

Sustainable Transport Achievements Report

2014-15



greater WELLINGTON
REGIONAL COUNCIL
Te Pane Matua Taiao



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1. Executive Summary

Transport plays an important role in the region's economy, and connects people to each other and to opportunities for interaction, employment and recreation. Accessible and efficient use of the network as well as a range of transport options, can support and improve the wellbeing of our region.

Greater Wellington Regional Council's (GWRC) Sustainable Transport programme contributes to the strategic outcomes of the Wellington Regional Land Transport Plan, which in turn contribute to the objectives of the Government Policy Statement (GPS) on land transport and the national Safer Journeys' Strategy. The GWRC Sustainable Transport programme is funded by the New Zealand Transport Agency and the rate payers of the region.

The key focus for the programme is three-fold: congestion relief during the peak traffic periods, improving travel time variability and contributing to improvements in regional road safety. The programme aims to make better use of the existing transport infrastructure by helping reduce the demand for travel wherever possible, making a range of transport choices appealing to people, as well as integrating active modes with public transport.

The team's travel behaviour change projects identify barriers to walking, cycling, public transport use and carpooling, and address these by providing skills training, events and challenges. We work through workplace and school networks and provide targeted opportunities for people to try out new travel choices.

The Sustainable Transport programme includes such activities as: providing cycle skills training to children and adults; developing navigational aids such as time radius maps showing walking and cycling times to train stations across the region; events such as Movin' March which encourage school children to walk, cycle or scoot to school, and Big Bike Fix Ups to help people have a safe bike to ride; programmes and challenges such as Active a2b which encourages people to take up walking and cycling and competing for prizes; promoting Let's Carpool which encourages people to share their car journey with others and creating priority carpooling carparks at Park n Ride facilities.

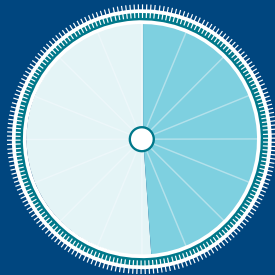
These activities are monitored and measured to ensure they are effective and that they contribute to an efficient transport network for the region. Key results for the year include: 4063 children and 560 adults received cycle skills training, 50 schools (with over 10,000 children) participated in the Movin' March active travel week, a tertiary-focussed campaign resulted in 10,000 brochures on transport options information provided for Orientation Week welcome packs, staff travel surveys were undertaken and analysed for the three district health boards in the region and we worked with Victoria University to develop a Personalised Journey Planning project targeting staff with parking permits to encourage them to take up sustainable transport alternatives. See over for other highlights.

2. Highlights

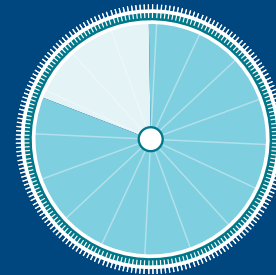
With results from our evaluations and other survey results relating to our work, we outline below some of the key trends that have been taking place in the Wellington region.

2.1 Active modes

Census from 2006 - 2013:



49 % increase in cycle commuting in Wellington region



73 % increase in cycle commuting in Wellington City

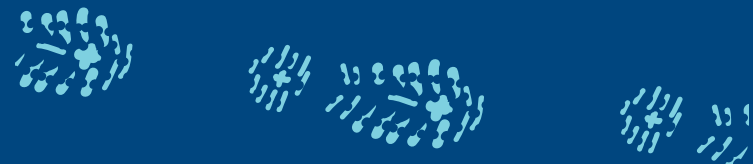
2006-09
(32%)



2011-14
(40%)



25 % increase in active travel trips to school



8 % increase in walking to work in the Wellington region

2013-14
(62%)



2014-15
(56%)



10 % decrease in travel to school by car



Active a2b 2015

Active a2b is our health and wellbeing initiative which aims to encourage people to get out of their cars.

22 % decrease in car use for those who drove to work

1081 individuals from 146 workplaces participated in the programme

School Travel Plan Report (2006- 2014)

25 % increase in active travel trips to school

78 schools have joined the STP programme since 2006

80 % increase in cycling, scooting and skateboarding trips to school

50 schools participated in Movin' March active travel week in 2014-15

Cycle and scooter skills training

4063 children received cycle skills training from Pedal Ready this year

1100 students received scooter skills training

18 schools implemented scooter safety training including skills and attitudes for safe sharing

Navigation aids and Carpooling

16,347 visits this year to cycling and walking journey planner

3,410 registrations to Let's Carpool in Wellington region

2.2 Road safety

Road crashes	Fatal crashes	Combined fatal & serious injuries
Average road toll per year	13 (2009-14)	164 (2014)
Average road toll per year	19.3 (2001-05)	180.5 (2009-14)
All road casualties		868 (2014) cf 999 (2009-14) av/yr
Motorcycle crashes	0 (2014)	36 (2014)
Pedestrian/Cycle crashes	5 (2014)	45 (2014)
Bus/cyclist crashes	0 (2014)	4 (2006-2010) 1 (2010-2014)

2.3 Bike and bus workshops

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



>50% reductions in bus/cyclists crashes

2.4 Videos

19,817 views of the Sexy Zen Driver videos promoting safe speeds

3. School Travel Plan Programme

The Wellington Region School Travel Plan Programme began in late 2006. The programme was developed to involve the whole school community and to implement a series of actions with the following objectives:

- Increase students' ability to safely use active and sustainable transport modes
- Work with road controlling authorities (TLAs) to 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

This work relied on the combined efforts of School Travel Plan Coordinators located in nearly every local council, the schools involved in the programme, School Community Officers (formerly known as Police Education Officers) and the Regional Council.

3.1 Coordination and support

Greater Wellington has supported local councils by:

- providing coordinator's 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, and
- quarterly forums for the regions' school travel plan coordinators to assist with sharing ideas and disseminating best practice information

Greater Wellington has supported the region's schools by:

- Providing teacher's guides for safe and sustainable travel action in schools
- Facilitating teachers' forums and professional development opportunities for teachers
- Supporting skills training for students (e.g. Pedal Ready cycle skills and scooter safety skills)
- Providing communications and events to raise the profile of safe and sustainable travel to school and provide opportunities for community involvement.

To maintain momentum the programme has included:

- Celebrating Movin'March – a week long focus on safe and active travel to schools taking place in Term One
- Hosting an annual teachers' forum – to introduce new and successful initiatives and resources, and build the capacity of school communities to tackle issues around student travel
- Producing the Movin'Magazine – a showcase of the year's activities, ideas for schools for the next year, links to NZTA's curriculum resources and other supporting opportunities, e.g. Pedal Ready, Bikes in Schools.
- Producing 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.

3.2 Monitoring and evaluation

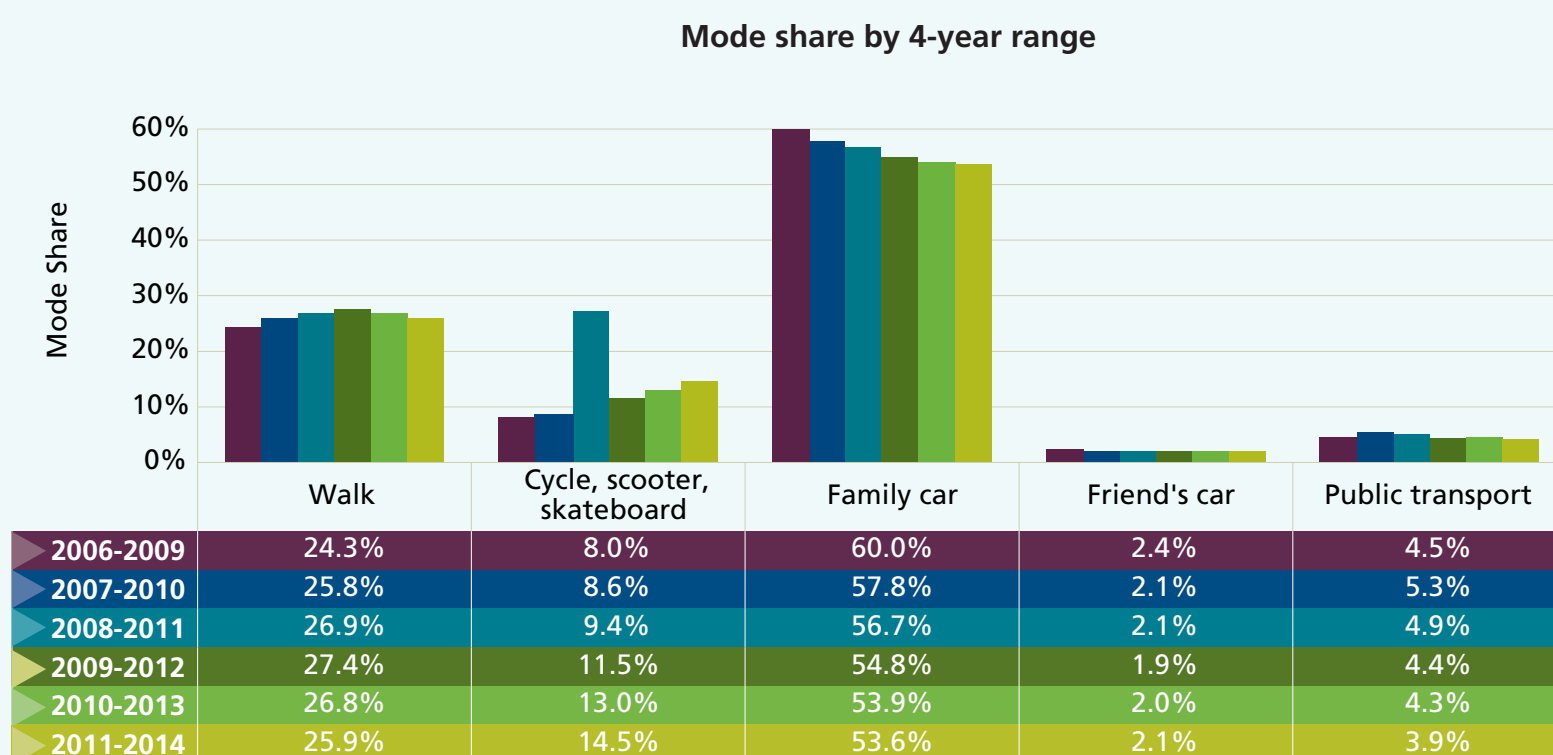
Greater Wellington provides regional collection, management and analysis of school travel survey data including the ability to report regional school travel patterns and mode shifts for those schools involved in the programme.

