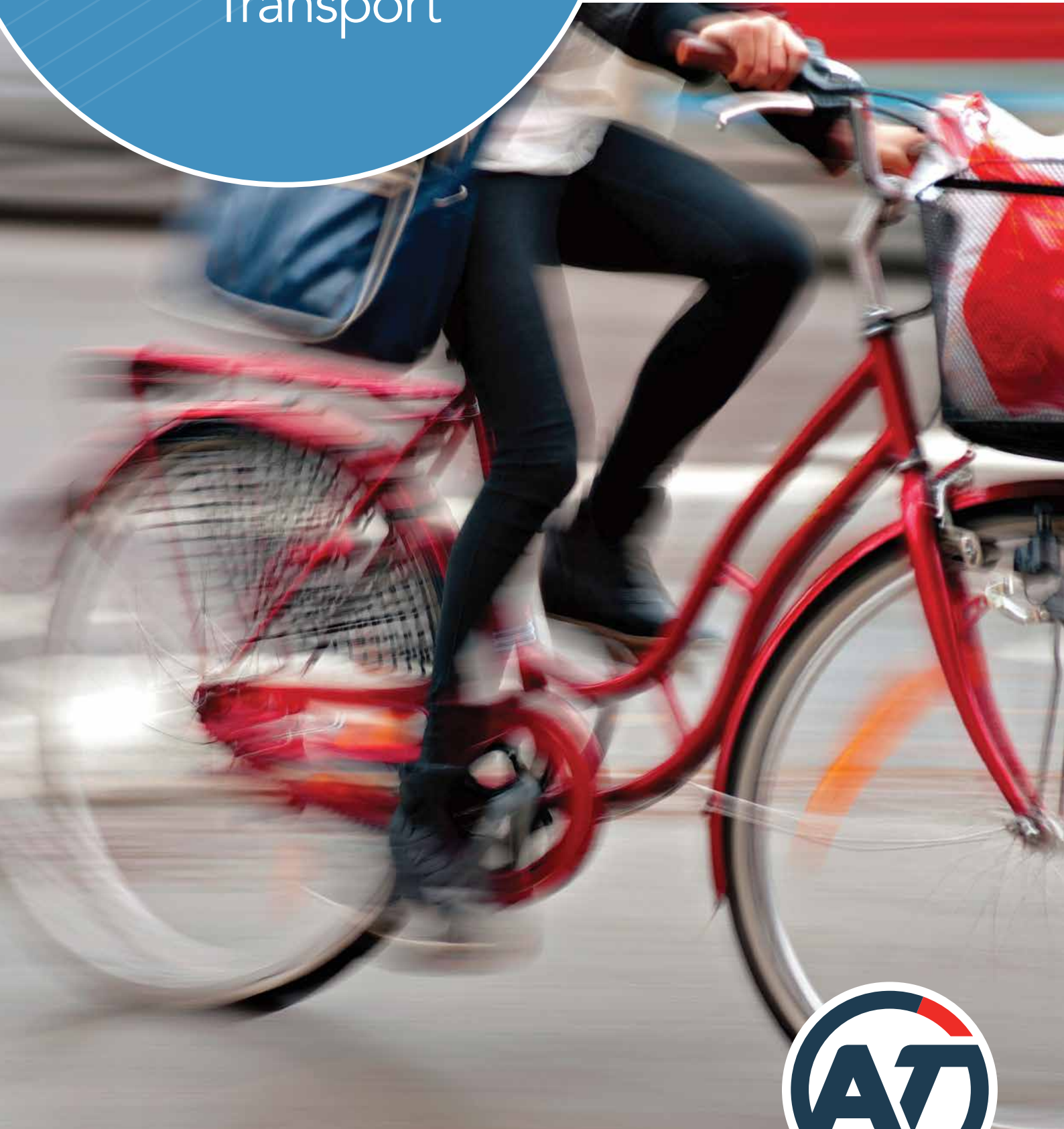


Evaluation Report 2012/13

Community Transport





“ Deliver travel choices across Auckland as part of an integrated transport system, by implementing road safety and travel behaviour programmes to improve safety, reduce congestion and increase journey time reliability. ” – CT’s Strategic Direction



About this report: This report has been completed by Auckland Transport and covers the financial year from 1st July – 30th June (unless otherwise stated).

Performance during the 2012/13 financial year has been measured against Auckland Transport’s Statement of Intent (SOI), which is agreed annually with the Auckland Council.

The SOI sets out the performance targets by which Auckland Transport is measured.

This report reflects a new approach to evaluating and reporting Community Transport’s outcomes and aims to provide a more complete evaluation and account of Community Transport’s diverse activities and initiatives that have been delivered over the past 12 months.

This report provides an overview of Community Transport’s programmes delivered during 2012/13. It demonstrates some of the individual initiatives and activities delivered by the department and provides an overview of how the department is performing against its annual targets.



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Highlights

2012/13

1

Fewer car trips to work, university and school

14,781 daily vehicle trips have been removed from the road network in the morning peak (7-9am), which has resulted in an annual reduction in CO2 emissions of 4,780 tonnes.

