the report.*
- 2. Notes the content of the report.*

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Attachment 1: Sustainable Transport Annual Achievement Report