Four new schools joined the School Travel Plan programme by June of this year with a total of 78 schools (reaching over 23,000 children) now participating.

Kapiti Coast District Council, Wellington City Council, Hutt City Council, Upper Hutt City Council, Porirua 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. However, in the analysis some TAs are over-represented and some are under-represented compared to the regional picture.

The figure below shows the percentage of journeys to school in the region by different modes over the 2006-2015 period. Data collected over the 2011-2014 period shows that around 56% of trips to school were by car (family car or friend's car), 27% were on foot, 13% by cycle, scooter or skateboard, and only 4% by public transport.



*Public transport includes bus, train and ferry

Figure 1: Percentage of journeys to school by mode, 2006-2014, presented in 4-year increments

Comparing pooled data over time there has been a significant decrease in the percentage of trips to school across the region by car, and a significant increase in the percentage of trips by active modes. The percentage of car trips decreased from 62% in 2006-2009 to 56% in 2010-2013, whereas active mode trips (including walk, cycle, scooter and skateboard) increased from 32% to 40% over the same period. This represents an 80% increase.

3.3 Movin'March

Movin'March 2015 was the Wellington region's sixth annual active travel week for schools. This year 50 schools with over 14,000 children registered to participate; this included 14 schools who had not previously participated, indicating that the concept of celebrating active travel to school is gaining momentum. This year's promotion continued to focus on getting active and being safe on the way to school as a community. A new curriculum focus was also introduced which encouraged teachers to apply active transport themes to a range of subject areas with their students.

14 new schools
in 2015

Schools received a resource booklet and poster, with details of suggested activities, 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, such as Movin'March 2015 brightly coloured shoelaces, stickers and badges.

Many schools were successful in promoting both road safety and active travel during Movin'March. Over 11,600 students took part in Movin'March's "All In Day". Safe walking routes or meeting points were identified and every child at the various schools walked or wheeled to school, at least part of the way. Other popular Movin'March activities in 2015 included Wheels Day, statistics exercises and students writing about their journey to school.

This year featured a new colourful Movin'March website, with details of suggested activities and the annual competition. Photos and stories from different schools celebrating their active journeys were published on the news page. A promotional video was also created during Movin'March week to capture the kaupapa of Movin'March. This video features schools participating in Movin'March activities, as well as interviews with students, teachers, parents and school principals. The video is on the home page of the Movin'March website: <http://schooltravel.wix.com/movin-march>



Figure 2: Movin' March guidebook cover

3.4 Scooter School – Safety Skills Programme

Scooter journeys now account for approximately 12% of all trips to school in the Wellington region. Scooter injuries in the Wellington region increased from 105 in 2008 to 977 in 2012 (ACC injury data 2012).

Developed in partnership with MicroScooters New Zealand, the Scooter School Safety Skills programme addresses the increase in scooter related injuries that children in the Wellington region have experienced, and the increase in children’s use of kick scooters as a mode of travel.



In the last year over 1100 students at 12 schools and two holiday programmes have received instruction about the techniques and behaviours of safe scooter riding.



Figure 3: Children scooting at Karori Normal School

The programme is now being run by the School Community Officers from NZ Police.

3.5 Pedal Ready - Cyclist skills training

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 future riding (see more detail in paragraph 7.2).

3.6 Initiatives by Territorial Authorities

Partnerships with the local territorial authorities are critical to the success of both the individual school travel plans and to the programme as a whole. Local authorities often lead the school travel plan work, 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, School Community Officers from NZ Police and council road safety coordinators. All work together to identify and put into place measures to encourage more children to travel safely by sustainable transport.

The following are contributions from school travel plan coordinators across the region.

3.6.1 Wairarapa

In Wairarapa a total of 3202 students from 15 schools have actively engaged in road safety activities.

In the last year, the Wairarapa Road Safety Council has more than doubled its school engagement. Initiatives implemented this year include:

- Walking School buses in four schools
- Pou or painted marker poles at meeting points for students who walk or scoot to school in two schools
- Movin' March celebrated in five schools
- Pedal Ready cycle skills training programme run in six schools
- Scooter Skills training in one school

Masterton Intermediate School - (400 students)

- 90 students participated in Pedal Ready. This is the first year of this training and the school also booked for Term 4 in 2015.
- A team of students participated in this year's Wairarapa Geocaching Race hosted by SADD (Students Against Dangerous Driving).

Masterton Primary School – (240 students)

- Completed a school mural project to brighten up the school gate with artist Sian Torrington. The official opening was December 2014.
- Assisted with an EOTC (Education Outside the Classroom) booking for 90 students to take part in Pedal Ready training in March.

Mauriceville School – (17 students)

- Mauriceville School has signed an MOU with Greater Wellington and the Wairarapa Road Safety Council (WRSC).
- Worked on a speed issue outside the school gate. Slow Down signs were designed and painted by the students.
- The Buckle Up trailer was taken to Mauriceville School where a road safety day was held.
- The school will be taking part in a speed radar maths extension day – incorporating road safety messages into the curriculum.

Solway Primary – (205 students)

- WRSC staff have been out on different occasions to monitor traffic outside the school gate. Local businesses are a great support and keep Edwin Feist Place free for cars to park, but some parents are still parking in unsuitable places.
- Continuing to support the school in terms of health and safety. School is currently doing its own monitoring.

Kahutara School – (100 students)

- Staff used the speed radar exercise and took part in the Buckle Up Demonstrator.

Douglas Park School – (385 Students)

- Medium term focus is to help the school with their National Administration Guideline (NAG) and have regular notices in the school newsletter.
- Long term goal is to work on clearing the alleyway entrance from Kummer Crescent and decorating it to make it more attractive and bright so students and parents feel safe using this entry.
- School still running walking school buses.

South End School – (122 Students)

- School participated in road safety week colouring in competition.
- A speed radar activity with the maths extension students will be undertaken to monitor speed outside the school as there are concerns regarding their location on SH2.

Opaki School – (170 Students)

- Speed radar activity is scheduled for the school.
- Participated in the Buckle Up Demonstrator presentation.

Wainuioru School – (84 Students)

- School has booked in to have Pedal Ready cycle training in Term 3.
- Participated in the Buckle up Demonstrator presentation.

Whareama School – (32 Students)

- Road safety presentation made to school and participated in the Buckle Up Demonstrator.
- 'Slow down' signs being reviewed.

Lakeview School – (440 Students)

- WRSC worked with the school on their Bikes in Schools Project. Coordinating meetings, contacts, cycle training and resources for the school. 180 students plus teachers are to be trained by Pedal Ready so they can use the new tracks.
- A walking school bus is being started in Term 3.
- Speed Radar exercise to be run in Term 3.

St Patricks School – (232 Students)

- The school has undertaken the parent survey and classroom survey to update its travel information.
- School is still running its walking school buses.

Ponatahi Christian School – (81 Students)

- Students took part in the Road Safety week colouring in competition and their student won.

Carterton School – (354 Students)

- Students took part in the Road Safety week colouring in competition.
- Poster competition run in school over Winter 2014 promoting safe travels home after school and being visible.
- Road safety teacher attended teachers' forum.
- Participated in Movin' March

Greytown School – (340 Students)

- School has new "speed bumps" due to a complaint within the community. Measures have been evaluated and school is working on speed awareness. Speed radars have been taken into the school to progress work with the maths extension students.
- Students took part in the Road Safety week colouring in competition.



Figure 4: Rata Street School sign reminding drivers not to park near pedestrian crossings

3.6.2 Lower Hutt

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

- Three 'drop-off' Pou have been installed at Rata St, Dyer St and Wainuiomata primary schools
- Twenty three walking school buses active involving 176 children
- Pedal Ready cycle skills training run at Wilford, Rata St, Wainuiomata Primary, Muritai, Waterloo, Koraunui, Kelson, Taita Central, Belmont Dyer St, and Fernlea schools.
- Bike fix ups held at Koraunui, Tawhai, Wainuiomata Primary, Taita Central, Rata Street, and Wilford schools.
- Scooter training held at Hutt Central, Taita Central and Kelson schools.
- Mural completed in alleyway by Fernlea School.
- Milo Morning active travel promotions at Rata St, Maungaraki, Hutt Central, Normandale, Belmont, and Taita Central schools.
- Bike track completed at Tawhai School, Fernlea School track is in the planning stage.



Figure 5: Slower speed sign outside a school

3.6.3 Kapiti Coast

Kapiti Coast District Council (KCDC) presently works with 17 local schools, with over 4800 students. The appointment of a person to fill the role of School Travel Plan Coordinator will help to increase their activity with schools.

3.6.4 Upper Hutt

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

- Six schools participated in Movin'March.
- Scooter School Safety Skills programme in two schools delivered to all 5-8yr olds.
- Young Cyclist competition – road safety and bicycle control skills taught in conjunction with NZ Police.
- Bikes in Schools project, including extensive curriculum integration and Pedal Ready cycle skills training for parents and staff completed at Pinehaven School

3.6.5 Wellington

Wellington City Council has 29 schools in the STP programme, with varying levels of activity. Some of the initiatives WCC has helped implement in these schools include:

- Pedal Ready cycle skills training in five schools.
- Twelve schools participated in Movin'March.
- Scooter School Safety Skills programme provided in seven schools delivered to all 5-8yr olds.
- Roading improvements outside school frontages including kerb extensions, crossing improvements and broken-yellow-lines to improve pedestrian safety.
- Drop off zones created in some schools.
- Installation of 13 active warning signs around schools.
- Three schools involved in the piloting of the Bikes in Schools programme.

3.6.6 Porirua

- Pedestrian refuges were built at Natone Park School and a Kea Crossing at Papakowhai School. Zebra crossings were upgraded where school patrols operate at Holy Family and Windley Schools and at two crossings near Titahi Bay Intermediate School.
- School travel plan participating schools: Papakowhai, Pauatahanui and Plimmerton representing a total of almost 1000 students.
- Thirteen schools chose to participate in the School Road Safety Programme (initiated by the Parking and Bylaws team), the majority of which requested school zone signage and some zebra crossings in addition to parking and speed management measures. The road safety team undertook a follow-up visit to some of the school principals in early June 2015 to discuss the issues raised and any specific issues with pupils walking or riding to and from school.
- Major improvements were made along the walking school bus route between Whitby and Pauatahanui, and following plans to provide a staggered pedestrian refuge on Whitford Brown Avenue that can accommodate the walking school bus. Council has approved substantial funding for even better pedestrian/cyclist crossing facilities in the area.