2

'Cycling's the Go' in Auckland

Average increase of 17.9% in the number of cyclists recorded at 10 automatic monitoring sites (compared with previous 12 months). Annual manual counts undertaken over 3 days in March show an 11% increase in total cycle trips recorded at 83 sites (compared with 2012).

3

Improved safety of Auckland's transport network

During 2012 a number of road safety campaigns have been undertaken which have helped contribute to a 12% reduction in the number of fatal and serious injuries on the local road network. Fatal accidents have reduced by 38% between 2009 and 2012, with a 64% reduction in fatal accidents involving cyclists.

4

Helping Aucklanders get where they want, when they want

Over 480,000 Aucklanders are engaged through workplace, community or school travel planning initiatives. The number of 'Walking School Buses' has increased to 348 and over 3,500 Aucklanders are registered on the national carpooling service 'Let's Carpool'.



5

Engaging with communities

Over 500 Aucklanders are currently taking part in personalised journey planning projects, which aim to promote travel choices and encourage travel behaviour change amongst residents and employees.

6

Developing effective relationships

Developed a partnership approach with a wide range of internal and external stakeholders, who are involved early in strategic decision making and project briefs to maximise programme outcomes.

7

Improving the customer experience

Community Transport has updated webpages and used social media to launch several campaigns including a Sober Driver campaign, liked by over 2,900 people.

8

Working as one team – Auckland Manukau Eastern Transport Initiative (AMETI)

AMETI is one of Auckland Transport's largest construction projects. Auckland Transport has provided extensive support to the project team through working closely with schools and businesses to promote the project and to facilitate travel behaviour change.

9

Delivering a high level of service to customers

Responded to over 200 customer enquiries and continue to receive positive feedback from both internal and external stakeholders and customers.



Introduction



Introduction^{1.0}



Community Transport

Community Transport plays a key role in delivering transport choices and innovative transport solutions. Community Transport’s 2012/13 work programme was centred on 5 key objectives of increasing travel options, delivering business efficiencies, creating effective partnerships, increasing mode share of walking/cycling and improving road safety.

Community Transport Programmes

Table 1

Programme	Programme Purpose
School Transport	Deliver a safe system approach to road safety around schools and reduce morning congestion and increase participation in active modes.
Travel Planning	To increase accessibility to employment centres and communities by promoting travel choice.
Walking and Cycling	To increase the use of active modes and improve safety in walking and cycling across the Auckland region through walking and cycling infrastructure and through raising awareness.
Road Safety Education	To reduce the number of serious and fatal crashes on the Auckland network through developing and delivering local and regional road safety education campaigns and promotions.

1.1 Purpose

This report provides an evaluation of Community Transport’s programmes for 2012/13. It shows how Community Transport is performing against its annual targets, the overall success of the programmes and the outcomes¹ of individual initiatives delivered in 2012/13.

The evaluation is based on the new 2013 evaluation framework which is centred on the following three themes. These have been selected on the basis of their importance in demonstrating Community Transport investment outcomes:

- Mode share;
- Road safety; and
- Customer satisfaction.

Evaluation and recording results in this report has enabled assessment against Community Transport’s key performance indicators and targets, as shown overleaf.

The timeframes for programme evaluation are as follows:

- School Transport programme: school calendar year, February to December 2012; and
- Commute, Road Safety Education, and Walking and Cycling programmes: financial year, 01 July 2012 to 30 April 2013².

¹ Outcomes are defined as the changes in travel behaviour as a result of the Community Transport programmes e.g. change in transport mode.

² For the purpose of this report, the evaluation of these programmes has been completed up to end of April. Activities delivered in May and June will be included in next year’s evaluation.

Due to the nature of Community Transport’s work, which involves community engagement, education and behaviour change, there can often be a lag between programme delivery and outcomes. This is recognised in this report and therefore evaluation trends help provide an indication of impacts.

1.2 Structure

All programmes delivered by Community Transport have the purpose of contributing to one or more of the following themes. This report is structured in line with these themes.

Mode Share Theme:

Mode share is the proportion of travellers by each mode of transport, for example, walking, cycling, public transport, carpool and car. Mode share is a key theme because increasing all non-car modes of travel will help reduce congestion on the road network. Community Transport targets this theme through the Commute, Travelwise, and Walking and Cycling programmes.

Mode share is evaluated in:

- Chapter 2: What contributions do the programme interventions have on the mode share in the morning peak?



Introduction

- Chapter 3: What contribution has Community Transport made towards travel choice awareness?

Road Safety Theme:

Road safety is a key theme because it is linked to reducing Fatal and Serious Injuries (FSIs) on the network. Community Transport targets this theme through the Road Safety, Travelwise, and Walking and Cycling programmes. Road safety is evaluated in:

- Chapter 4: What contribution has Community Transport made towards road safety behaviours?
- Chapter 5: What contributions do the programme interventions have on the number of crashes on the local road network?

Customer Satisfaction Theme:

Customer satisfaction is a key theme because it is linked to the quality and effectiveness of the service that Community Transport delivers. Customer satisfaction is evaluated in:

- Chapter 6: How satisfied are customers with their interactions with Community Transport?

