

SMART TRAVEL

A REGIONAL TRAVEL DEMAND MANAGEMENT STRATEGY

What is Travel Demand Management?

Travel Demand Management (TDM) is the term given to a range of methods that influence our travel decisions and increase a transportation system's efficiency.

TDM initiatives aim to increase travel choices by providing and encouraging reliable, attractive and accessible alternatives to car travel. We all need to think about our individual lifestyle and travel behaviour and what we are prepared to change. Working from home, car sharing, walking and cycling for local trips, and using buses and trains more often would all help. TDM also encourages us to consider whether or not we need to make a journey at all.

Why do we need a Regional TDM Strategy?

Rather than simply addressing the supply side of transportation and attempting to build our way out of traffic problems, we need to look at how we can address the demand for travel.

The Regional TDM Strategy sets out a number of ways in which the demand for travel can be addressed in our region.

The process

The Regional Land Transport Strategy (RLTS) is a document that Greater Wellington must produce in accordance with the Land Transport Act 1998 (the Act). The RLTS must contribute to an overall aim of achieving an integrated, safe, responsive and sustainable land transport system as described in the New Zealand Transport

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Strategy 2002. To meet our obligations under the Land Transport Management Act 2003, the RLTS must include a demand management strategy.

A draft TDM Strategy has been developed from the policies of the RLTS and in conjunction with a technical working group. The draft document has now been released for public consultation and we are seeking your feedback.

Feedback will be collated and analysed for the Regional Land Transport Committee to consider and recommend amendments to the strategy where appropriate. Once adopted, the Regional TDM Strategy will form a chapter of the RLTS.

Consultation process timelines	
September 2005	Draft TDM Strategy released for stakeholder and public consultation
October 2005	Submissions close 7 October 2005
November 2005	Submissions analysed
December 2005	Regional Land Transport Committee hears submitters and recommends adoption to Greater Wellington Greater Wellington adopts the strategy

The issues

Background investigations to identify the transport issues facing the greater Wellington region showed that the private car is the dominant way we choose to travel and accounts for 74% of our trips during the peak period. Home to work commuter trips during peak periods are generally longer than trips made at other times of the day.

Expected population growth and economic projections show that the greater Wellington region is expected to grow into the future with an associated increased demand for transport. By 2016, the greater Wellington region is expected to have:

- 26,000 more people than in 2001
- 44,000 more cars

- 37,000 more personal peak time trips as a driver.

Four regionally significant TDM issues have been identified:

- excessive travel demand problems (particularly congestion at peak periods)
- low car occupancy (particularly for commuter home to work trips)
- inefficient trips
- transport emissions.

Even with improvements to our roads such as eight-laning between Ngauranga and Aotea Quay, increasing traffic will lead to a more congested road network by 2016. This emphasises the importance of developing a cohesive TDM Strategy.

The strategy's vision and objectives

The vision of the draft TDM Strategy is “to use TDM initiatives in achieving sustainable outcomes for the greater Wellington land transport system”.

The objectives of the strategy are to:

- ensure the most efficient use of existing transport infrastructure and services
- increase public awareness of TDM and individual travel choices
- encourage integrated land use and transport planning that seeks to maximise transport efficiency
- encourage proactive advocacy that facilitates coordination among lead agencies.

What are the outcomes we want to see?

The main outcomes sought from the Strategy are (in no particular order):

- reduced traffic demand while maintaining accessibility
- improved journey to work mode share
- reduced greenhouse gas emissions
- reduced fuel consumption
- reduced road congestion
- increased vehicle occupancy
- increased resident satisfaction
- more efficient land use
- no adverse impact on economic development.

The Strategy action programme includes the following key initiatives:

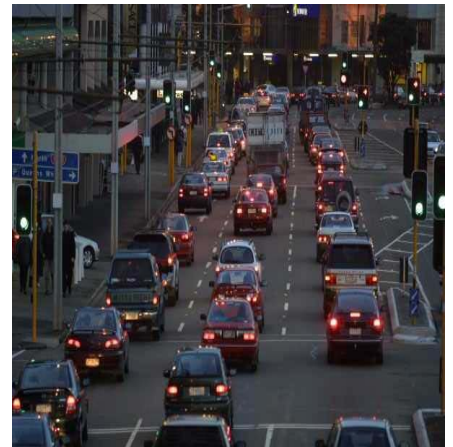
- develop and implement a travel plan programme
- develop and implement an integrated network management plan
- undertake a campaign to raise public awareness of TDM and travel choices
- support integrated land use planning which reduces travel demand
- advocacy and investigation of road pricing options for the region
- support the development of a national ride share (carpooling) programme.

Travel demand is influenced by a number of agencies at a local, regional and national level. The action programme sets out the role of these agencies.

Monitoring of the strategy will be undertaken annually against system-wide performance indicators.

What are the benefits of TDM?

- Reduced road congestion, particularly during peak periods, which improve both the travel time and reliability of journeys for high value trips and priority users.
- A reduction in vehicle emissions, which can have important health and environmental benefits in terms of cleaner air and reduced greenhouse gas production.
- Increasing the proportion of trips we make by walking and cycling has important health and fitness benefits and can reduce our risk of health problems such as cardiovascular disease, obesity and diabetes.
- A reduction in the amount of travel we do by car can have road safety benefits including reducing the number of vehicle crashes and casualties likely to occur.
- Increasing the number of people out on the street walking, cycling, or using public transport has the added benefit of increasing natural surveillance or “eyes on the street” and provides opportunities for social interaction.
- A reduction in travel costs and vehicle operating costs, through reduced or shared vehicle trips.
- A better range of safe, easy, reliable, and affordable travel choices.
- Improved economic efficiency as a result of improved transport network efficiency.
- Integrated land use and transport planning leads to improved travel choices and can reduce the need to travel.
- Access to a more efficient and diverse transport system has many economic, environmental, and social benefits for our region.