4. Workplace and Business Travel Programme

The Workplace and Business Travel programme was established in 2006 to assist large employers develop, implement and monitor internal workplace travel plans. In 2009 due to a change in government policy the programme moved away from working intensely with individual workplaces and so the team developed a sustainable transport toolkit of initiatives. The aim was to reach a broader audience of employers and provide attractive initiatives that offered benefits beyond those of carbon emission reductions. These initiatives included a regional carpooling website, a health and wellbeing programme promoting walking and cycling to work and a sustainable transport workplace competition.

Greater Wellington Regional Council continues to provide tools and support to workplaces who promote sustainable and healthy transport options for their employees. The Council also coordinates a regional network of workplace travel planners to share best sustainable business travel practices and build capacity and momentum in this area.

Staff undertook and analysed staff travel surveys for the three district health boards in the region and with the Energy Efficiency and Conservation Authority (EECA), which led to the promotion of cycle skills training being available to staff.

4.1 Coordination and support

Greater Wellington Regional Council continued to host the quarterly Business and Workplace forum. Highlights of the series this year included:

- International guest Professor Glenn Lyons, on secondment to the NZ Ministry of Transport from the University of West England, who presented on Transport, Behaviour and Technology.
- NZ Post reviewed its property and technology policy and systems, with the aim of becoming more mobile, enabling staff to hot-desk anywhere and anytime. It's also increasing its use of tools such as Google Hangouts and Chromebox to minimise business travel.
- TDG (Traffic Design Group) updated the travel plans for each office. For car-free day celebrations it used charitable donations as incentives for more PT/active travel, instead of direct payments to staff.
- Open Polytech purchased five pool bikes for its Waiwhetu campus and ran Pedal Ready cycle skills training for staff as part of their health and safety requirements.
- Victoria University of Wellington undertook an extensive personalised journey planning programme in partnership with the Sustainable Transport team to reduce demand on carparking at its campuses.
- Andrew Campbell, Transport Development Manager at Energy Efficiency and Conservation Authority presented their fleet purchase decision-making tools and the latest information about electric vehicles.

4.2 Get your Workplace Moving guide

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

4.3 Spring to the Street

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

In 2014, 1,171 individuals, 131 teams and 56 workplaces from around the Wellington region took part in Spring to the Street. Participant numbers were fewer than in 2013, where 2,074 individuals and 234 teams took part. However, more workplaces were represented, with 56 in 2014, versus 52 in 2013.

Also, for the first time, participants were asked if they had participated in the challenge previously. Of the evaluation respondents, 58% were new to the challenge while 42% had taken part at least once during the previous three years.

Travel mode change

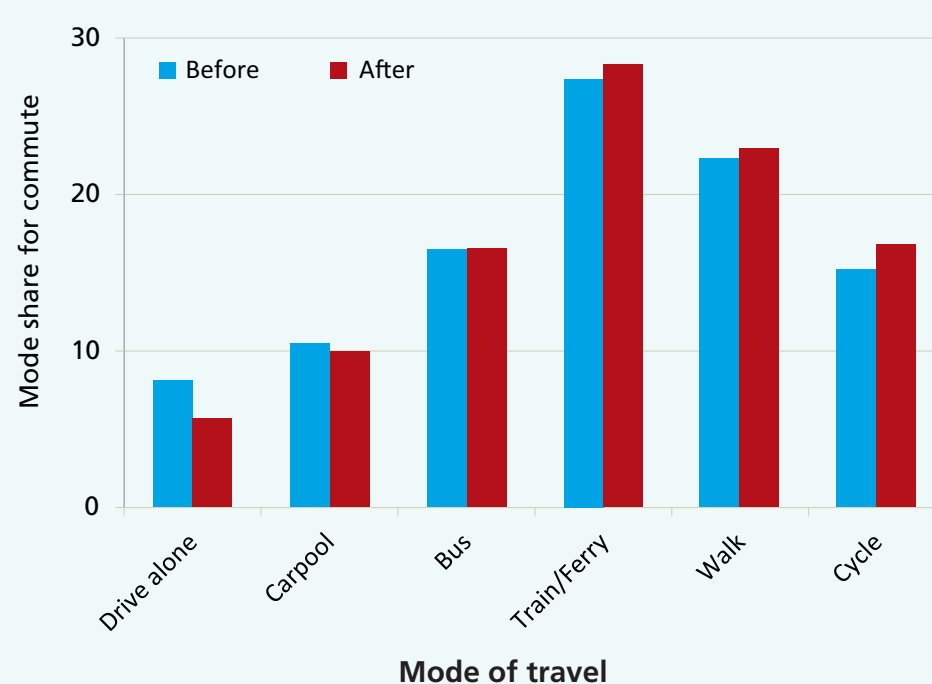


Figure 6: Before and after travel behaviour for registered participants who completed the evaluation survey

There were some changes to the way participants travelled to work following Spring to the Street. The only major change was in the proportion of participants driving alone for their commute to work which decreased from a total of 8.1% to 5.7% (representing a 30% reduction). In addition, the number of cycling trips increased by 10% (15.2% to 16.7%) following the challenge.

In both 2013 and 2014 there was a decrease in the drive alone and carpooling mode shares, but in 2014, there was a more consistent and significant increase in public transport and active mode use.

Figure 7 shows that after the 2014 challenge 47% of respondents thought they were more likely to use “street-friendly” modes in the future. This is comparable to the previous two years. There was also a slightly higher percentage who thought they may be more likely to use those modes.

Following the challenge there had been increases in the percentage of respondents reporting travelling more by carpool, train/ferry, walking and cycling and a decrease in the proportion taking the bus and driving alone (Figure 4). It should be noted that this survey question did not specify any particular type of travel (such as work, shopping, school, recreation, etc). The self-reported changes appear to be more positive overall in 2014 than in all previous years.

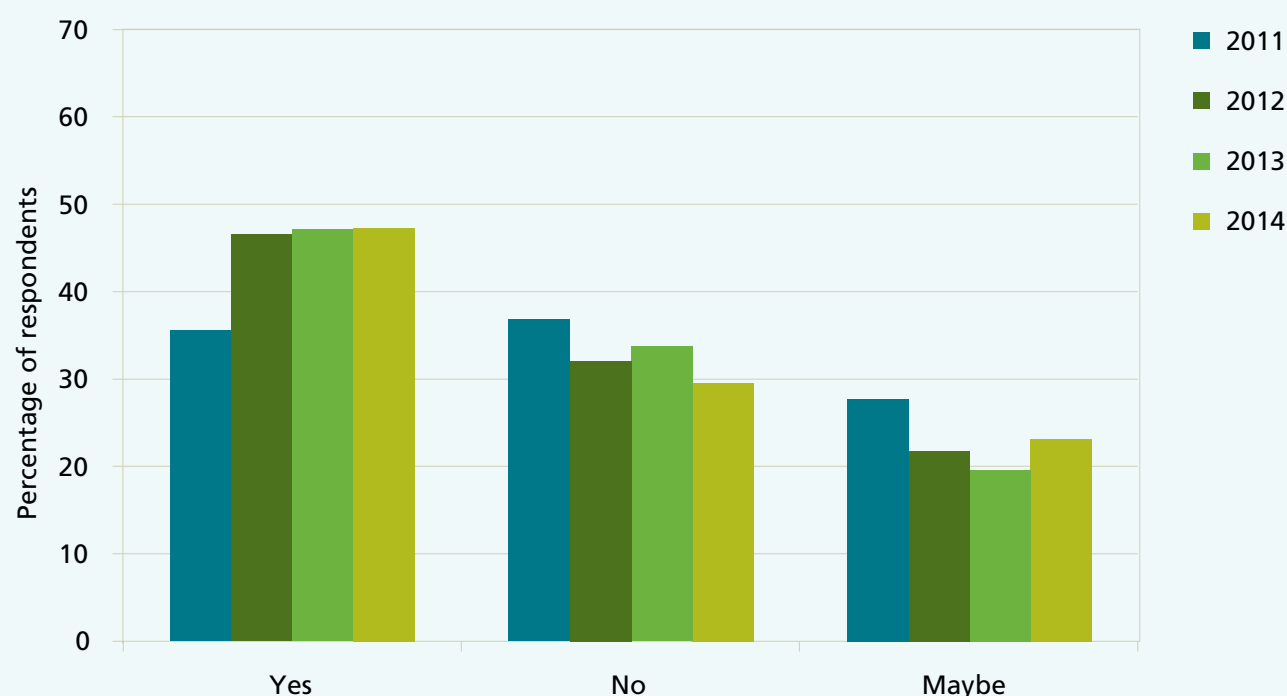


Figure 7: Percentage of respondents more likely to use "street-friendly" modes following *Spring to the Street*

4.4 Active a2b

Active a2b is a health and well-being initiative that was delivered in 2015 for the sixth consecutive summer by the Sustainable Transport team. The programme aims to reduce congestion in urban areas by increasing travel to work by active modes. It also offers participants personalised support and resources to encourage them to walk and cycle to work.

Participants are recruited from large workplaces in the region. Upon registration in January and February, they can request resources and choose from a range of workshops, tools and challenges. Participants also receive a weekly e-newsletter, sharing success stories from the programme and providing information on upcoming events.



Figure 8: 2015 Active a2b Calendar cover

The main target group for Active a2b are those participants who drove (or were a passenger) to work in a vehicle three or more times a week at the time of registration. This 'Active a2b **Plus**' group receives a higher level of personalised support than other participants. This involves two phone calls to ascertain people's motivations and personal goals for the programme and how these were or weren't met. All other participants are part of the 'Standard Group' which receives the same tools and resources but not the phone call support.

Active a2b was once again delivered with support from three health partners: the Cancer Society, Compass Health and Regional Public Health. These partnerships affirm the health benefits of active transport and also offer participants information for improved nutrition and smoking cessation.

In 2015, 1,081 individuals from 146 unique workplaces participated in the programme, with 323 people being part of the 'Active a2b **Plus**' group. A total of 71 workplaces actively promoted it amongst their staff, with potential for reaching around 38,000 employees.

Results from participants who completed both the registration and evaluation survey showed that the programme achieved increases in the use of active trips to work. The **Plus** group delivered increases for active modes from 3% to 15% for walking and from 1% to 10% for cycling. Car trips for the Active a2b **Plus** group decreased significantly from 91% to 67%. Both of these results are improvements on the results from 2014. For the Standard group, there was a small increase (3%) in active trips (from 50% to 53%). This increase was offset by a small decrease in Public Transport trips, with car trips remaining steady (and low) in the Standard group.

