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Committee Regional Transport Committee
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Let's Carpool Report 2014

1. Purpose

To update the Regional Transport Committee (the Committee) on progress of the Let's Carpool programme and results of the Kiwi Carpool Week 2014 campaign.

2. Background

Under the Wellington Regional Land Transport Strategy, the Regional Demand Management Plan (2009) identified the need for a carpool programme for workplaces and commuters as a key travel demand management action. A target was set of 3,000 registrants by June 2013.

In 2009 Let's Carpool was established in the region and promoted through a range of channels. In 2012, in collaboration with Auckland Transport, Let's Carpool was turned into a national website with regions and cities across the country invited to participate. Five new regions signed up (in addition to Auckland and Wellington). These were Waikato, Bay of Plenty, Taranaki, Manawatu/Wanganui and Nelson/Tasman. The eighth region, Christchurch, signed up in 2014.

The first national campaign was run in June 2013, under the name 'Kiwi Carpool Week'. Following the success of that promotion, the eight participating regions agreed to run another campaign in 2014. Each region was responsible for promotions within their area, however the marketing material was coordinated nationally by Auckland Transport to ensure consistency of message and content. **Attachment 1** is the full Kiwi Carpool Week Report. Outlined below are the highlights from that report.

3. Highlights

Various channels were used to promote Kiwi Carpool Week in the region. These included cinema advertisements, sandwich boards, banners, newspapers, workplace contacts, billboards and social media. This year, Z Energy was also

supportive of the campaign, promoting the week on its advertising boards inside petrol stations as well as on social media. In addition it offered ‘coffee for carpoolers’ at six of its stations nationally. Let’s Carpool was covered on primetime television (Seven Sharp) during Kiwi Carpool Week.

Our workplace contacts are one of our most important avenues for promoting carpooling. An email was sent out to a database of workplace contacts (approximately 200) informing them of the campaign, and an incentive for their participation. Any workplace that informed us of their promotions was entered into a draw for a \$300 morning tea. Porirua City Council won the random prize draw.

The campaign period used for evaluation is 26 May to 22 June. Evaluation of the campaign was gauged from a number of measures. The most direct indicator was the number of registrants to the Let’s Carpool website, but Google analytics and the use of the Greater Wellington Regional Council (GWRC) Citizens Panel to investigate awareness of the Kiwi Carpool Week campaign, were also included.

Over that period, 67 new registrations were added for the Wellington region. This brought the total number of registered users in the Wellington region to 3,256. An additional 12 registrations were received in the last week of June reaching a total of 3,268. By 30 June there were a total of 10,426 people registered on the website from across New Zealand.

Results from the GWRC Citizen’s Panel showed that people do recognise the benefits of carpooling but often feel their circumstances don’t make carpooling a practicable option. Many people indicated they were open to carpooling in the future if their circumstances changed. With 29% of solo drivers being aware of Kiwi Carpool Week, the reach was surprisingly high, although there is still scope to expand that to reach a higher proportion of the region.

4. Additional work

Although not officially part of the Kiwi Carpool Week campaign, a new carpooling initiative was started just before Kiwi Carpool Week. This involved a three month trial of priority carpool parking spaces at two Park & Ride facilities in the region. Ten spaces at Petone railway station and five spaces at Waikanae railway station were reserved for vehicles with two or more people arriving at the station to catch a train. This initiative aims to promote carpooling to the station, and to increase integration between carpooling and public transport. Signage and markings were installed in late May. Flyers were distributed on cars at both Park & Rides to inform people of the change, posters were put on display and a media release was issued. Regular visits are made to both Park & Rides and compliance is high.

Let’s Carpool continues to attract an average of 11 new registrations in the region each week. This indicates steady awareness of the website and interest in carpooling. Sixteen large employers have established their own web pages on the site in order to make it easier for staff to register. Workplaces are encouraged to promote the website through the workplace travel plan forum and network.

We continue to progress developing and promoting the national website with Auckland Transport and will be undertaking our biennial survey of all registrants on the website later this year.

We are also in discussion with a private developer who is in the process of creating a carpooling app. Similar apps have already been developed overseas and are highly successful. We are exploring how the Let's Carpool programme and this app could potentially be combined in the future. The app is being developed and trialled in the Wellington region before it rolls out to any other regions. While we are in an early stage of discussions with the developer it provides an opportunity to create a step change in carpooling in this region and create renewed momentum for carpooling as an option for people through new technology.

5. Communication

Results of the biennial survey will be communicated to the Committee later this year and updates on progress on the carpooling app will be made when appropriate.

6. 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.

6.1 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 an existing programme relating to the Travel Demand Management implementation plan under the Regional Land Transport Strategy.

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

7. Recommendations

That the Committee:

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

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Attachment 1: Kiwi Carpool Week – Campaign Report July 2014