

Report 14.401
Date 26 August 2014
File ST/01/02/01

Committee Regional Transport Committee
Author Melanie Thornton, Manager, Sustainable Transport

Sustainable Transport Annual Achievement Report 2013-14

1. Purpose

To report on the regional sustainable transport programmes and activities undertaken during 2013/14.

2. Background

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

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

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

This report sets out the general highlights and updates of GWRC's sustainable transport programmes in 2013/14. **Attachment 1** provides details on the achievements and progress of each of these programmes and initiatives over the year.

3. Highlights

Sustainable transport programmes and initiatives were rolled out in the region throughout the 2013/14 year and achieved many excellent results. The success

and high profile of many of the programmes is the result of collaborative partnerships between GWRC, the territorial authorities (TAs), the New Zealand Transport Agency (NZTA), schools, businesses and other key agencies and groups.

3.1 School travel plan programme

The Regional School Travel Plan Programme provides a whole system approach to improving road safety and road user behaviour for the journey to school. Four new schools joined the School Travel Plan programme this year with a total of 74 schools now participating. These schools represent over 22,000 children.

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.

Movin' March 2014 was the Wellington region's fifth annual active travel week for schools. This year 43 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.

3.2 Workplace and business travel toolkit

3.2.1 Active a2b

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

In 2014, 1,132 individuals from 75 workplaces participated in the programme, with 301 people being part of the 'Active a2b Plus' group which are those that drove alone to work at least three times a week at the time of registration. This 'Active a2b Plus' group receives a higher level of personalised support than other participants.

Results from participants who completed both the registration and evaluation survey showed that Active a2b achieved increases in the use of active trips to work, and reductions in car use, especially among the Plus group, where car trips fell from 91% to 69%. Amongst the Plus group, cycling trips increased from 2% to 9% while walking increased from 4% to 10%. Both active modes increased among the Standard group also, although not as significantly.

3.2.2 Let's Carpool

Since July 2012, Let's Carpool has been operating as a national website with eight councils administering the service in their area. GWRC has been working with Auckland Transport (AT) to co-ordinate the programme.

From 9-15 June 2014, the second national Kiwi Carpool Week was run. National support from Z-Energy assisted in promoting the campaign. At 30 June 2014 there were 3,268 registered users. Just over 450 commuter records were added during the financial year. Nationally, registrations continued to grow rapidly, reaching 10,426 in June 2014.

In spring 2013, AA Directions magazine also wrote about carpooling and the Let's Carpool website, helping to establish Let's Carpool as a recognised and trusted brand.

3.2.3 Spring to the Street

Spring to the Street is GWRC's fun, free, three-week sustainable transport challenge. In September 2013, 2,074 individuals (234 teams) took part, representing 52 workplaces from around the Wellington region. This was a large increase on the previous year in terms of participation.

After participating in Spring to the Street, there was an 18% decrease in participant drive alone travel, albeit from a low base. This was matched by small increases in public transport use (both for bus and train/ferry). Overall, the trips by public transport increased from 51% of trips to 54%. Active modes were relatively unchanged, with a small increase in walking and a small decrease in cycling.

3.2.4 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. This year a Go Well Through Winter quiz was developed to promote visibility, safety and awareness. 800 responses to the quiz were received and all 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.

3.3 Active transport - cycling and walking

In order to improve the integration of active modes with public transport a campaign to promote and normalise the use of folding bicycles, which was started in 2011, continued with a promotion of folding bikes through a discount voucher and the annual folding bike fun ride.

The Cycling and Walking Journey Planner attracted 22,657 visits in the last year, down 17% compared with the previous year (27,155 visits). This decrease in activity was partly due to an increase in competition from Google.

The three Regional Cycling Maps continued to prove popular with over 10,000 copies distributed in the last 12 months. The original maps were revised late last year and re-printed in June 2014. In addition, a Wairarapa Cycle Map has been added to the series.

Four bus driver/cyclist workshops were held this year and recently began including Mana-Newlands Coach drivers. Despite a significant increase in cycling, injury crashes in the four-year period since the share the road workshops began (in 2010) have more than halved compared with the previous four year period.

Two members of staff were appointed to the Government's ten-member Expert Cycle Safety Panel. The panel's findings will be published in October.

3.4 Road safety

The focus of this year's motorcycling campaign was to collectively identify a range of actions that will be effective in reducing the injury crash rate on the Rimutaka Hill Road. A Safe Systems approach was used in the Safe Ride Rimutaka project, which involved ACC, Upper Hutt City Council, Lower Hutt City Council, Wairarapa Road Safety Council, NZTA, NZ Police, GWRC and local motorcyclists.

An informal video supporting safer urban speeds was produced in-house in early 2014 to coincide with Wellington City Council's consultation on reducing speeds in the CBD. It was placed on YouTube and has received over 350 views. Also, a series of three videos promoting smooth urban driving were produced in partnership with Little Fighter Films. Entitled the 'Sexy Zen Driver' films, these videos will be promoted in August 2014.

The Pedal Ready regional cycle skills training programme has delivered Introduction to Cycling and Grade 1 training to 2295 children, and Grade 2 training (on road) to 333 children. Instructor training has been provided to 57 people and 325 adults have received cycle skills training for an overall total of participants of 3010.

3.5 Travel awareness programme

This year, 1356 New Movers packs were sent out, based on New Mover data supplied by NZ Post.

Over 1500 Transport Options brochures were sent to i-Sites and libraries, 800 sent to workplaces for distribution to new staff and other internal promotions and over 1500 brochures were distributed at orientation days, festivals and events.

4. Communication

The Annual Achievement Report will be circulated to our key stakeholders and placed on the GWRC website.

5. The decision-making process and significance

Officers recognise that the matters referenced in this report may have a high degree of importance to affected or interested parties.

The matters requiring decision in this report have been considered by officers against the requirements of Part 6 of the Local Government Act 2002 (the Act). Part 6 sets out the obligations of local authorities in relation to the making of decisions.

5.1 Significance of the decision

Part 6 requires Greater Wellington Regional Council to consider the significance of the decision. The term 'significance' has a statutory definition set out in the Act.

Officers have considered the significance of the matter, taking the Council's significance policy and decision-making guidelines into account. Officers recommend that the matter be considered to have low significance.

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

Officers do not consider that a formal record outlining consideration of the decision-making process is required in this instance.

6. Recommendations

That the Committee

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

Report prepared by:

Melanie Thornton
Manager
Sustainable Transport

Report approved by:

Jane Davis
General Manager
Strategy & Community
Engagement

Attachment 1: Sustainable Transport Annual Achievement Report 2013-14