Figure 9 shows the mode shift across the full group of participants.

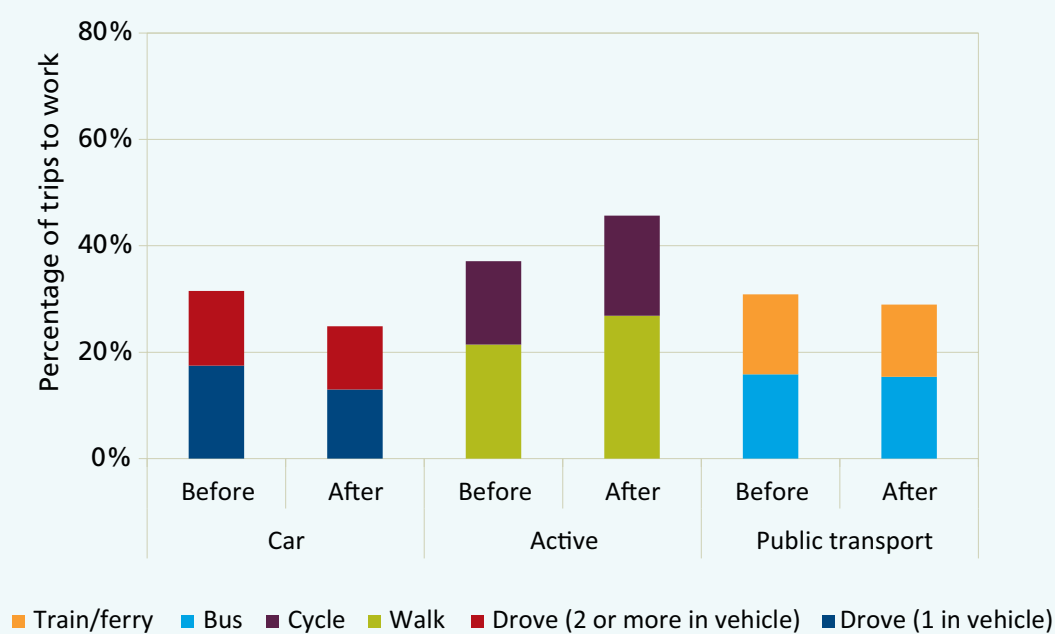


Figure 9: Mode shift for all participants in the Active a2b programme

\$127,975

the economic value of the increase in walking and cycling

Evaluation data indicated that the programme led to a reduction of 4,918km of vehicle travel per week. Using prices set by the New Zealand Transport Agency, the economic value of the increase in walking and cycling for the whole programme was \$127,975, producing an estimated benefit cost ratio (BCR) for the programme of 9.8:1.

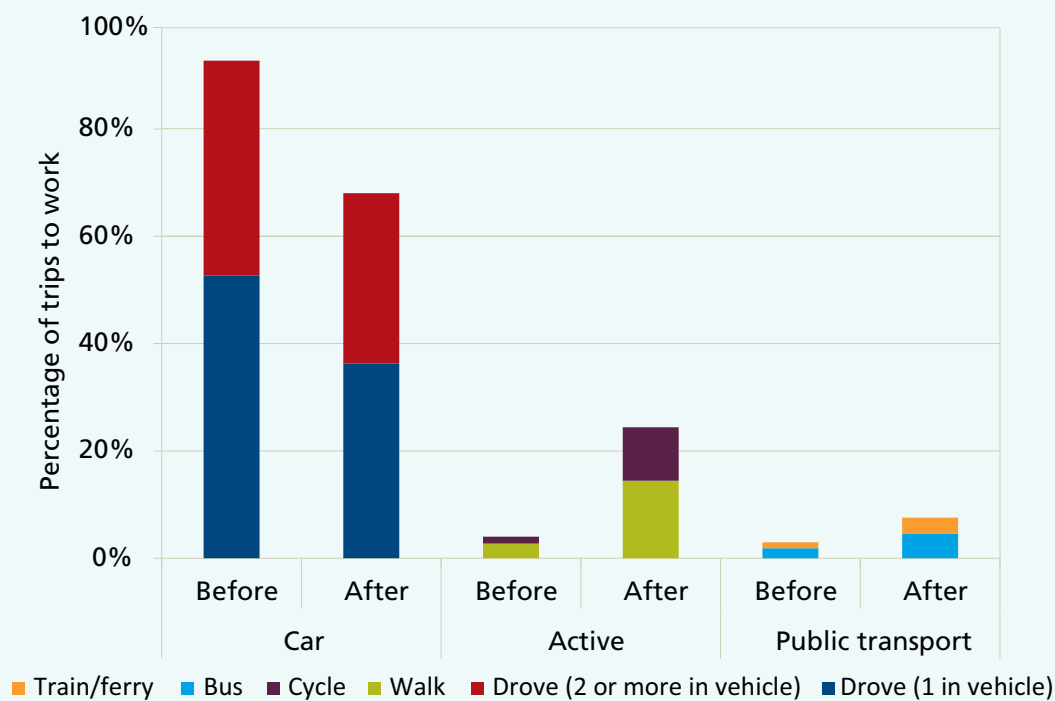


Figure 10: Mode share of Active a2b Plus participants before and after the programme

Active a2b has contributed to more active journeys to work which helps to minimise congestion in the region and reduce air pollution and emissions. The associated health benefits from the programme also create an opportunity to promote the commute as a valuable time for fitting in exercise into a busy lifestyle. The health and wellness approach has proven to be a valuable channel for promoting sustainable transport, because of similar overarching long term objectives and outcomes.

This year the programme reached more car drivers, with the largest **Plus** group of the past six years. Among that group, the largest reduction in personal vehicle travel (24%) as well as the largest increase in active commuting (21%) was achieved in the history of Active a2b.

4.4.1 a2b GO

The a2b GO challenge is the competitive arm of Active a2b. The challenge is a month long workplace competition for teams of four. The aim of the challenge is to promote sustainable transport, minimise single occupancy vehicle use, and thus reduce congestion in the Wellington region. The event was run over a four-week period from Go by Bike Day (11 February) until Walk 2 Work Day (11 March).

The challenge attracted 355 registrants¹. There were 98 teams registered, with 77 becoming full teams (of four members). Registration was higher than the previous year when 314 registered, and 67 full teams took part). There was also a high level of engagement among participants, with 9,373 active commuting trips logged by

¹ In fact 374 were shown as registered, however, 19 of these never confirmed their registration after being invited by other members, and were therefore not officially taking part in the challenge.

participants during the challenge, up from 7,714 in the previous year. A total of 39 workplaces were represented by the competing teams, an increase on the previous year.

The evaluation shows that a significant increase in active commuting was observed amongst participants. Approximately 30% of participants were actively commuting more at the conclusion of the challenge than they were when they registered. Participant feedback was also generally positive, with 78% stating they would recommend it to others and a further 18% stating they might do so. One example was:

"It's easy to be a part of and is well run. It's also for a good cause, the more people becoming active in their commute - the better."

4.4.2 Bike Buddies

Bike buddies matches experienced cycling mentors with people who are getting back on their bikes or want to know the best commuter routes. Over 120 people are currently registered as Bike Buddies. This includes mentors from previous years – 87 were new to the programme. There were 67 'buddies' (new riders) and 52 mentors registered, which is significantly higher than in 2014. Most buddies were matched with a single mentor. Active a2b learnt of at least four successful matches, resulting in more confident active commuters, but there may have been several more not reported back. Below are some comments from buddies:



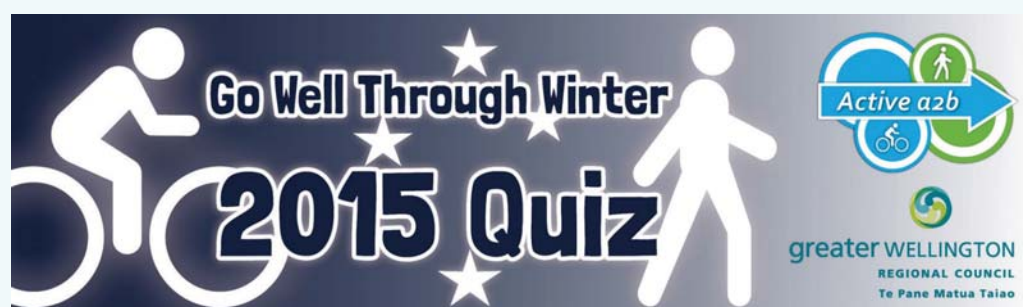
"The buddy programme & the workshop were amazing!"

"My buddy was quite helpful in teaching me how to remain safe and visible while cycling."

4.4.3 Go Well Through Winter

Each year Active a2b concludes with a 'Be Safe Be Seen' road safety campaign (see Section 4.3.1 for more details) to increase the visibility of walkers and cyclists during winter. This was continued in 2015 with a Go Well Through Winter quiz which promoted visibility, safety and awareness. The quiz also provided motivation and encouragement to continue using active transport modes through winter.

Nearly 800 responses to the quiz were received and all people who completed quizzes received a discount voucher for 'best-in-test' bike lights, as well as an offer for free reflective tape, slap bands and backpack covers.



4.5 Carpooling

This year, Kiwi Carpool Week ran from 8-14 June, and was promoted across the eight regions who participate in the programme (Wellington, Auckland, Canterbury, Waikato, Taranaki, Bay of Plenty, Nelson/Tasman, Manawatu). Promotional posters and web image designs were developed by Auckland Transport and distributed nationally in order to ensure consistent messaging and to keep the costs down for the regions. There were three main themes this year:

Community/social - Find and share rides with great people going your way

Economic - Share the ride. Share the cost.

Environment - Carpool. A simple way to do your bit for the environment.