New Evaluation Framework:

Further details of the new evaluation framework are included in:

- Chapter 7: Additional data that will be collected and analysed next year through the new evaluation framework.

1.3 Key Performance Indicators and Targets

Key performance measures and targets from the Auckland Transport Statement of Intent relevant to the Community Transport team are provided in Table 2. The 2012/13 results from analysis of Community Transport's programmes are included in the table.

Auckland Transport Statement of Intent (2012-15) performance measures and targets

Table 2

Impact	Performance Measure	2012/13 Target	2012/13 Result
Increased access to a wider range of transport choices	Walking trips into the CBD during the morning peak	2% increase	12% decrease on 11/12 (however 5% increase from 2008 to 2013)
	Cycling trips throughout the region during the morning peak	3% increase	15% increase *
	Number of morning peak (7-9am) car trips avoided through travel planning initiatives	9,200 (2012/13)	14,781
Improved safety of Auckland's transport system	Total fatal and serious injuries on local road network	2% reduction (year to 31 Dec 2012)	12% reduction
Reduced adverse environmental effects from Auckland's transport system	Total CO2 vehicle (petrol and diesel powered) emissions	Reduce baseline	Annual reduction of 4,780 tonnes

Key ■ Achieved ■ To be confirmed ■ Not achieved

* based on manual counts undertaken at 83 sites in both 2012 and 2013.



Table 3 lists Community Transport’s 2012/13 key performance indicators for each of the programmes and using the information in this report, summarises whether these targets have been achieved.

Community Transport 2012-13 key performance indicators and targets

Table 3

Programme	KPIs and Targets	2012/13 Progress
School Transport	Increase the number of Travelwise schools by at least 50	<i>Increased by 103</i>
	2% reduction of serious and fatal crashes for vulnerable road users aged between 5-18 years	<i>Not achieved</i>
	Achieve a 5% reduction of car trips morning peak	<i>22% reduction</i>
	10,000 students receive cycle training through the ‘Bike Safe’ Programme	<i>Not achieved (9,387 students received cycle training)</i>
	Increase Walking Schools Buses in the programme to 340	<i>Increased to 348</i>
	Increase engagement and participation in events and activities at schools	<i>Achieved</i>
	Customer perception of road safety is improved around schools	<i>Achieved</i>
Road Safety Education	Number of participants engaged in each education campaign with a total of 100,000 engaged per year	<i>Achieved</i>
Commute	Increase number of travel plans / employees and students increased in areas of high congestion	<i>Achieved</i>
	Increase engagement and participation in the travel planning programme i.e. events, activities and packages	<i>Achieved</i>
	5% reduction in single occupant vehicle trips	<i>16% reduction</i>
	75% positive feedback customer engagement	<i>Achieved</i>
	Increasing carpooling registrations to 2000 and uptake, to meet reduction in single occupant vehicles	<i>Increased to 3,500</i>
	TDM Operations Plan	<i>In progress</i>
	Promotion of integrated ticketing with businesses, tertiary and communities	<i>Achieved</i>
Walking & Cycling	Increase walking in the morning peak into the CBD by 2%	<i>12% decrease on 11/12 (however 5% increase from 2008 to 2013)</i>
	Increase cycling trips across the region in the morning peak by 3%	<i>15% increase</i>
	Reduction of vulnerable (pedestrian and cyclist) road user crashes by 2%	<i>Not achieved</i>
	10km of the Auckland Cycle Network implemented	<i>Achieved</i>
	10,000 participants in regional cycling training programme	<i>Achieved</i>
	3,000 people participate in cycle / walking events / campaigns	<i>Achieved</i>

Key ■ Achieved ■ To be confirmed ■ Not achieved



Mode share



Mode share^{2.0}



Mode share

School Transport

Education related travel makes up approximately 40% of morning peak trips in Auckland and is a major contributor to traffic congestion across the region. The Auckland Transport school transport programme (Travelwise) delivers a Whole School Approach to improving road safety and reducing congestion at the school gate.

Auckland Transport works in partnership with school communities, including students, parents/whanau, school staff, community and local organisations to promote and encourage the use of safe alternatives to private vehicle trips to and from school.

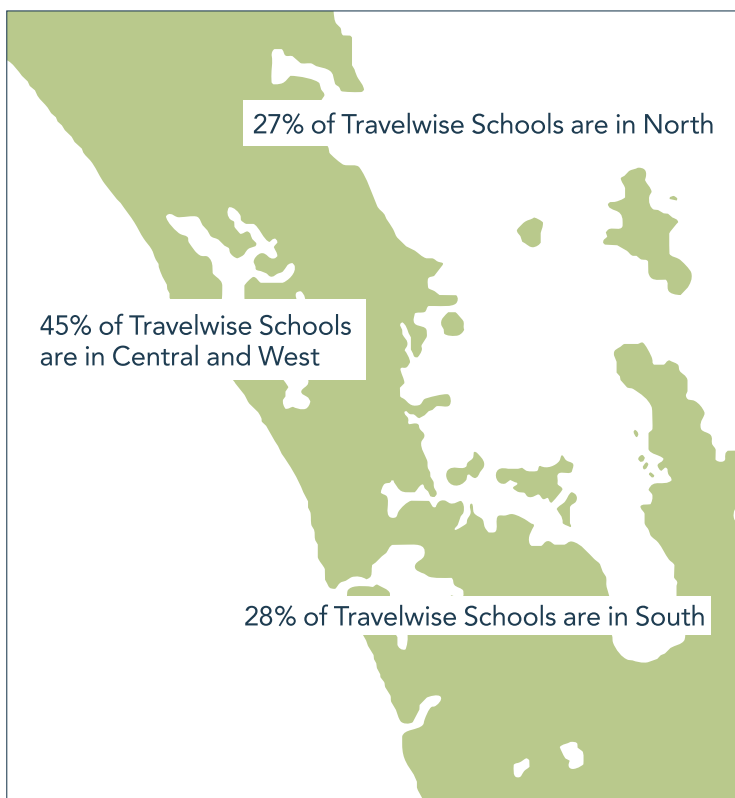
A key component of the School Travel Plan programme is partnering with other areas of AT and NZTA to deliver:

- Educational and promotional campaigns to promote active transport (e.g. the Walking School Bus);
- Construction of traffic calming measures; and
- Cycle or scooter training for students.

In the 2012 school year, Auckland Transport has grown the Travelwise programme by 103 schools. A total of 319 out of the 540 Auckland schools are now part of Travelwise. Since the formation of Auckland Transport there has been a more even distribution of Safe School Travel Plans (SSTPs) across the region. This is particularly notable in the South of the region where 37 new schools have joined the programme over the past year.

Facts

- 63% of Auckland students attend a Travelwise school.
- 319 schools on the Travelwise programme.
- Reduced car travel by taking 11,097 car trips off the road network in the morning peak.
- 58% reduction in crashes around schools with a Safe School Travel Plan.
- 9,000 students receiving cycle training.
- 3,900 children on 348 walking school buses.





Mode share



Getting to School

Every morning over 250,000 children travel to Auckland schools, and over half of these trips are made by car. In the past 20 years, the percentage of children being driven to school has more than doubled.

Travelwise is making a difference

- Safe School Travel Plans have helped:
- Reduce car travel by taking 11,097 car trips off the road in the morning peak.
 - Save 2,596,000kms in car travel, about \$20.35m a year on congestion, and about 150,000 litres of fuel.
 - Reduce CO2 emissions by 735 tonnes each year.
 - Improve safety around Auckland schools – crashes involving pedestrians and cyclists aged 5 to 13 have reduced by 58% at schools with Safe School Travel Plans.

What is a Safe School Travel Plan?

The Auckland Transport Travelwise programme delivers a Whole School approach to improving road safety and reducing congestion around schools. Safe School Travel Plans are developed and delivered by the school community working in partnership with Auckland Transport, Auckland Council, New Zealand Police and other community groups and organisations. Approximately 63% of Auckland school aged students attend a Travelwise School.

The Benefits of a Safe School Travel Plan:

- A Safe School Travel Plan can:
- Reduce accidents and improve safety.
 - Ease congestion.
 - Build students confidence and independence.
 - Develop children's road safety skills.
 - Improve the health and wellbeing of your school community.

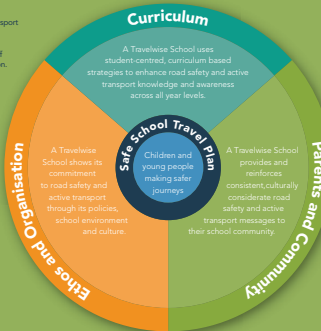
Travelwise: Whole School approach

Curriculum

- Embed road safety and active transport education programmes within a curriculum framework.
- School management supports staff to implement road safety education.
- Use student-centred, interactive strategies.
- Actively engage students in skill development.
- Help students to influence their peers as safe road users.

Ethos and Organisation

- Consult the wider school community when developing and reviewing road safety and active transport plans, policies and procedures.
- School management actively promotes and supports road safety and active transport.
- School staff model appropriate road safety behaviours and attitudes.
- Review the school traffic environment.



Parents and Community

- Provide parents with information to reinforce road safety and active transport messages and skills.
- Consult the school community to reinforce safety and active transport messages and skills.
- Collaborate with other school programme stakeholders to complement school road safety programmes.
- Encourage road safety and active transport through community events and projects.
- Network and work with other Auckland schools to promote road safety and active transport.

Auckland Transport

Commute.



Discover Commute.

Transport is a major issue for businesses in Auckland, but there are many commuting options such as carpooling, public transport, teleworking, walking and cycling that can make a real difference.

Congestion costs Auckland businesses over \$1 billion per year.

Promoting alternative commuting options to private car trips can help businesses reduce costs and achieve wider business goals.

To date the Commute team have helped over 220,000 Auckland employees to get where they want to go quickly and efficiently. Let the Commute team help you get the same results for your business.

The Commute team have developed this information pack to highlight some of the key services they offer.



Get started now

Please browse through the pack and visit our webpages at www.aucklandtransport.govt.nz/commute to get started with travel planning at your workplace.



