

Sustainable Transport Annual Achievement Report 2012-2013



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1. School Travel Plan Programme

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

Fourteen new schools joined the School Travel Plan programme by the end of this year with a total of 70 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.

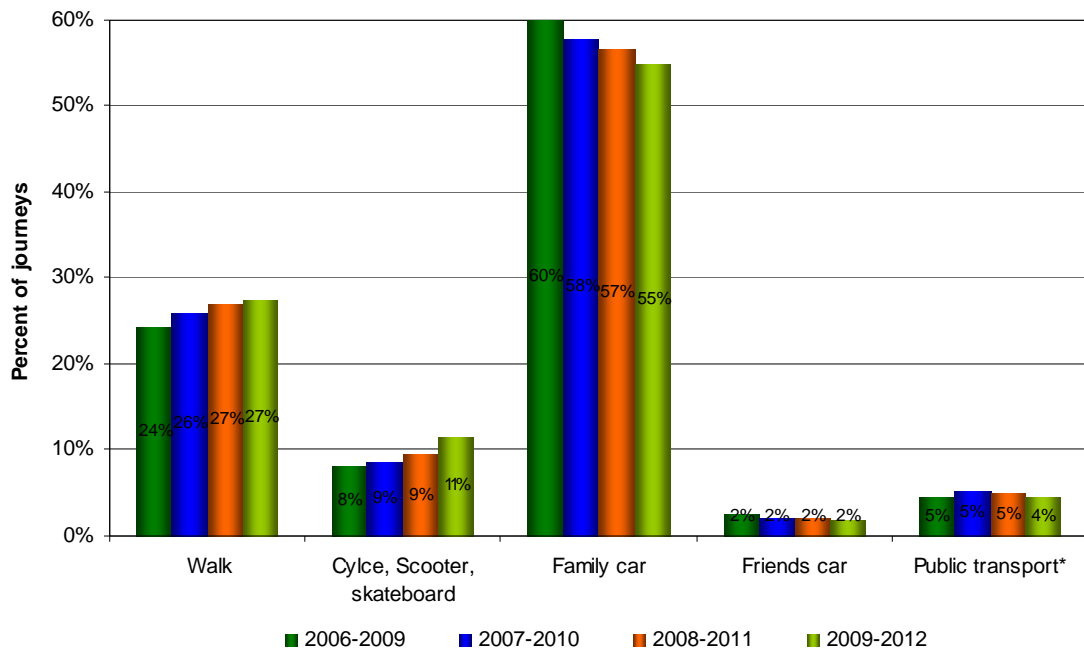
Each Territorial Authority (TA) in the region has at least one school in the programme and at least one school included in the 2009-2012 analysis. However, in the 2009-2012 analysis some TAs are over-represented and some are under-represented compared to the regional picture.

Across the region the Kapiti Coast District had by far the highest participation rate in the STP, with 76% of its schools with primary/intermediate age students participating. Upper Hutt City had 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 STP programme.

School age children are still over represented in the region’s cyclist and pedestrian road casualty statistics. Currently just under half of all crashes involving school age pedestrians and cyclists occur during the commute to/from school in the hours between 7:30-9:00am and 2:45-4:15pm. In 2009-2012, higher numbers of pedestrian and cyclist casualties were of primary age (aged 5-12) than college age (aged 13-17). In general there has been a decline in the number of school age pedestrian and cyclist casualties from 2006-2009 to 2009-2012, although the increase in aged 13-17 serious pedestrian casualties is of concern.

The figure below shows the percentage of journeys (n=110,783) to school in the region by different modes over the 2009-2012 period. Data for the 2006-2009, 2007-2010 and 2008-2011 periods are shown for comparison. Data collected over the 2009-2012 period shows that around 57% of trips to school were by car (family car or friend’s car), 27% were on foot, 11% by cycle, scooter or skateboard, and 4% by public transport.

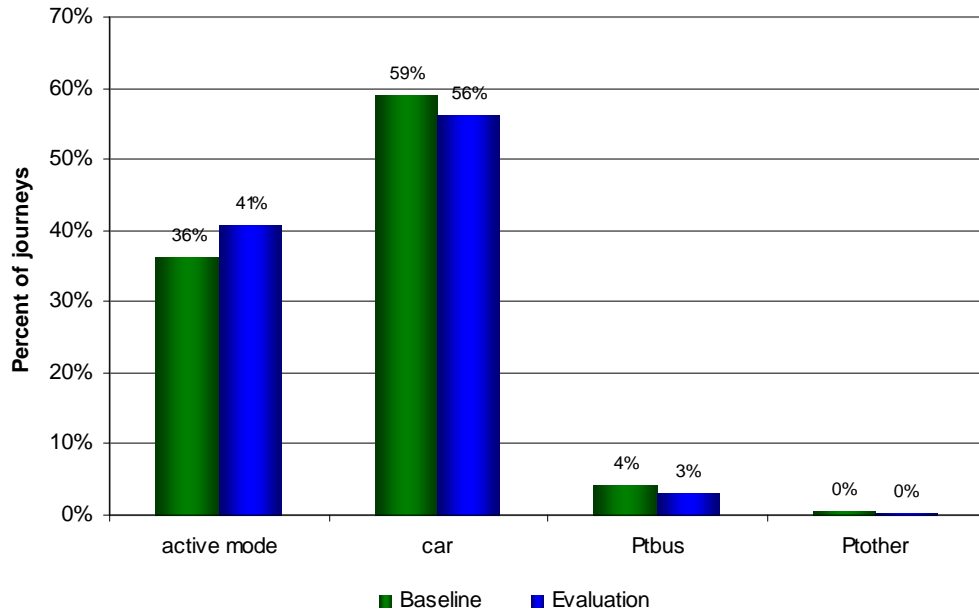
Figure 1: Percent of journeys to school by mode, 2009-2012 and 2006-2009, 2007-2010 and 2008-2011



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 57% in 2009-2012, whereas active mode trips (including walk, cycle, scooter and skateboard) increased from 32% to 39% over the same period.