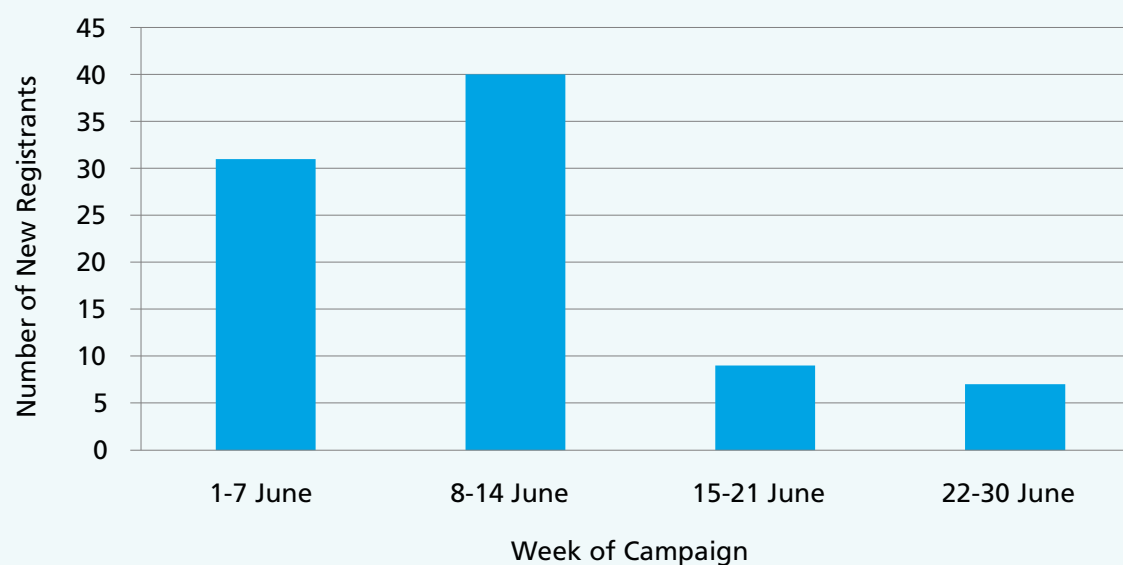
In Wellington an additional regional theme was community resilience.

Wellington Region Emergency Management Office promoted Let's Carpool through social media and also offered a Grab and Go Emergency Kit as a prize. The WREMO logo was included on flyers in Wellington region.

All libraries in the Wellington region, except Wairarapa, received posters and Kiwi Carpool Week flyers during the first week of June. EnviroSchools staff emailed all schools on their contact database information for inclusion in the school newsletters. An email was sent out to all workplace contacts the week prior to Kiwi Carpool Week, and the annual newsletter was sent to all Let's Carpool registrants on the first day of the campaign.

Riverstone Terraces was chosen for targeted marketing during KCW because of the limited public transportation options and the potential to leverage off a community resilience angle. Other promotions included banners, billboards, human-powered billboards, on-line advertising and Facebook campaign, newspaper and radio advertising, and newsletters. The Wellington Transport Operating Centre (TOC) ran the message "Kiwi Carpool Week" on their Variable Messaging signs (VMS) during the week.

During Kiwi Carpool Week, there were 40 new registrations. However, over the month when the campaign was actually live, there were 84 new Let's Carpool registrations from the greater Wellington region, bringing the regional total to 3,410. During a similar four week period in 2014, there were 67 new registrants.



Registrations during Campaign

Figure 11: Registrations by Week, for Kiwi Carpool Campaign 2015

5. Active Transport - Cycling and Walking

The aim of the active transport programme is to provide information and tools which encourage walking and cycling as well as improving the integration of active transport with public transport. The activities in the active transport area to provide opportunities to integrate all activities across the Travel Demand Management, Cycling, Walking and Road Safety chapters of the Regional Land Transport Plan while maximising department resources.

Gains have been made in supporting and facilitating an increase in walking and cycling in the region, by providing support resources to improve cycling and walking, road user safety and road safety awareness.

5.1 Active Transport Forums

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

- ensuring opportunities for local and regional coordination, networking, information sharing and 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.

5.2 Active modes - public transport integration

In order to maintain a well-integrated transport system, a campaign to promote and normalise the use of folding bicycles was started in May 2011. This campaign has continued through until this year with the promotion of folding bikes through the annual folding bike fun ride and a 'How To' video placed on YouTube - <https://www.youtube.com/watch?v=NoXeCmHpr1M>



Figure 12: Folding bike video image

5.3 Active transport promotion & support

5.3.1 Navigation Aids

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

The website attracted 16,349 visits in the last year, down 28% compared with the previous year (22,657 visits). This decrease in activity was partly due to an increase in the improvements in the Google maps cycling pages. We have ceased actively marketing our journey planner and continue to supply updates to Google. We plan to retire the back end of our journey planner (replacing it with the back end of a generic planner such as Google).

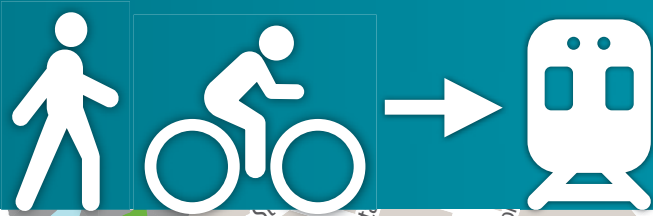
The three Regional Cycling Maps have continued to prove popular (with over 10,000 copies distributed to bike shops and i-Sites in the last 12 months). A revision of the Wairarapa map was completed early 2015 and a re-print of that and the Wellington City map was completed in June 2015.

Time radius maps providing walking and cycling times for residential areas around Porirua, Johnsonville and Waterloo Railway Stations, have been produced. They were distributed around the stations and at council offices. They were very well received by



commuters and respective council staff. Interest in the maps was also high from regional public health representatives.

Walk or bike times to: Waterloo Station



- 10 minutes

🚶 3 minutes

🚲
- 15 minutes

🚶 5 minutes

🚲
- Shortcuts

cycling&walking
 journey planner

www.journeyplanner.org.nz
www.metlink.org.nz

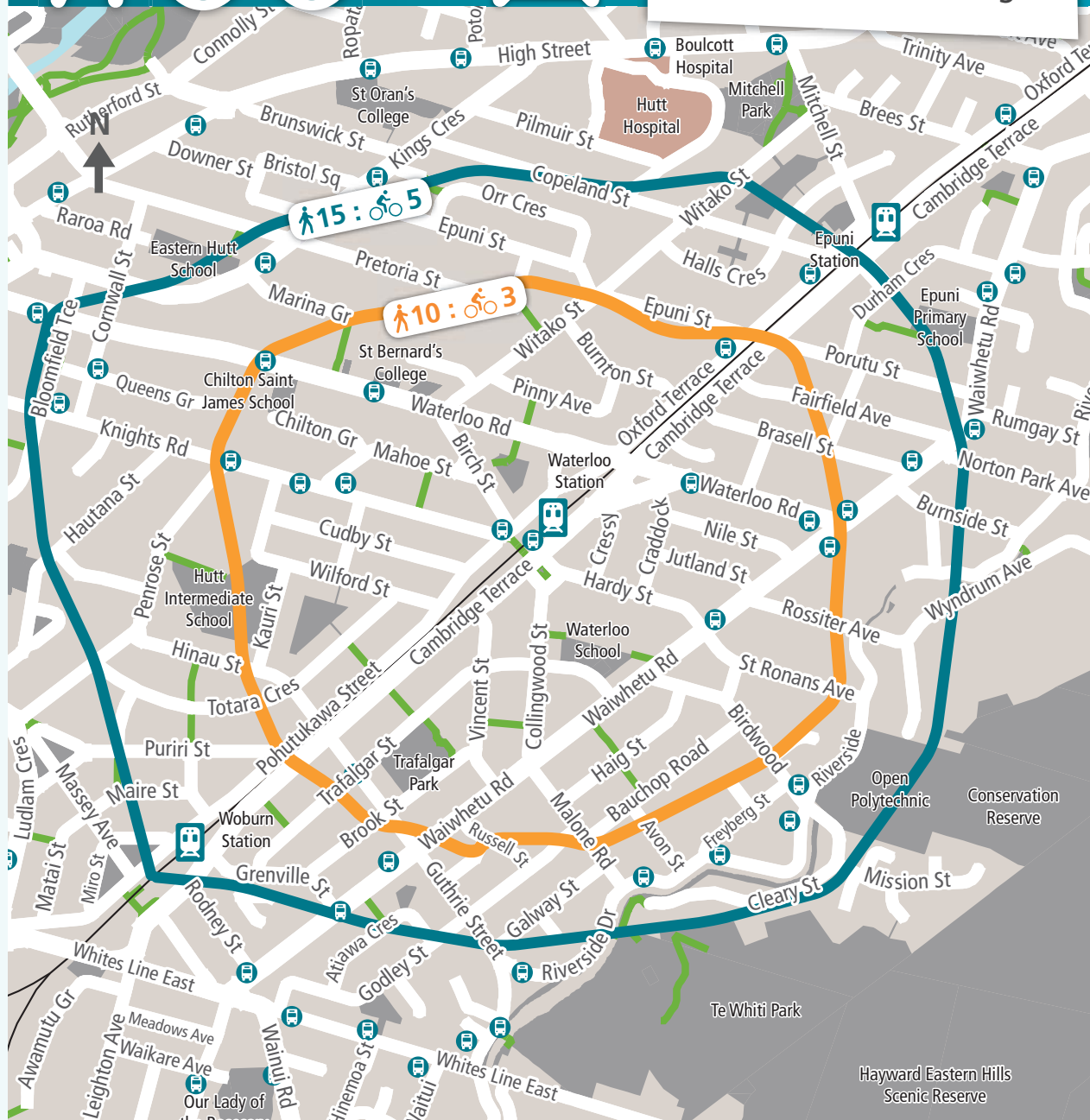


Figure 13: Waterloo Station Time Radius Map

5.3.2 Wai Bike

With relatively flat terrain, favourable weather conditions, low traffic volumes and the lowest safety risk in the region, Wairarapa is ideal for cycling. Yet the number of people commuting by bicycle has continued to decline. For example, in the last 20 years cycling to work in Masterton has reduced from 11.5% to 3.4%.

The Wai Bike website (www.wairarapabike.org.nz) and Facebook (www.facebook.com/WaiBikeWairarapa) page were launched in February 2014 with the aim of providing an online resource for all things cycling in the Wairarapa and encouraging Wairarapa residents to cycle more regularly for short trips.

The website provides information about on-road and off-road cycling routes, tips and advice and local contact details for clubs and retailers. The Facebook page provides a forum to encourage and inspire Wairarapa residents to cycle with a focus on cycling for transport. To date the Facebook page has received 117 likes (13 August 2015) and continues to grow steadily.

Plans for 2015-2016 include profiling local residents who use bikes, increased media coverage of Wai Bike, promoting everyday cycling and using Wai Bike to engage with the public about our sustainable transport programmes and events.