Take the smart route to work, visit aucklandtransport.govt.nz/commute



“ There is no single solution - every person has their own unique travel behaviour, therefore a package of viable travel options should be provided. ”





Travel Planning



Commute is the name of Auckland Transport's travel planning programme. Commute aims to reduce the number of single occupancy vehicle trips in the morning peak (7-9am), through the promotion of a wide range of travel options.

Commute businesses, district health boards and tertiary institutes are offered the opportunity to develop a full travel plan or a combination of individual packages for delivery to staff. The Commute team currently offers 5 core packages, which include:

- Public Transport: information, advice and incentives, including a 'Give it a go' trial with eligible participants receiving a 2 week Discovery pass that enables them to trial public transport for journeys to and from work at no cost;
- Carpooling: information, advice and access to dedicated business resources available on the national 'Let's Carpool' carpool matching website.
- Teleworking: information to help businesses introduce a policy that enables employees to work away from the office for one day per week over a one month period;
- Walking: information, initiatives and expo's to promote the use of active travel as a commuting option; and
- Cycling: information and training sessions including cycle maintenance and basic safety training as well as a bike trial, where participants receive a bike to give cycling to and from work a go for a one month period. A fleet bike trial is also available to encourage short business trips to be made by bicycle instead of by private or company vehicles.





Mode share

What contributions do the programme interventions have on the mode share in the morning peak?

2.1 Introduction

Community Transport works with schools, workplaces, tertiary institutes and communities to promote the uptake of public transport, carpooling, walking and cycling to influence people’s mode choice.

The section looks at the contributions that the Community Transport programme interventions have had on mode share in the morning peak period, between 7am and 9am on weekdays. The proportion of people using different modes of travel is also referred to as the mode share. Change in mode share over time is referred to as mode shift.

This 2012/13 targets of reducing car trips and increasing walking and cycling trips for the Community Transport programmes are:

- The School Transport programme aims to achieve a 5% reduction in car trips during the morning peak.
- The Commute programme aims to achieve a 5% reduction in single occupancy vehicle trips during the morning peak.

- The Walking and Cycling programme aims to increase walking in the morning peak into the CBD by 2% and increase cycling trips across the region in the morning peak by 3%.

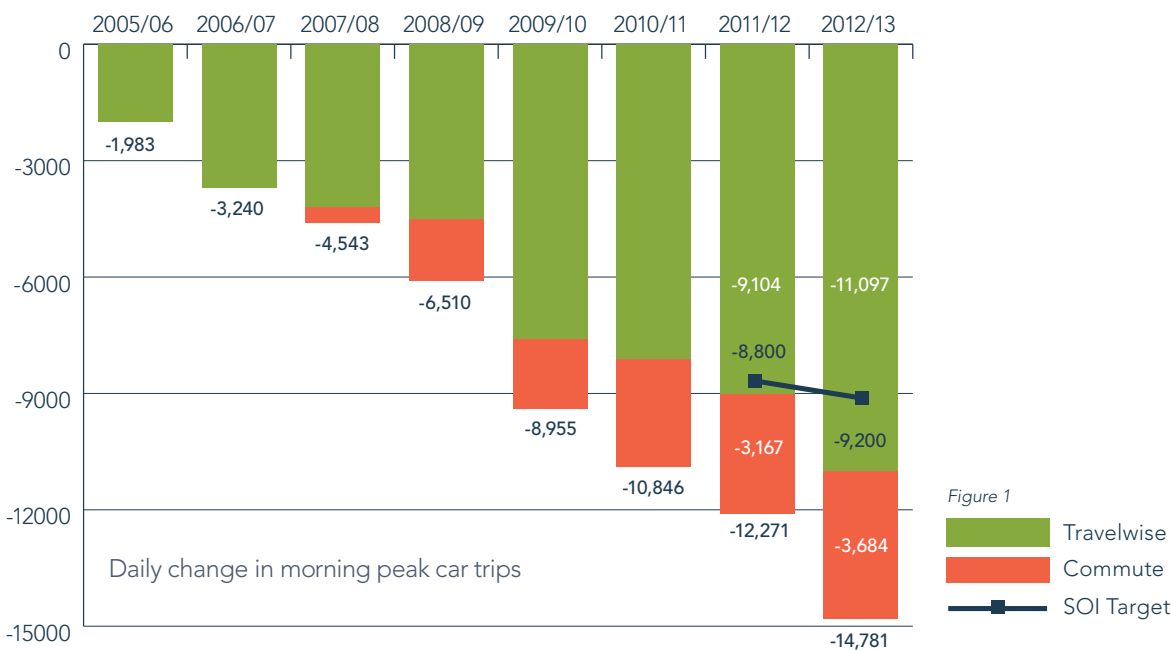
The mode share theme also addresses the Auckland Transport aim of reducing vehicle CO2 emissions.

It is noted that external factors, for example petrol cost, availability of parking, minimum driving age, public transport fares and weather etc. can also influence mode share trends. The influences of these factors are embedded in the mode share results reported here.

2.2 Summary

Community Transport delivers travel interventions to a range of organisations. These organisations include schools, workplaces, tertiary institutes and communities. *Figure 1* and *Table 4* summarise the trip reduction and mode share outcomes of Community Transport’s School Transport and Commute programmes.