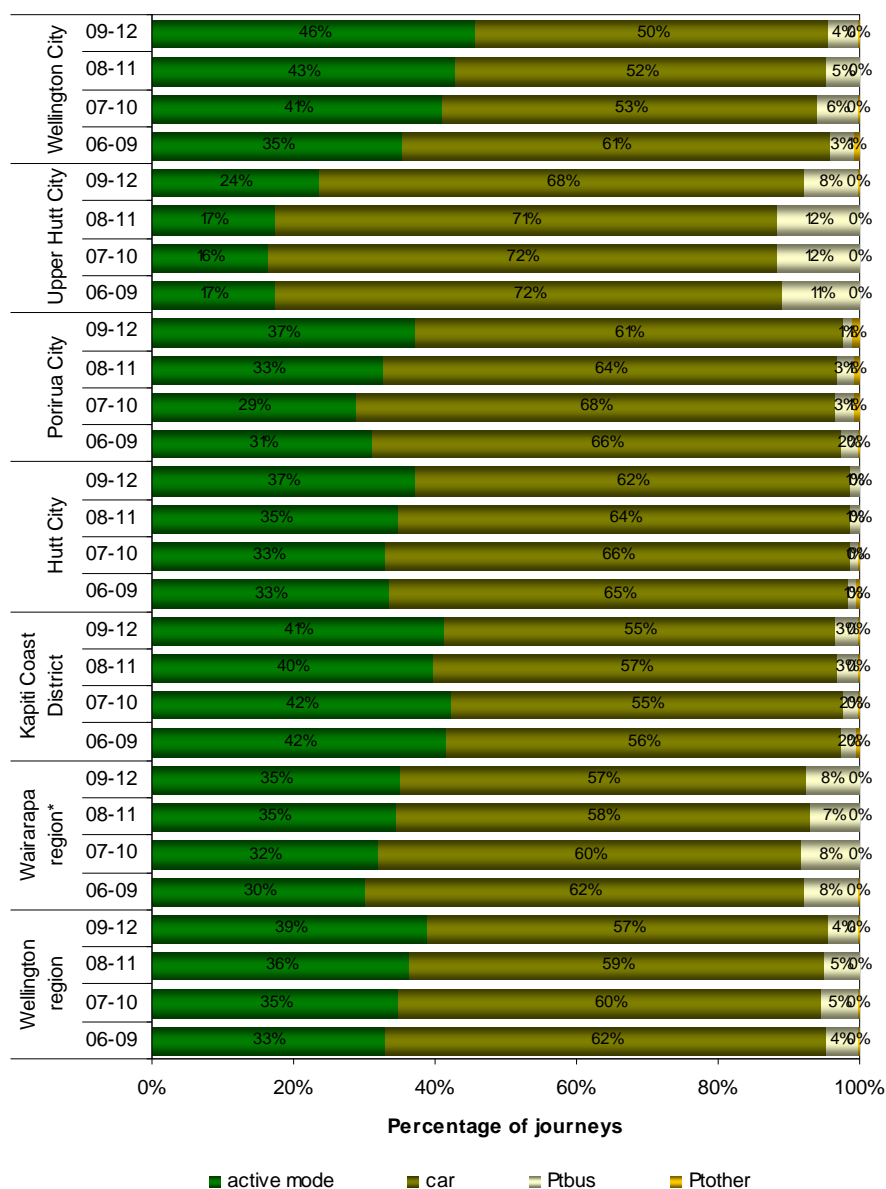
From the class travel survey data, the region’s schools with travel plans have achieved a statistically significant increase (4.6 percentage points) in the percentage of journeys to school by active modes (see Figure 16). A corresponding decline (3.0 percentage points) in car use is also observed.

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



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 2009-2012 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. Children attending schools in Upper Hutt and 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.

Figure 3; Percent of journeys to school by mode¹ for the individual territorial authorities, 2006-2009, 2007-2010, 2008-2011 and 2009-2012