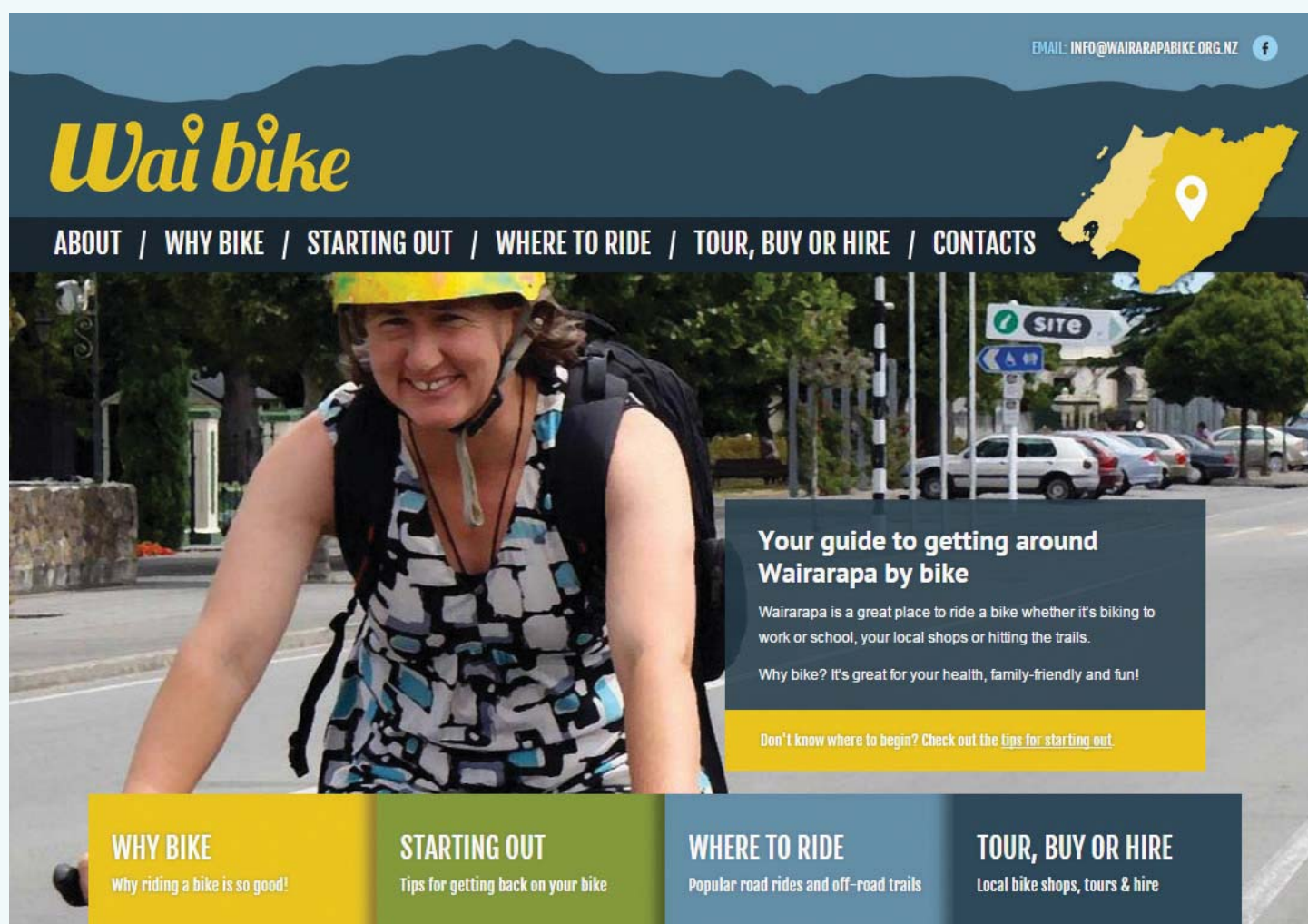


Figure 14: Wai Bike Web Site

5.4 Cyclist safety promotion & support

5.4.1 Be Safe, Be Seen

Cyclist visibility is crucial during the winter. The 2015 'Be Safe, Be Seen' campaign continued to include both pedestrians and cyclists. The bike lights review was updated (www.gw.govt.nz/be-safe-be-seen) with this year's lights test results..

The brightest lights in the test were promoted through a 20% discount voucher (300 copies distributed) It was also published in the DomPost and on the GW website and Facebook page. Greater Wellington staff applied reflective tape to bicycles and gave away reflective slap bands at two Go By Bike Day events. In total, 3,000 pieces of reflective material were distributed region-wide through a range of channels. The Be Safe-Be Seen web page was downloaded 3,000 times in the last year. A video promoting bike lights and reflective gear was produced in June. <https://www.youtube.com/watch?v=fDoXpTKgtnA>



Figure 15: Brilliant Bike Lights video

5.4.2 Bus Driver – Cyclist Workshops

Greater Wellington continued to work with Cycling Advocates’ Network, NZ Bus and Mana-Newlands Coaches to deliver four bus drivers/cyclists awareness workshops. This initiative improves understanding of different road users’ perspective, with drivers riding a bicycle, (alongside Pedal Ready cycling instructors) and cyclists trying their hand at driving a bus.

Despite a significant increase in cycling throughout the region, in the four-year period since the Bus driver/cyclist workshops began in 2010, injury crashes have more than halved compared with the previous four year period. The bus companies continue to be engaged with the workshops.

5.4.3 Share the Road

We have worked with NZTA to regionalize and intensify their ‘See the Person – Share the Road’ campaign. Dozens of local people had their photos taken at various Go By Bike Day events and these were placed on Facebook with the See the Person message.

Figure 16: See the Person- Share the Road poster



We also assisted with the design and distribution of a cycling poster aimed at normalising cycling as a mode choice. This was very well received on our Facebook page, attracting 170 'Likes'.



Figure 17: Benefits of Cycling poster

5.5 Events

Events are a popular way of engaging with the public to begin road safety discussions, distribute safety-related gear, or simply promote safe cycling or walking.

A significant minority of cycle crashes occur due to bike failures, such as faulty brakes or tyres. To address this a series of six 'Big Bike Fix-Ups' were run throughout the region between November 2014 and January 2015, with assistance from two interns from the United States. Approximately 200 bicycles were repaired.



Figure 18: Big Bike Fix-Up on Hutt Road shared path

Greater Wellington continued its support of Walk to Work and Go By Bike Day events. These were used as opportunities to distribute reflective materials, maps, Bike Wise giveaways, demonstrate puncture repair techniques, and discuss safe cycling and route choice with the public. The Wellington Go By Bike Day event attracted a record turn-out of 1,400 riders.

Greater Wellington also supported the Ciclovía series of road closures on the northern Miramar peninsula. These events were aimed at providing opportunities for people to try cycling on the road or go for a walk in a car-free environment. The events attracted thousands of members of the public (of all ages and abilities).

A range of non-competitive, family-friendly cycling events available to Wellington region residents were promoted in our Summer Cycling Events Guide, which was available online, and in libraries, recreation centres and cycle shops.



Keep up to date:
gw.govt.nz/summer-cycling



Figure 19: Cover of Wellington Region Summer Cycling Events Guide

6. Road Safety

6.1 Coordination and support

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

The Regional Road Safety Coordinators Forum continued to be held on a quarterly basis. The forum is an opportunity to share upcoming plans and better coordinate joint campaigns across the region. It is well-attended by road safety coordinators, NZTA, NZ Police and ACC.

Greater Wellington attends some of the Road Safety Action Plan meetings held by councils throughout the region and contributes to raising public awareness of regional issues through press releases, videos and web pages at www.gw.govt.nz/road-safety/. GWRC has attended regular meetings of the vulnerable road users subgroup of Wellington City Council's Safe and Sustainable Transport Forum (SASTF) quarterly meetings.

6.2 Regional campaigns

6.2.1 Motorcycle and scooter safety campaign



Figure 20: Motorcycle

Increasing the safety of motorcyclists is a Safer Journey's high priority. Greater Wellington has worked with TAs to promote motorcycle safety skills courses and assisted in the development of NZTA's RIDE the Lower North, print materials and website. <http://www.ridenz.org/>

6.2.2 Young drivers

Greater Wellington and Hutt City Council ran a workshop in March 2015 for secondary teachers from throughout the region. The aim was to encourage use of the NZTA road safety curriculum resources in specific subject areas for participants. Participant feedback showed a satisfaction rate of over 80%. The ease of using the workshop materials in class was rated 75%.

6.2.3 Two-Way Street

Our region has the highest figures for walking to work and unfortunately a higher than average risk for pedestrian casualties. 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 depicts actual CCTV camera footage of the crash, and the key messages are 'Look Both Ways' before crossing the street and 'Safe Speeds Save Lives'. This year a short version of the video was produced to play prior to YouTube videos. The short version has been viewed on YouTube over 6,000 times in the last two months.

We also contributed to Wellington City Council's 'Wellington Way' pedestrian safety campaign video, through placement on YouTube as a video pre-roll.



Figure 21: Snapshot of Two Way Street short version video

6.2.4 Last Choice Crash Car

The Last Choice Crash Car resource is a graphic and compelling reminder of the consequences of poor choices around alcohol use. A hard-hitting and thought-provoking reality check, it challenges young people to drive sober and make life-saving choices. The Last Choice Crash Car resource has been deployed infrequently this year and has now been transferred to the Wairarapa Road Safety Council on permanent loan.

6.2.5 Safer Speeds Promotion

A series of three videos promoting smooth urban driving were produced in partnership with Little Fighter Films. Entitled the 'Sexy Zen Driver' films, these have attracted almost 20,000 views since August 2014, and received very positive feedback on our Facebook page.

"Love it, fun and gets the message across"

"Very good, simple and effective"

"Sexy Zen driver is cool as!!!"



Figure 22: Sexy Zen Driver video, Part 1

6.3 Regional Road Safety campaigns

In 2014 NZTA agreed to provide additional funding for a series of road safety campaigns in the Wellington region. Funding for this was allocated to the Wellington region Highways and Network Operations (HNO) team to assist with road safety promotion and education for high concern issues on the State Highway network. Greater Wellington Regional Council hosted a staff member in the Sustainable Transport department to undertake this work. Four areas of concern were identified as the focus of the campaigns. These were intersections, young drivers, motorcyclists and cyclists.