TDM methods

A wide range of methods exist to achieve travel demand management outcomes. Some of these are known as “soft” methods, such as travel behavioural change programmes, others are known as “hard” methods, such as road pricing tools.

Other methods rely on improving the efficiency of the existing network through various traffic management tools or reducing the need to travel through integrated land use programmes.

Greater Wellington has a number of existing strategies aimed specifically at improving safety of, and access to, walking, cycling, and public transport. These form important complimentary strategies to this TDM Strategy.

Integrated land use

The amount of travel we do can be directly influenced by land use development. The need to travel can be reduced by development which involves mixed uses or places critical infrastructure and services in areas of high density residential development. Land use development can also improve travel choices for individuals if high density development is focused around transport nodes.

Traffic management tools

Traffic management tools include real time traffic monitoring, advanced traffic management systems (ATMS), advanced traveller information systems (ATIS), incident management systems, traffic signal priority and linking.

These are all tools which improve the efficiency of the existing network through infrastructure improvements which:

- provide information about traffic conditions, alternative trip routes, and travel time comparisons

- give priority to passenger transport or high occupancy vehicles (HOV)
- limit traffic entering the motorway at on-ramps to ensure steady traffic flows
- coordinate traffic signals to improve traffic flow
- give priority to passenger transport and active modes through signal, lane, and right of way priorities.

Travel behavioural change

Travel behaviour change programmes are designed to inform and motivate people to change how, when, and where they travel.

There are a variety of methods used to achieve behavioural change including:

- Travel plans

A travel plan is a package of measures to manage travel demand, tailored to the needs of individual sites. Examples might include schools, tertiary institutes, hospitals, government organisations and businesses.



- Awareness and marketing campaigns

These are primarily aimed at making people aware of their travel choices and the real costs and benefits of those choices. They seek to change peoples travel behaviour away from inefficient and unsustainable trips.

- Ride sharing

Ride sharing tools aim to reduce the number of single occupied vehicle trips by encouraging drivers to share a journey with others who make a similar trip. Examples include carpooling, vanpooling, shuttle buses, and guaranteed ride home.

- Variable work hours

The aim of variable work hours is to reduce traffic congestion at peak times by spreading commuter journey’s over a greater period. Examples are staggered work hours, flexible work hours, and compressed work week.

- Teleworking, teleconferencing, telebanking, teleshopping

The above methods seek to remove or reduce the need to travel to work, shop, etc. Such initiatives reduce the demand for travel whilst providing substantial time and cost benefits to those involved.

A travel plan for Capital & Coast Health District Health Board (C&C DHB)

C&C DHB has entered into a partnership with Greater Wellington Regional Council (GWRC) to develop a travel plan for staff, patients and visitors. Support and advice is also being provided by the Energy Efficiency & Conservation Authority (EECA).

The travel plan will look at how people travel to and from the hospital sites, and will aim to find ways to improve peoples travel options. In particular, this will involve making it safer and easier to use transport options other than the private motorcar. Examples include improved access to, and facilities for public transport, walking and cycling, and initiatives such as ride sharing.

A travel plan coordinator has been employed to undertake the first stage of the travel plan which involves data collection on existing travel patterns and a site audit to identify the issues which limit people’s options.

Road pricing

Road pricing is where drivers pay the true cost of using roads. This includes the social, economic, and environmental costs such as accidents, pollution, time delays, currently borne by the community or economy.

As a result of road pricing, motorists may choose to delay their trip, use alternative modes, share the trip with other travellers, or work and shop from home.

Road pricing tools may include the following:

- Cordon charges – fees paid by motorists when crossing a boundary around a particular area.
- Congestion pricing – higher prices under congested conditions and lower prices at less congested times and locations.
- Toll roads – a fee for use of a new or improved road or bridge.
- High Occupancy Toll (HOT) lanes – High Occupancy Vehicle lanes that allow lower occupancy vehicles to use the facility if they pay a toll.
- Area charges or licenses – fees charged or licences issued for driving in an urban area. Distance or time based pricing – a fee based on the distance a vehicle is driven.
- Parking charges – increased charge for parking in city centres or congested areas.

Is road pricing a possibility for the Wellington region?

Road pricing has the potential to significantly influence peak travel demand on the region's road network, with the added benefit of generating revenue for transport improvements.

Initial studies suggest that a road pricing scheme can be designed for the Wellington region which would be financially self-sustaining, reduce congestion and provide other environmental, economic, and safety benefits. However, there are many issues to be resolved which could significantly impact on the application and acceptability of road pricing, which need further assessment before such a scheme can be adopted.

Changes in legislation at Central Government level are also required to enable the introduction of tolls or other forms of road pricing on existing roads.

This TDM strategy addresses road pricing by setting out the steps for investigation of road pricing options for our region. The pricing proposals themselves will form a separate process at a later stage.

Want to know more?

See the full version of the draft Travel Demand Management Strategy at www.gw.govt.nz/tdm or by calling Transport Reception at Greater Wellington on (04) 381 7779.

Have your say

Submissions close at 4:30pm on **7 October 2005**.

Written comments should be sent to:
Draft Travel Demand Management Strategy
Transport Division
Greater Wellington
P O Box 11646
Wellington

**Please include full reply details in your submission and indicate whether you wish to be heard.
Please note that any submission you make may become publicly available if a request for it is made under the Local Government Official Information & Meetings Act 1987.**

FOR FURTHER INFORMATION

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Publication date July 2005
Publication No. GWTS-G-05/102