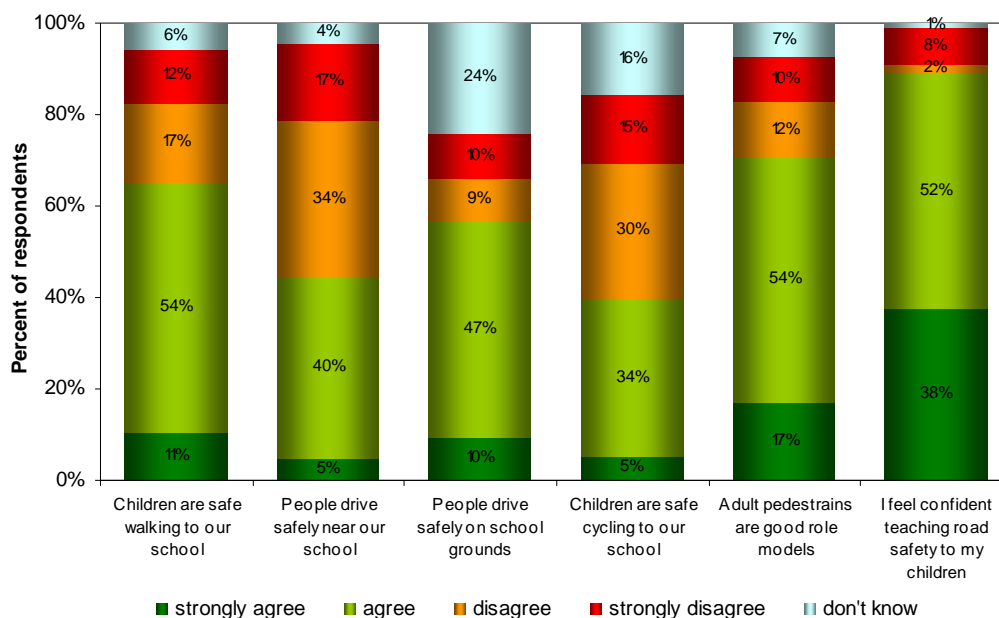
*Wairarapa region includes the Carterton District, Masterton District and South Wairarapa District.
 Note: percentages not clearly visible are generally below 2%

Looking at the trends in mode share within individual TA's 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 2006-2011 to 46% in 2009-2012, and car use has decreased from 61% to 50%. Also of note are the changes in Wairarapa across the 2006-2009 to 2009-2012 period and the shifts in Upper Hutt City and Porirua City over the last two survey cycles.

¹ 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 2012, agree or disagree with six aspects pertaining to safety. The vast majority (90%) of parents are confident teaching road safety to their children, with 38% strongly agreeing and a further 52% agreeing. Parents are much more likely to agree that children are safe walking to our school (65% selecting a rating *strongly agree* or *agree*), compared to cycling to our school (39% selecting a rating of *strongly agree* or *agree*). In fact, 45% of responding parents *disagree* or *strongly disagree* that children are safe cycling to school. Parents' perceptions of cycling safety may also be connected to the relatively high proportion of parents disagreeing that people drive safely near their school. The information from 2011 and 2012 shows that around half of responding parents *disagree* (34%) or *strongly disagree* (17%) that people drive safely near their school.

Figure 4: Extent to which parents agree or disagree with six aspects of safety, 2011-2012



1.3 Movin'March

Movin'March 2013 was the Wellington region's fourth annual active travel week for schools. This year 39 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 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 – 29 schools, with over 7,000

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.

1.4 Scooter School – Safety Skills 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 New Zealand, 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. 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.

1.5 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.

1.5.1 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
- Participation in Movin'March
- Pedal Ready cycle skills

1.5.2 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:

- Safe Drop Off Pou (Posts) decorated by schools and installed in the community at locations from which children can safely walk to their school
- 8 new Walking School Buses
- Community “Family Fun Night” road safety and active travel focus
- Fancy Feet Days (walking to school in decorated shoes)
- Crossing safety promotion and driver education
- Participation in Movin’March
- Pedal Ready cycle skills
- Scooter School Safety Skills programme
- Road Safety through curriculum work through Math with traffic speeds measured by pupils using radar device
- Big Bike Fix-up event at Epuni School
- On-going programme of parking enforcement at schools

1.5.3 Kapiti Coast

Kapiti Coast District Council (KCDC) presently works with 18 local schools, with over 6500 students. Some of the initiatives KCDC has helped implement in these schools include:

- Increasing local capacity to deliver cyclist skills training
- Parking changes to improve student safety
- Participation in Movin’March by 6 schools
- Implemented crossing improvements in 3 locations
- Installation of 2 Kea crossings
- The installation of two pedestrian crossings one with complimentary traffic calming
- The relocation of one school patrolled pedestrian crossing
- The introduction of a school patrolled crossing at Ōtaki College
- Placing of a pedestrian refuge on the Te Kura-a-iwi o Whakatapuranga Rua Mano pedestrian crossing

- Lengthened pedestrian phasing on SH1 at Paraparaumu during school arrival and departure times
- Speed radar gun speed surveys, road safety and statistics project at 6 local schools
- Working with 4 Student Councils on active travel initiatives
- Working with 4 student groups at other schools on both active travel and road safety
- Cycle winter safety equipment distributed to cycling students – lights and fluoro back pack covers
- Pedal Ready cycle skills training
- Repainting of all school pedestrian poles at school pedestrian crossings
- Inspection of all school pedestrian crossing patrol arms replacing stop discs where necessary
- Worked with NZTA to develop footpath linkage to new underpass under SH1 Ōtaki
- School patrollers competition and parade down Rimu Road
- Scooter racks supplied to all schools requesting them
- Upgraded cycle racks installed

1.5.4 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
- Young Cyclist competition – road safety and bicycle control skills
- Development of school cycling groups

1.5.5 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 schools has been focusing on:

- Pedal Ready Cycle Skills training
- Community “Big Bike Fix-up Day”

1.5.6 Wellington

Wellington City has 22 schools, with over 7800 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 children in all participating schools
- Road Safety curriculum work with year groups, syndicates and student teams through inquiry learning model
- Pedal Ready cycle skills training
- Participation in Movin' March
- Student forum to present road safety findings to council and stakeholders

2. Workplace and Business Travel Toolkit

Greater Wellington Regional Council continues to focus its efforts in this area on providing tools and support to workplaces looking to promote sustainable and healthy transport options for their employees. The expanding workplace and business travel toolkit offers easy-to-implement initiatives that provide win-win transport solutions for employers.