Daily reduction in morning peak car trips: Travelwise and Commute⁴



⁴Or Commute predecessor workplace travel plans



Annual morning peak reduction in vehicle kilometres and CO2 emissions

Table 4

	Targeted daily reduction in car trips during the morning peak	Estimated daily reduction in car trips during morning peak	Estimated annual reduction in vehicle kilometres (millions)	Estimated annual reduction in CO2 emissions (tonnes)	Benefit cost ratio
School Transport programme	9,559	11,097 (achieved)	3.54	1,148	6.9
Commute programme	3,325	3,684 (achieved)	11.21	3,632	11.3
Total	12,884 (Programme target) 9,200 (SOI target)	14,781 (achieved)	14.75	4,780	

Community Transport’s Walking and Cycling programme has been monitored using pedestrian and cyclist counts during the morning peak period. The results from continuous automatic, annual manual and CBD gateway counts have demonstrated an increase in pedestrians and cyclists which have exceeded all targets. Table 5 provides a summary of these results.

Walking and cycling trip targets and achievements

Table 5

Indicator	Target	Achieved ⁵
Walking trips into CBD in morning peak	Annual 2% increase	2% increase
Cycling trips into CBD in morning peak	Annual 2% increase	4% increase
Cycling trips across region in morning peak	Annual 3% increase	7% increase

2.3 School Transport programme

2.3.1 Introduction

The 2012 School Transport programme was delivered to 160,000 students in 319 schools (known as Travelwise schools). A total of 103 schools joined the programme in the 2012 calendar year.

The key focus areas for Travelwise investment over the past school year has been the delivery of road safety and congestion initiatives, walking school buses, cycle training, road safety infrastructure and pedestrian improvements around schools.

Engineering improvements such as pedestrian crossings have been delivered to streets around 35 schools and 17 schools have received electronic warning signs or 40 km speed zone restrictions.

2.3.2 Overview

Since the introduction of the Travelwise programme there has been an increase in walking and cycling trips (6.7%, 2,220 daily trips) and a corresponding decrease in car trips (6.5%, 11,097 daily trips). The benefit cost ratio of the School Transport programme is 6.9 ⁶.

⁵ Average annual increase from 2008 to 2013

⁶ Developed by John Bolland Consulting and accepted by NZTA for the 2011-15 National Land Transport Programme period.



Mode share

2.3.3 Change in Mode Share

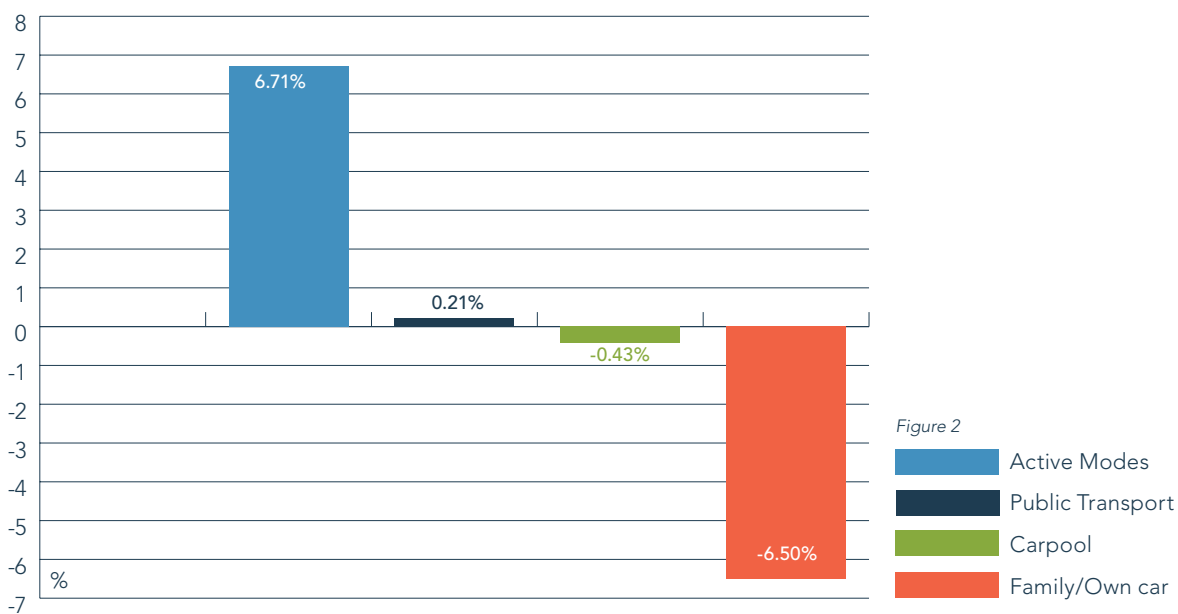
Community Transport aims to increase mode share of walking, cycling and public transport trips to schools, leading to a decrease in the mode share of car trips. In addition, there are congestion, health and environmental benefits achieved through mode share changes.