6.3.1 Intersections

Crashes at intersections are an area of concern for the Wellington region, with poor observation being the leading cause. A new advertising campaign was developed to address this issue. The campaign was called “Eyes On” and encouraged viewers to have their ‘eyes on’ or be focused and pay attention at upcoming intersections. The campaign was targeted at all road users in the Wellington region.

Media placement for the campaign included bus backs, billboards (in Wellington City, Lower Hutt City, Porirua City and Masterton District), radio ads, Metservice website ads and Facebook ads (the latter two geo-targeted to the Wellington region).



Figure 23: Eyes On campaign bus back image

A Nielsen’s post-campaign analysis showed that compared to previous road safety campaigns, the ‘Eyes on’ campaign has been successful in achieving behaviour change. Close to half of respondents (45%) are likely to change their behaviour at intersections as a result of this campaign. Over four in ten (42%) respondents also reported already being more cautious at intersections as a result of this campaign.

6.3.2 Young drivers

Crashes involving young drivers is an area of concern nationally and also in the Wellington region. Restricted drivers are seven times more likely to be involved in a fatal or serious injury crash than other drivers. Data also shows that young restricted drivers are more at risk of having a serious crash in the first six to 12 months of driving solo on their restricted licence than at any other time in their lives. This increased risk is partly due to driving inexperience. Two national campaigns were used locally to address this issue - one targeting parents and the other targeting young drivers themselves. A third project, as mentioned in 6.2.2, targeting high school teachers was also undertaken providing professional development to teachers using NZTA’s road safety curriculum resources.

NZTA’s national young driver campaign targets parents of young drivers in the restricted licence phase, encouraging them to continue to support and check-in on their teens’ driving.

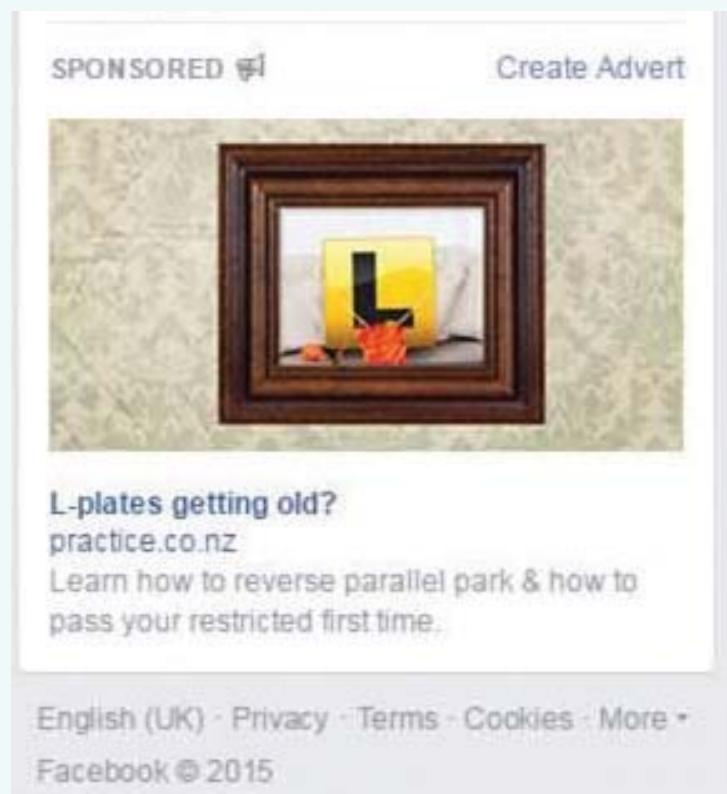


Figure 24: Practice website image

Facebook ads targeting 16-24 year olds were up-weighted regionally in May and June 2015, generating 508 new sessions on the site.

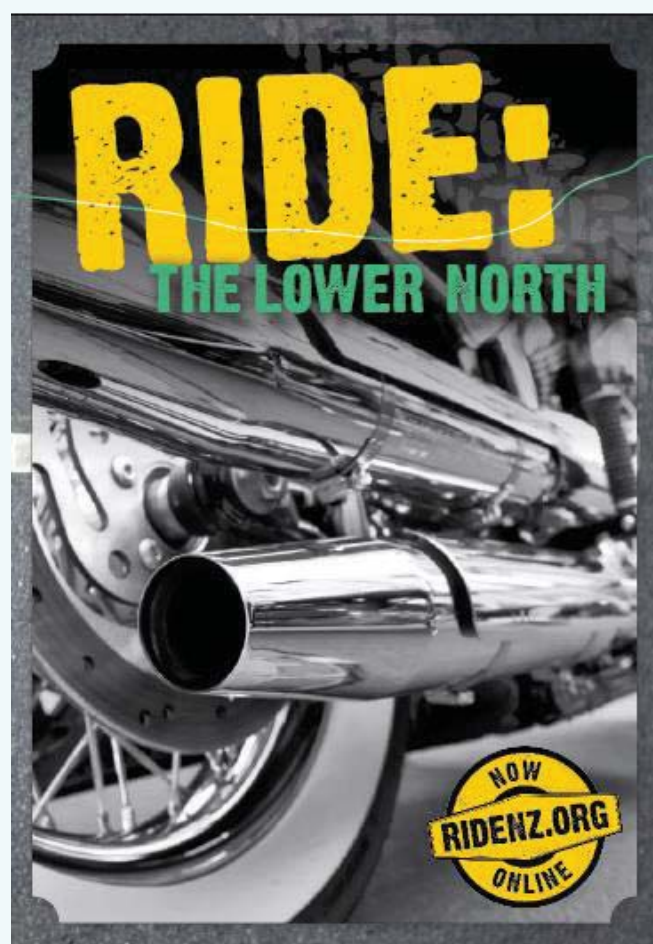
ACC and NZTA's national 'Practice' website (<https://www.practice.co.nz/>) targets young drivers. It aims to help learner drivers pass the restricted test with the help of guides/coaches, videos and written how-to guides. Facebook ads were used regionally to target young drivers.

As mentioned in 6.2.2, a workshop for teachers was organised in March 2015 entitled "Citizenship through inquiry and action: road safety curriculum resources unpacked". Secondary teachers across the region were invited to the free professional development workshop that demonstrated how NZTA's resources could be used to plan for good learning outcomes. It also aimed to help teachers to use road safety as a context relevant to citizenship education, and to hook students into key concepts across learning areas such as English, drama, mathematics and statistics, science, health and PE, and media studies. Thirty people participated in the workshop.

6.3.3 Motorcyclists

Crashes involving motorcyclists are an area of concern for the Wellington region. Awareness of high risk and favoured routes is noted as a focus area in the Safer Journeys Action Plan 2011-2012 (National Road Safety Committee, March 2010, p16). A new motorcycle safety brand was developed to raise awareness of high risk routes in the region (e.g. the Rimutaka Hill Road) along with favoured routes as recommended by the local motorcycling community. Secondary issues are also addressed including knowledge of route conditions, inexperienced riders, speed, rider position and rider conspicuity. The target audience was 40+ motorcycle riders in the region, 80% of whom are male.

Figure 25: Cover of Ride the Lower North map



The 'brand' is called RIDE and includes:

- a brochure called RIDE: The Lower North;
- billboards (located on the state highway network in the Wellington region);
- a new website <http://www.ridenz.org/> and
- two promotional videos designed to promote the website.

The website was launched in June 2015. In an April 2015 pre-launch survey, 100% of respondents said they would share the site with a rider passing through the region, with 69% saying they definitely would. A Facebook campaign to promote the site achieved over 86,000 impressions and over 15,000 views and resulted in 358 views of the website.

6.3.4 Cyclists

Cyclist safety is an area of high concern for the Wellington region. Nationally, in up to 75% of all cyclist/vehicle crashes where a cyclist was hospitalised, car drivers were found to have primary responsibility for the crash. Additionally, some motorists feel negatively towards people who cycle on the roads - they perceive them to be a nuisance on the road or an unnecessary intrusion on their space. This is particularly dangerous because it can be used to justify behaviour, good and bad.

NZTA's national advertising team created the See the Person, Share the Road campaign which encourages road users to be courteous to each other and acknowledge that they're not the only one on the road. To achieve this, the campaign was designed to personalise and humanise people cycling so that motorists see them as real people who have a right to share the road safely.

The campaign was broadened to increase its relevance to those living in the Wellington region by introducing characters with greater age, gender and ethnic diversity. New characters with 'trusted professions' were also introduced, e.g. nurse and firefighter, along with new family names e.g. kuia, uncle and daughter. Media placement of the new campaign images included bus backs, bill boards (Upper Hutt City, Lower Hutt City, Wellington City and Masterton), petrol station digital screens and promotion through Facebook. The target audience was all motorists in the Wellington region.



Figure 26: Image from regionalised See the Person campaign

The campaign was further extended through a Facebook cover photo project where cyclists were photographed at 'Go by Bike Day' events in Wellington City, Hutt City and Masterton. Each person chose a word to be photo-shopped onto their chest, and their photo was cropped in the campaign format. These images were loaded to a Facebook album and people were asked to 'tag' themselves, thus further personalising the campaign message. A collage of these images was published in a full page Dominion Post advertisement. High-visibility vests were later produced with words such as 'mum' and 'son', for use at cycle checkpoints undertaken by Police and council staff.

No evaluation was undertaken as this was an extension of a national campaign. However, campaign-related Facebook posts regularly showed a reach of 15,000 - 25,000 people.

Three Facebook albums containing photos of 173 Greater Wellingtonians achieved reach of 15,000 - 25,000 people. Three collages of the photos were published in the Dom Post, the Hutt News, and the Wairarapa Times Age in March and May 2015. This further personalised the message by involving local people.



Figure 27: See the people Dom Post advertisement

7. 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 Wellington region. No other region in New Zealand is as well-served with walking, cycling, public transport and carpooling options.

7.1 Promotion of transport options

7.1.1 New Movers Campaign

As an on-going goodwill gesture to residents relocating within the region, welcome packs were sent out, based on new mover data supplied by NZ Post. These packs include information on walking, cycling, carpooling and public transport, as well as complimentary return tickets for their local bus service. Bus companies have expanded their support for this targeted marketing initiative, to include people who are moving from one bus service catchment to another within the region.

Transport options brochures were displayed at i-Sites and libraries, in Metlink information stands at Queensgate and Johnsonville malls and at Wellington and Waterloo Railway stations. 800 brochures were sent to workplaces for distribution to new staff. Over 10,000 brochures were distributed at university orientation days, festivals and events.