GWRC 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.

The underlying objectives driving this work derive from the Regional Land Transport Strategy that includes targets to: increase mode share for pedestrians and cyclists, reduce greenhouse gas emissions and reduce severe road congestion.

2.1 Coordination and support

Greater Wellington Regional Council continued to host quarterly workplace travel planning forums in 2012/2013. Attendance at these forums grew slightly on the previous year. Within the regional workplace travel planning network, the following was achieved:

- GW welcomed the Department of Corrections into the network, and supported their involvement in sustainable transport initiatives. As a result of their engagement in Spring to the Street, a new bike cage was constructed for their head office. The Department also rolled out a national promotion of Let's Carpool.
- Victoria University of Wellington continued to implement its travel plan. Management approval was obtained to progress their parking

policy to increase the cost of all-day car parking. Greater Wellington assisted VUW with its follow-up survey of staff and students which showed that there has been a significant increase in the percentage of staff and students walking to campus (9% for staff, 12% for students) and a reduction in private car use.

- Powerco implemented a number of sustainable travel initiatives to assist their staff with the move from a Lower Hutt office to a Wellington CBD site. Greater Wellington supported their efforts with a travel option map for staff at the new Wellington site.
- Upper Hutt City Council purchased an electric-bike for work purposes.
- Internal Let's Carpool promotions were undertaken at Transpower, Department of Corrections, Wellington Airport, Inland Revenue, Capital and Coast DHB, Whitireia Polytechnic, Meridian and Massey University
- Transpower continued to implement actions as part of its travel plan including developing a sustainable transport flier for the staff induction pack, providing umbrellas for staff walking trips and promoting their leadership support for carpooling and videoconferencing.



Figure 5: Transpower's intranet site displaying its travel plan.

- Airport travel guides were developed at Beca to promote sustainable transport to and from area offices.
- Sustainable transport principles were included in the design of the new Kapiti Coast District Council premises which was built with showers, a bike shed, power sockets for hair dryers and carpool priority parks.
- Weltec hosted a Greater Wellington Sustainable Transport stall at their orientation event in February.
- Greater Wellington supported a pedometer challenge at Meridian, which included active transport messages.
- Feedback from workplace representatives suggest GWRC's work makes a valuable contribution:

"Programmes work well with motivated participants and provide good targeted assistance"

*"...good news, Corrections have just built a brand new secure bike park ;-)
Your efforts with us are starting to pay"*

"Thank you for letting me attend the last couple of Workplace travel planning forums. The ideas which I have got through attending – are fantastic."

2.2 Expanding our audience

As well as working with individual workplaces, in 2012/2013 GWRC 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.

2.3 Workplace and business tools

2.3.1 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 updated resource reflects the current business environment where fewer and 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. The guide is designed to emphasise the many co-benefits of promoting sustainable business travel and provide assistance to workplace champions looking to gain internal support for implementing these types of actions.

The guide was distributed through GWRC and Regional Public Health networks and can be accessed online at: <http://www.gw.govt.nz/assets/Transport/Workplace-Travel-Plans/Get-your-workplace-moving-FINAL-web-version.pdf>

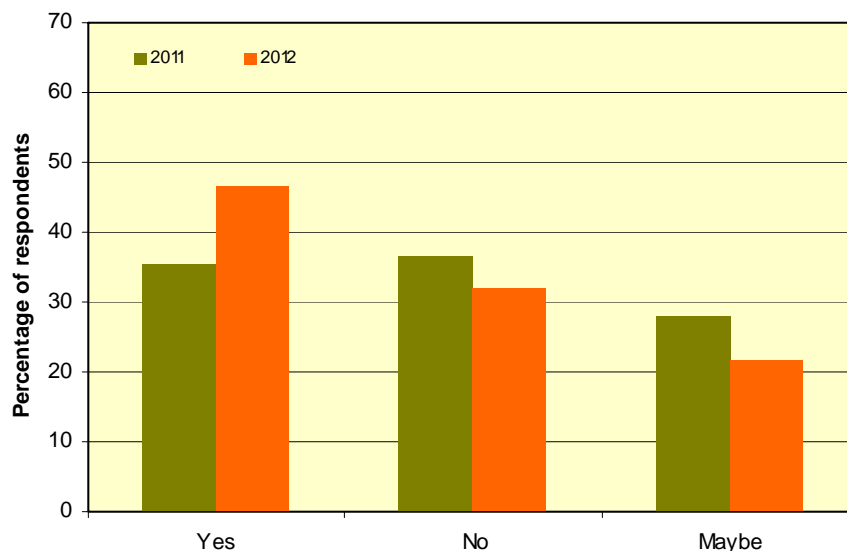
2.3.2 Spring to the Street

Spring to the Street is Greater Wellington’s fun free three week sustainable transport challenge. The challenge coincides with the start of daylight savings, and encourages participants to give their car a “spring break” and explore new ways to get around. This is the second year the challenge has been run.

In 2012, 1437 individuals, 148 teams and 81 workplaces from around the Wellington region took part in the Spring to the Street sustainable transport challenge.

The evaluation survey asked respondents whether, since participating in Spring to the Street, they are more likely to travel by “street-friendly” modes (walking, cycling, public transport and carpooling). Figure 4 shows that after the 2012 Spring to the Street challenge 46% of respondents thought they were more likely to use more “street-friendly” modes for their travel in the future. This is a significant increase from 35% of respondents in 2011.