In 2012, 165 Travelwise schools surveyed their students about their mode of transport to and from school. The results from these surveys were extended to all 241 schools on the programme to estimate the total mode shift in Travelwise schools. The mode shift is based

on a comparison with baseline surveys undertaken at Travelwise schools when they joined the Travelwise programme. The overall mode proportions obtained from the baseline surveys are assumed to reflect the mode proportions in unsurveyed schools.

Figure 2 shows the change in mode for 165 schools surveyed before implementing a Safe School Travel Plan and again in 2012. The surveyed Travelwise schools had a 6.7% increase in walking, cycling and scooting and correspondingly, a 6.5% decrease in car use.

Schools' per cent change in mode: 2012 compared against baseline



“Community Transport aims to increase mode share of walking, cycling and public transport trips to schools, leading to a decrease in the mode share of car trips.”



Community Transport divides Auckland into four sub-regions to manage the delivery of the schools programme. These sub-regions are north, south, central and west Auckland. *Figure 3* shows the mode shift in each region of Auckland. The north sub-region had both the largest percentage increase in walking/cycling and the largest percentage decrease in family/own car use.

Per cent change in mode shift: 2012 compared against baseline by region

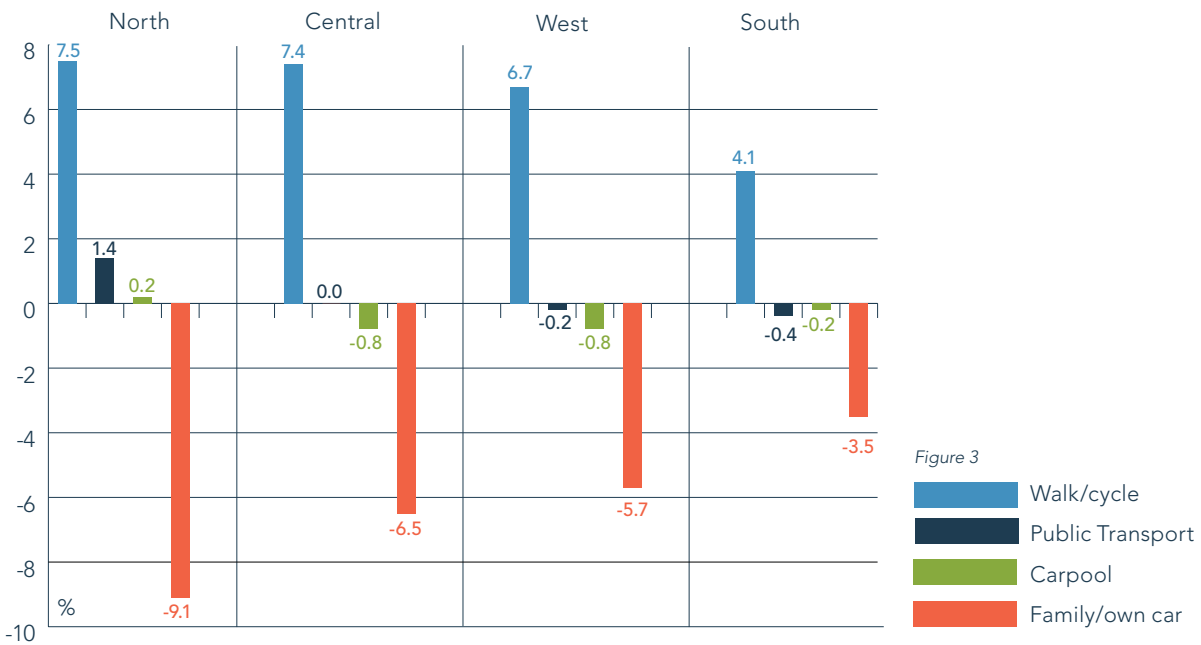


Figure 3

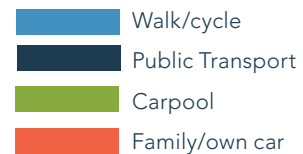


Figure 4 shows the mode shift for each school type. Senior secondary schools showed an 8% increase in public transport use. This is well above the overall average across all school types. An increase in walking and cycling is shown in all school types except senior secondary school. A decrease in family/own car use is shown in all school types.

Schools' per cent change in mode shift: 2012 compared against baseline by school type