7.1.2 Tertiary Campaign

Tertiary-focussed transport options information was provided for Orientation Week welcome packs, and staff attended events at Whitireia, Weltec, Massey and Victoria Universities.

Staff worked with Victoria University to develop a Personalised Journey Planning project targeting staff with parking permits at the university, or on the waiting list for them, to promote sustainable transport alternatives.

7.2 Cyclist Skills Training

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



Cycle commuting has been growing in the region for many years and this has resulted in an increase in the number of inexperienced/unskilled riders. The 2013 Census showed that the number of cycle commuters in the Wellington region has increased by 49% since 2006. Cycle commuters make a contribution to the efficiency of the 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 future riding. The Pedal Ready programme has had a successful third year of operation and has exceeded targets set by Kiwisport (one of the co-funders). Since July 2015 the programme is now a core activity

of the Sustainable Transport department. Promotion continues through opportunities like the Movin' Mail e-newsletter for schools, Movin' Magazine, the GW and Sport Wellington websites, Our Region page in the Dominion Post, community newspapers and posters and by word of mouth. The Pedal Ready website and Facebook page continue to be used actively as a source of information about the Pedal Ready programme and different areas of success and celebration. www.pedalready.org.nz and www.facebook.com/Pedal/Ready.



Figure 28: Pedal Ready Facebook page

During this past financial year Pedal Ready has delivered Introduction to Cycling and Grade 1 training to 3,513 children, and Grade 2 training (on road) to 550 children. Instructor training has been provided to 31 people and 566 adults have received cycle skills training resulting in a total of 4629 participants.

Pedal Ready has worked closely with schools across the region who are part of the Bikes in Schools programme. As a result of fundraising or grants, these schools receive a tailored perimeter bike track (lime or tarseal), a skills track, pump track, a fleet of bikes of varying sizes and a helmet for every child. In the last year, Pedal Ready has worked with five of these schools across the region and in most cases taught cycle skills (Intro, Grade 1 and Grade 2) to all students.

The Pedal Ready programme continues to be promoted through the workplace travel planning network and we have had huge uptake from a number of organisations such as, Ministry for the Environment, Statistics NZ, Hutt City Council, Te Aho o Te Kura Pounamu and the University of Otago School of Medicine. As well as this, Pedal Ready has delivered staff and parent training at Titahi Bay School, Karori West School and Pinehaven School. Additionally, we partner with Greater Wellington's Bus and Bike Workshops to offer cycle skills training to bus drivers across the region.



Figure 29: Pedal Ready training in action

8. Customer satisfaction

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

Overall 92% of our stakeholders were satisfied (or extremely satisfied) with the work the team undertakes.

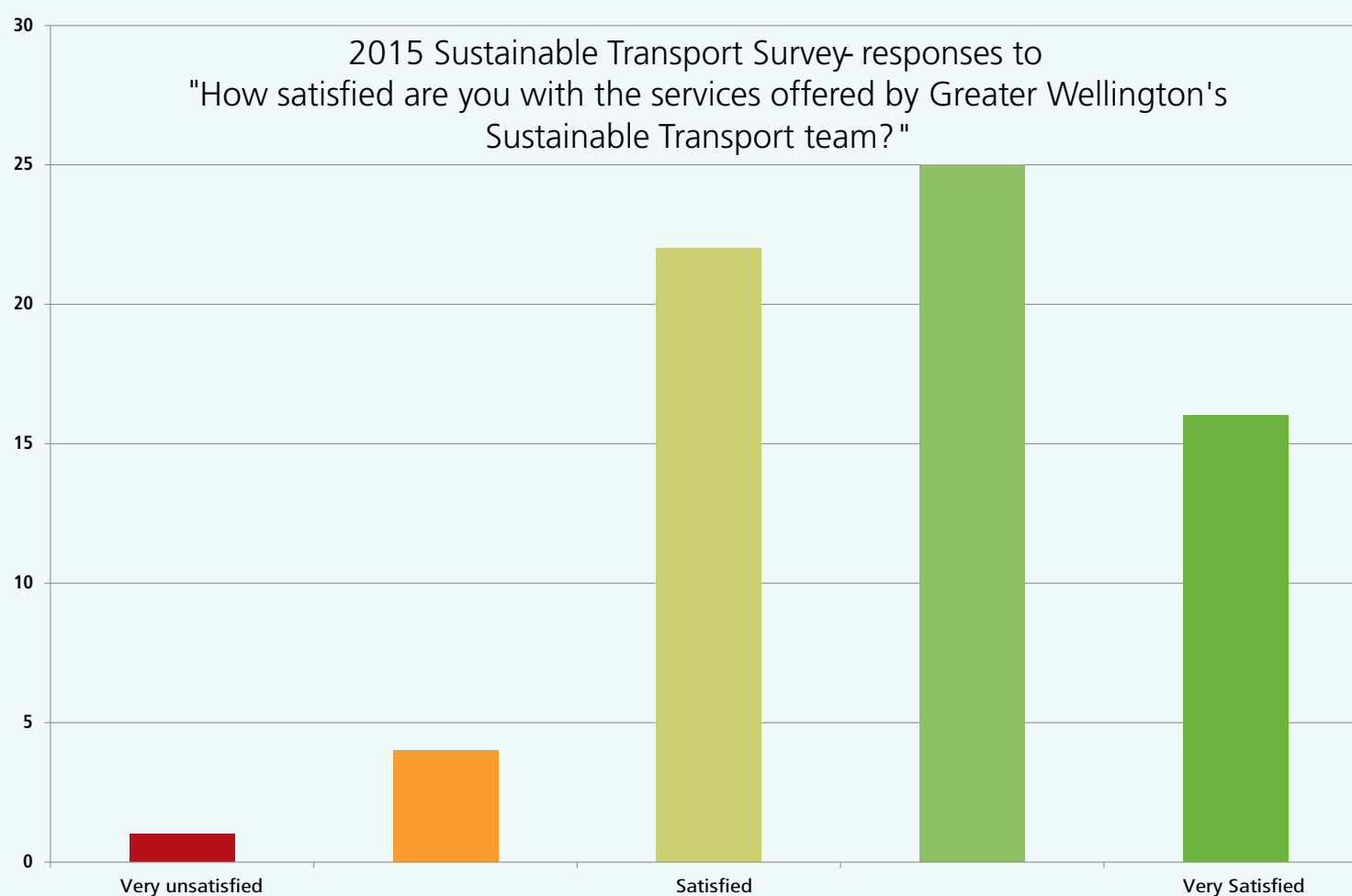


Figure 30: Results of 2015 Stakeholder survey

Feedback from this survey informs our future programming. Some of this year's comments included the following:

"I think the promotions are a great way to encourage whole School involvement, the prizes are always a great incentive as well, and support from GWRC and Local Councils are key to keeping it all running smoothly and making active travel a normal and sustainable part of the Schools everyday schedule."

"The resources that you provide are awesome. It is great to see so many different ways to get information and broadcast what your school is doing."

Sustainable Transport team members:

Melanie Thornton

Christian Williams

Claire Hodge

Marilyn Northcotte

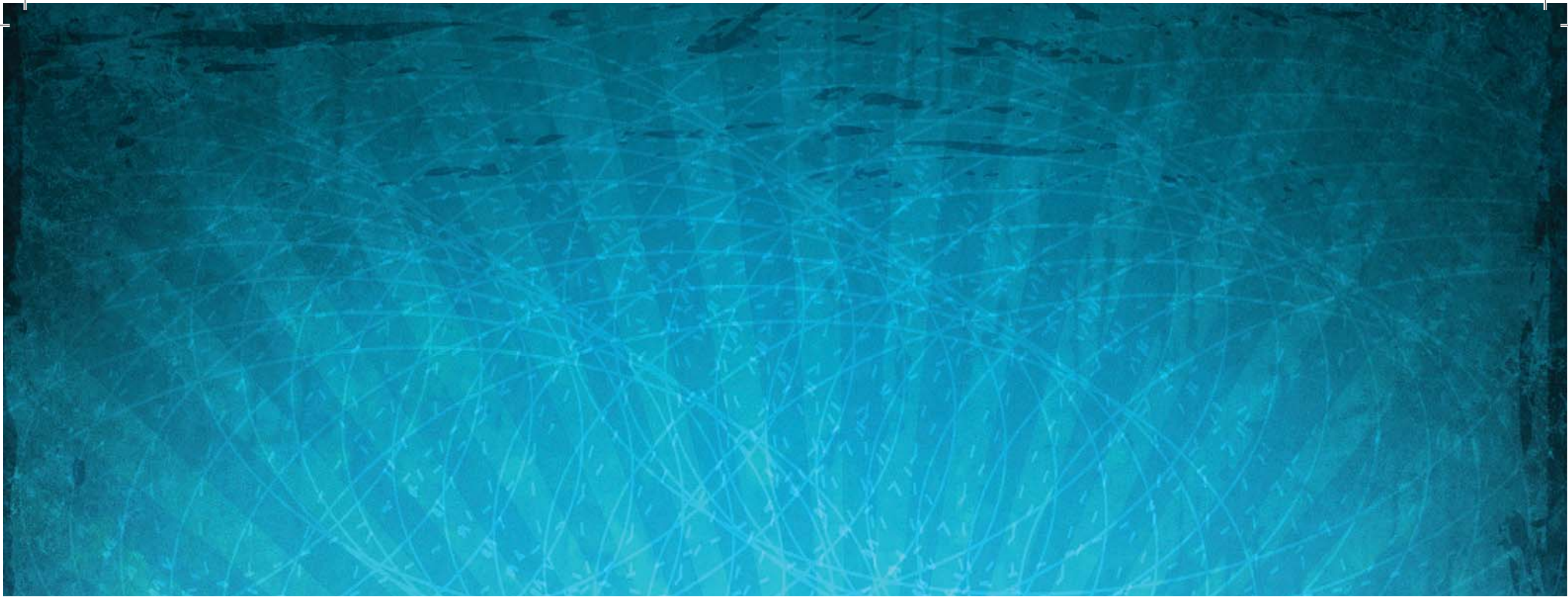
Rebecca Jamieson

Sam Winslow

Simon Kennett

Susan Hutchinson-Daniel

Vanessa Rushton



The Greater Wellington Regional Council's purpose is to enrich life in the Wellington Region by building resilient, connected and prosperous communities, protecting and enhancing our natural assets, and inspiring pride in what makes us unique

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