Figure 6. Percentage of respondents more likely to use “street-friendly” modes following Spring to the Street



After participating in Spring to the Street, there was a 45% decrease in participant drive alone travel across all trip purposes, and a 18% increase in travel by sustainable modes. Carpooling followed by walking experienced the largest increases following participation in Spring to the Street. Walking was found to be the most common travel mode for participants both before and after participation on Spring to the Street.

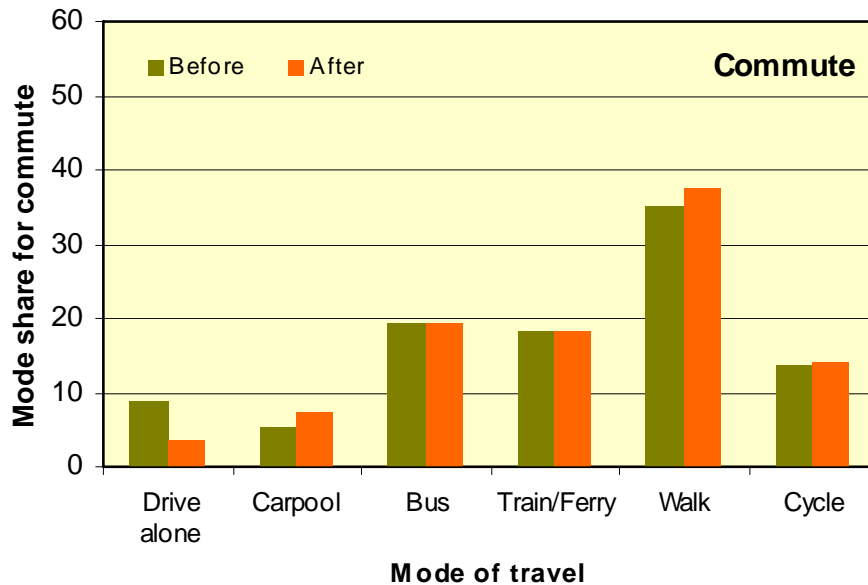


Figure 7: Mode share before and after participation

In general participants experience with the Spring to the Street challenge was very positive. The majority of participants found it easy to register and log their daily grids for the challenge. Just over 70% of participants would also recommend the challenge to a friend mainly because it is fun and makes you think about how you travel.

Like the results in 2011, the challenge has decreased participants use of drive alone travel and increased their use of more sustainable transport modes. Although the number of participants is slightly down on last year, the changes in travel behaviour have been larger in 2012. Also participants found it easier to register and log their grids and were more likely to visit GWRCs sustainable transport websites in 2012 than in 2011.



Figure 8: Department of Corrections team - winners of the Kona pool bike sponsored by Bike Barn

Some comments from participants:

“I think it's a great way to get you thinking of alternative methods of transport!”

“Easy means of motivating yourself to make better transport/healthy living choices. Good means of logging and tracking progress too.”

2.3.3 Active a2b

Active a2b is a health and wellbeing initiative that was delivered in 2013 for the fourth consecutive summer by the Sustainable Transport Team at Greater Wellington Regional Council (GWRC). 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 active transport. This year, a separate branch of the programme was designed with assistance from Regional Public Health, to engage ‘offline’ organisations outside of Wellington CBD.

The main target group for Active a2b are those participants who drove to work in a vehicle at least twice a week at the time of registration. This ‘Active a2b Plus’ group receives a higher level of personalised support than other participants.

In 2013, 81 workplaces registered, representing a total of approximately 41,000 employees. 1170 individuals participated in the programme, with 294 part of the ‘Active a2b Plus’ group.

Of the 81 organisations that participated, nine workplaces staff that primarily did not have access to computers joined an amended programme. These “offline” organisations were approached to encourage more participation from Maori and Pacific Islanders who are typically overrepresented in offline workplaces. The health partners identify these two populations as a target demographic to engage in health and wellbeing initiatives. These workplaces received a modified Active a2b program which consisted of a six-week challenge to walk or cycle to work as much as possible. The same tools and gifts were offered, with the exception of the Go by Bike day and Walk 2 Work day events.

Results from participants who completed both the registration and evaluation survey showed that Active a2b achieved increases in the use of active mode trips to work. The increase in walking trips was not significant, however

Shower at work can make big difference



Photo courtesy: Albert van Tien, left, and Jason Morris of the program. Instructors are two staff to take up the Active a2b challenge.

By SIMON EDWARDS

Employees want fit and healthy staff, alert after lunch instead of 'zombie mode'. The answer may be installing showers at work.

Greater Wellington Regional Council's summer active travel scheme, Active a2b, is back again and for the first time in its five-year history, non-office workers are signing up.

Clare Pearce, the Active a2b coordinator, says in the past only office workers have taken part. "But we've made a concerted effort this year to bring non-office workers on board and it's great that so many of them are here."

In the Hutt Valley, staff from Portner Industries, Mike All May Prison and The Warehouse Lower Hutt have signed up alongside past participants from such organisations as CDS Systems, Hutt City Council, Mid-Tex and Hutt Valley District Health Board.

Active a2b is a four-week programme that encourages commuters across the region to leave the car at home and

explore alternative ways of getting to and from work.

"This time of year, with longer and warmer days, is the perfect time to give commuters a boost by walking, running, cycling, starting or finishing all or part of the way," Mr Pearce says.

An advanced automatic fire detection system specialist Portner Industries, assistant cyclist Jason Morris has taken on the role of trying to persuade more office workers to travel by two wheels or on foot.

"It's a win on two days, but still like to the Warehouse's head quarter, and perhaps five more walk."

"Right a few more go for a about 20-minute walk at lunchtime, which is not part of the programme. A shame really because that would tick the box for them, I think."

Mr Morris said though Portner has a great, secure bike shed on site, a lack of showers is cited by quite a few staff as the reason they don't cycle, or at work which is "a big block for the whole middle lower lot like at home, again."

"In a previous workplace I used to go running at lunchtime. Without showers, you can't do that."

► ACTIVATE YOURSELF

Active a2b is tailored to the commuter. Everyone has different goals they want to achieve and participants can choose from a range of helpful tools to help get there where you want to be: an inspiring walking calendar, a goal magnet, walking gym workshops and cycle workshops.

■ A highlight of the programme is a four-week active commuter challenge from mid-February to mid-March, with prizes on offer.

■ Round 500 people have already signed up for the 2013 programme. Register at www.a2b.org.nz. You will get a membership card, offering discounts at a range of stores, an e-newsletter and a free Active a2b gift.

Mr van Tien - fit and lean despite his advanced years - is a great advertisement for the benefits of cycling.

"I could meet five times the number of fitness (Albert) has arrived by car on one hand," Mr Morris says.

"They both can hit the phases of getting active and having the

car in the garage, some money, no pollution, fitness, good thinking etc."

Asked for his motivation to ride, Mr van Tien just replies: "I'm not! I could say it's because I'm a Dad and we always cycle to work."

The two cyclists have praise for the city council for subsidising a good length of the River Trail from Emerald Road bridge south. It gets cyclists away from congested roads - particularly drivers who lost while behind the wheel, "or swerves you only to see you off on a one-way a side way further up."

Mr Pearce says if the council could find the money to create a similar cycle path running alongside the rail corridor in the northern part of the city, even more workers and school pupils would be able to cycle.

Ms Pearce of Active a2b says quarter awards in January provide a great opportunity for people who haven't been on a bicycle for a few years to try it out.

"We offer a bike maintenance service.

"They arrive with amazing you on your cycle commute and give you some handy tips on how to be safe."

An active commute to and from work means some expense without having to take a chunk out of a busy working day.



Hairdressing Courses Starting Feb! **AMAZING SPECIALS**

cycling trips increased by 5 percentage points (from 9% to 14%). Car trips for the 'Active a2b Plus' group also decreased significantly from 79% to 63%. This is similar to the reduction in car trips observed for 'Active a2b Plus' participants in 2012. In 2013 there was little change in travel behaviour for the Active a2b Standard group.

Evaluation data from the 'Active a2b Plus' group indicated that the programme led to a reduction of 3664 kilometres of vehicle travel a week. Using prices set by the New Zealand Transport Agency, the economic value of the increase in walking and cycling was \$42,602, producing a cost benefit ratio for the programme of 1:4.3.

Half of survey respondents thought that Active a2b had helped them walk or cycle to work more. 45% of respondents also thought that Active a2b had helped them to walk or cycle more outside of work and 61% thought that it had helped improve their health and well-being.

The programme continues to be successful in not only achieving reductions in those driving to and from work and increasing active travel, but also in building social support for active travel through the media and normalising walking and cycling as transport modes.

2.3.4 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. Greater Wellington Regional Council 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 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.

Seven of the eight regional partners agreed to launch the first joint national campaign entitled Kiwi Carpool Week. The campaign went from 10-16 June 2013, and was promoted across Auckland, Waikato, Bay of Plenty, Taranaki,

Manawatu-Wanganui, Wellington and Nelson/Tasman (Christchurch joined too late to participate in the campaign).

Each region was responsible for its own promotions, however there was coordination across the regions to ensure consistency of message and material. Auckland Transport developed a series of marketing templates, user guides and workplace promotional tools that Wellington was able to utilise at no cost. The sharing of ideas and expertise has led to an expansion of the programme that would otherwise have not been possible, and GWRC continues to save costs on software license fees.

The campaign utilised media coverage and students carrying two large sandwich boards in the shape of a car. These were located at key transport routes into and out of the CBD and on other local authority roads (Waterloo Quay, Aro St, Petone Esplanade).

Following the campaign the number of registrants in the Wellington region increased by 123. The final week of the campaign period happened to coincide with a major storm event where rail connections to the Hutt Valley were temporarily severed, and this generated a number of registrations to the website.

The national nature of the project has also led to a number of new opportunities, including coverage in the Local Government magazine, a potential feature in the AA Directions magazine and a presentation at the IPENZ Transportation Group conference in Dunedin in April, 2013.

By June, 2013 there were a total of 8198 people registered on the website from across New Zealand.



2.3.5 Cycle Skills

Bike Buddies

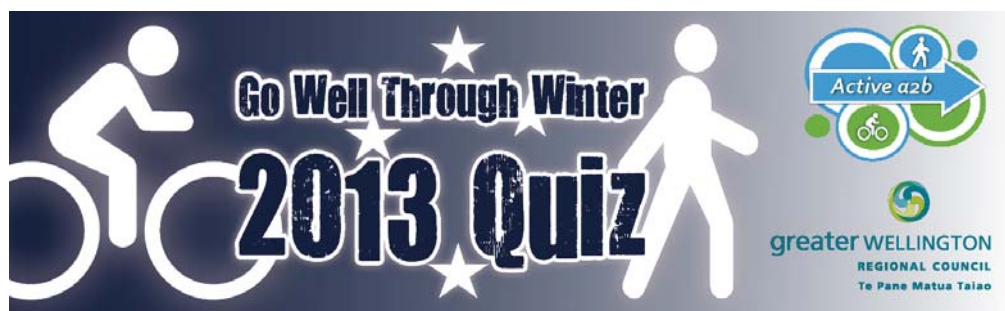


Bike buddies matches experienced cycling mentors with people who are getting back on their bikes and want to know the best commuter routes. The bike buddy scheme continued to run in 2012/13 with 19 new mentors signing up, and 34 buddies registering for the service.

Pedal Ready

Pedal Ready is the regional cycle skills programme (see more details in section 5.2.1) 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 30 staff at Transpower, Meridian, ACC (twice), and Beca.

2.4 Go Well Through Winter



Each year, Active a2b concludes with a 'Be Safe Be Seen' road safety campaign to increase the visibility of walkers and cyclists during winter. 2013 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.

900 responses to the quiz were received and 3,000 reflective slapbands and bag tags, and over 3,000 pieces of reflective tape were distributed at events, via council offices and directly to people who sent us self-addressed envelopes. Also, an update of the 2011 reflective gear review was completed and added to our 'Be Safe - Be Seen' web page.

Feedback from respondents indicated the quiz had achieved its aims:

The quiz enlightened me to a few safety tips that I didn't know - lightly coloured jackets are more visible in the dark than hi viz clothing.

Loved the quizzes!

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 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.

3.1.1 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 bike outlets, the annual folding bike fun ride, and negotiations to re-launch a folding bike discount scheme.

The folding bike fun ride attracted 15 riders and featured on stuff.co.nz twice. The popularity of folding bikes can be seen in the recent arrival of Tern folding

bikes on the local market. Demand to carry bikes on trains has been met with a trial of cycle carriages on more Matangi services during the peak period.

3.2 Active transport promotion & support

3.2.1 Cycling and Walking Journey Planner

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 three Regional Cycling Maps have continued to prove popular (with 13,000 copies distributed in the last 12 months). A re-print was completed in June 2013.

3.3 Road safety promotion & support

3.3.1 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) with the lights testing completed using an illuminometer (recording lux output) and assistance from ConsumerNZ (who subsequently published their own bike lights report).

The brightest lights in the test were promoted with a 20% discount voucher (1000 copies distributed, and also published in the DomPost). Greater Wellington representatives applied reflective tape to bicycles and gave away reflective slap bands at three Go By Bike Day events and handed out reflective bag tags 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, 2,000 reflective slap bands and over 3,000 reflective strips were distributed region-wide. Our Be Safe-Be Seen web page was downloaded over 4,000 times in the last year.



Figure 9: Be Safe Be Seen website photo

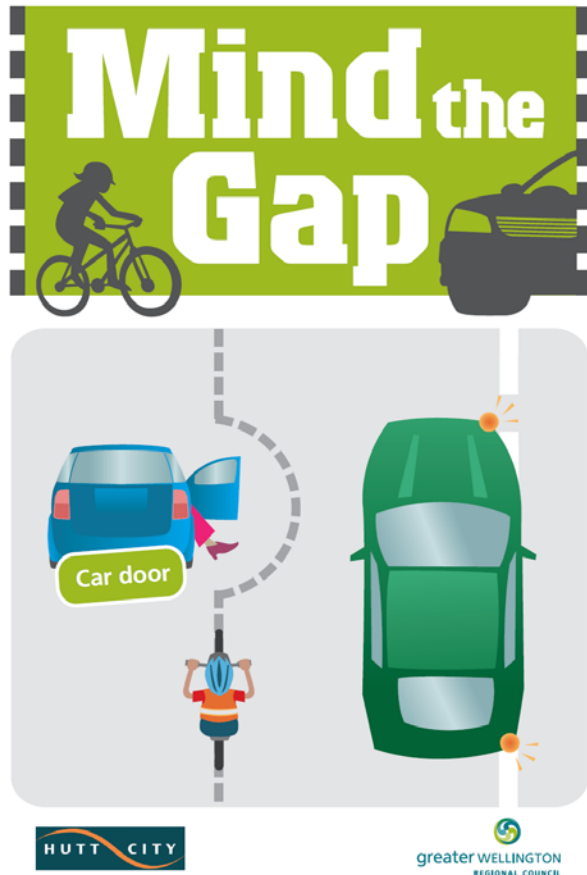
3.3.2 Share the Road

Greater Wellington worked with Cycling Advocates' Network, GoWellington and Valley Flyer to deliver six 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 continue to prove successful.

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 (which was implemented in June).

3.3.3 Mind the Gap

The focus of the 'Mind the Gap' campaign is about ensuring the use of safe overtaking distances between bikes and cars, pedestrians and cars and pedestrians and bikes. In 2012 there was a continuation of the 'Mind the Gap' cycle safety campaign (with banners, posters and a billboard). The 6-10 metre long banners or billboards appeared at four prominent locations in Wellington and Hutt City. The posters were provided on Greater Wellington's website (www.gw.govt.nz/mind-the-gap) and were also published in local community papers. Work has begun on a successor to this three-year old campaign.



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.

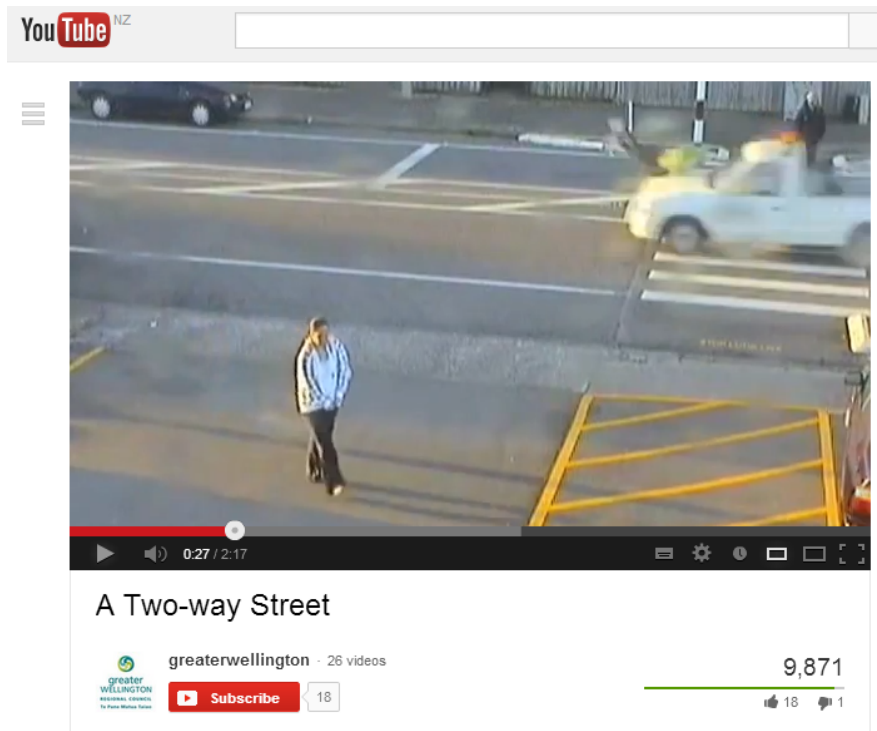
Greater Wellington attends some Road Safety Action Plan meetings throughout the region and contributes to raising public awareness of regional issues through press releases and web pages at www.gw.govt.nz/road-safety/. GW has hosted regular meetings of the vulnerable road users subgroup of Wellington's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

4.2 Regional campaigns

4.2.1 Two-Way Street

Our region has the highest figures for walking to work, and unfortunately a higher than average risk for pedestrian casualties. In the last five years, 21% of fatal and serious injury crashes in the Wellington region have involved pedestrians, 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 4,000 times in the last 12 months.



4.2.2 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 continued to be deployed throughout Greater Wellington and neighbouring regions. Over the last 12 months it has been deployed for 70 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.



Figure 10: Last Choice Crash Car

4.2.3 Motorcycle safety campaign

Increasing the safety of motorcyclists is a Safer Journey's high priority. In the Wellington region 21% of all fatal and serious crashes involve a motorcyclist or moped (according to NZTA Briefing Notes). Motorcycling safety is an area of high concern in Wellington City and Hutt City, and medium concern in Kapiti and Upper Hutt.

The focus of this campaign was to collaborate with TAs, and ACC to create a motorcycle safety resource targeting older riders who are riding motorbikes 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 THINK! 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 (<http://www.youtube.com/watch?v=v8X0TQs3qgA>). Ride Forever courses were also promoted at events and by postcard drops on parked motorcycles in Wellington CBD. In its first year, uptake of the Ride Forever courses has been good, particularly amongst the 45- 50 age group. There were 78 registrations in the Wellington region between February and April 2013. May and June registration figures are not at hand as at 3 July 2013.

The promotion featured at the Institute for Advanced Motorists conference as an example of initiatives from local government.



Figure 11: Screenshot of motorcycle campaign Playfield or Minefield?

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.



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.

5.1 Promotion of transport options

5.1.1 New Movers Campaign

On average, in the Wellington region, 1,500 households move to a new city or district within the region each year, and share their details with NZ Post. Purchase and use of NZ Post new mover data is an opportunity to target marketing of transport options to residents at the "change moment" when they move house. This enables households to make informed decisions about how they will travel to work, university and school.

In 2013 1,672 New Movers packs were sent out which included the Transport Options brochures (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. Due to market saturation (80% of users already have cards), Snapper cards are no longer distributed. Carpooling registrations continue to grow.

1000 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.

Over 4200 hits were made to the transport pages of the GW website.

5.2 Road safety support and promotion

5.2.1 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. In 2012 cordon counts showed that the number of cyclists commuting into Wellington City has doubled 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.



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 had a soft launch in August 2012. Initial promotion was through a newsletter segment in the Greater Wellington's Movin' Mail e-newsletter for schools, the Greater Wellington Regional Council and Sport Wellington websites, the Health Promoting Schools newsletter and by word of mouth. Despite this limited marketing, the programme was already operating to capacity with 11 schools booked for term 4 in 2012 and two instructor trainings scheduled before Christmas.

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.

The programme was adapted to suit a workplace setting and promoted through the workplace travel planning network. By June 2013, Transpower, Meridian, Beca and ACC had offered the programme to their staff and 30 people had attended the courses.



Figure 12: Workplace cycle skills training at Meridian

5.2.2 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 2nd edition of the official New Zealand code for cyclists. Greater Wellington assisted with the revision of the previous edition and distribution to road safety coordinators in the lower North Island.