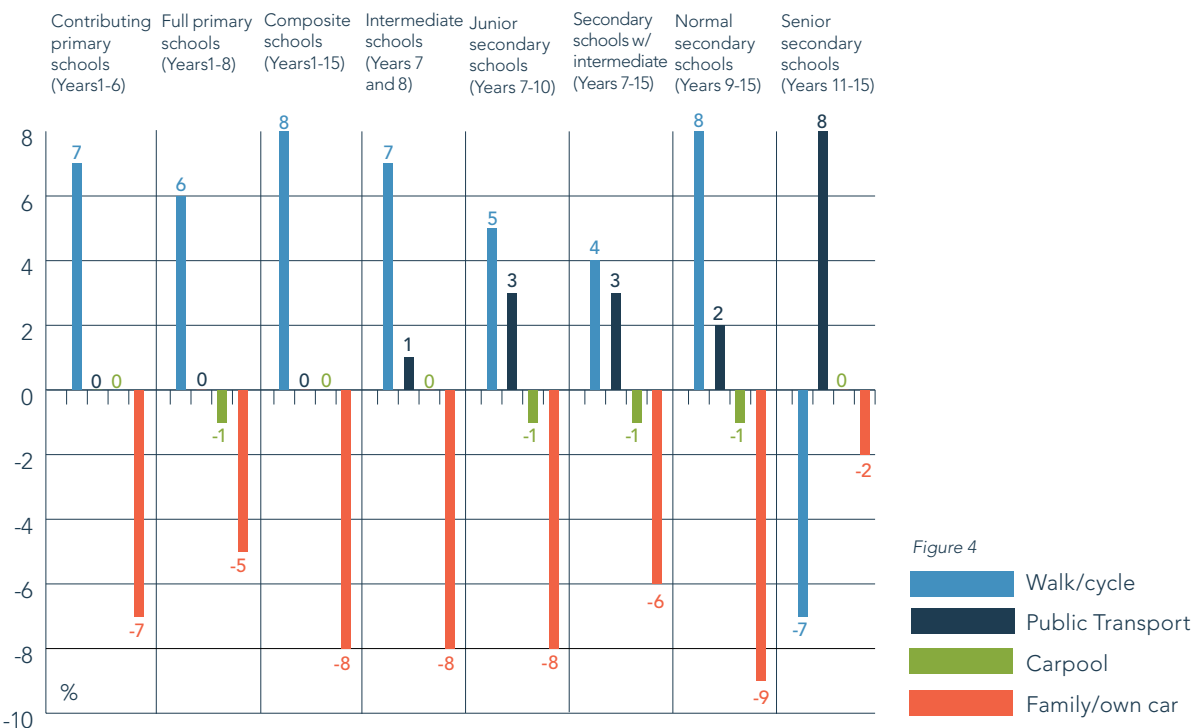
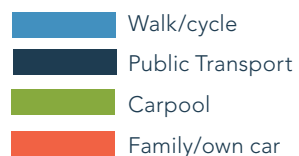


Figure 4





Mode share

Figure 5 shows the average change in mode for each year.⁷ Comparison between baseline and annual roll call mode share per school has provided this analysis. For all years, more children and young persons are walking to school than in the baseline year. Family/own car use is consistently lower than the baseline. In addition, 2012 showed an increase in public transport use, growing the trend observed over the previous two years.

Per cent change in mode shift by year

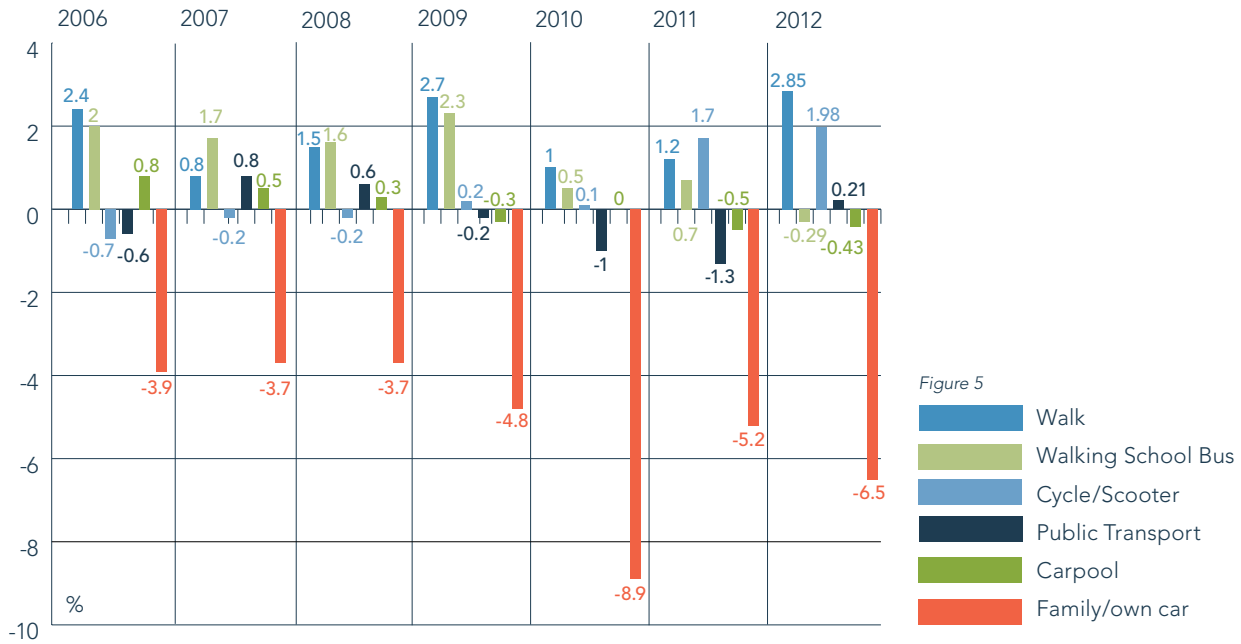


Figure 5

- Walk
- Walking School Bus
- Cycle/Scooter
- Public Transport
- Carpool
- Family/own car



⁷ Percentage changes only reported on modes assessed.



Mode share

2.3.4 Reduction in Car Trips

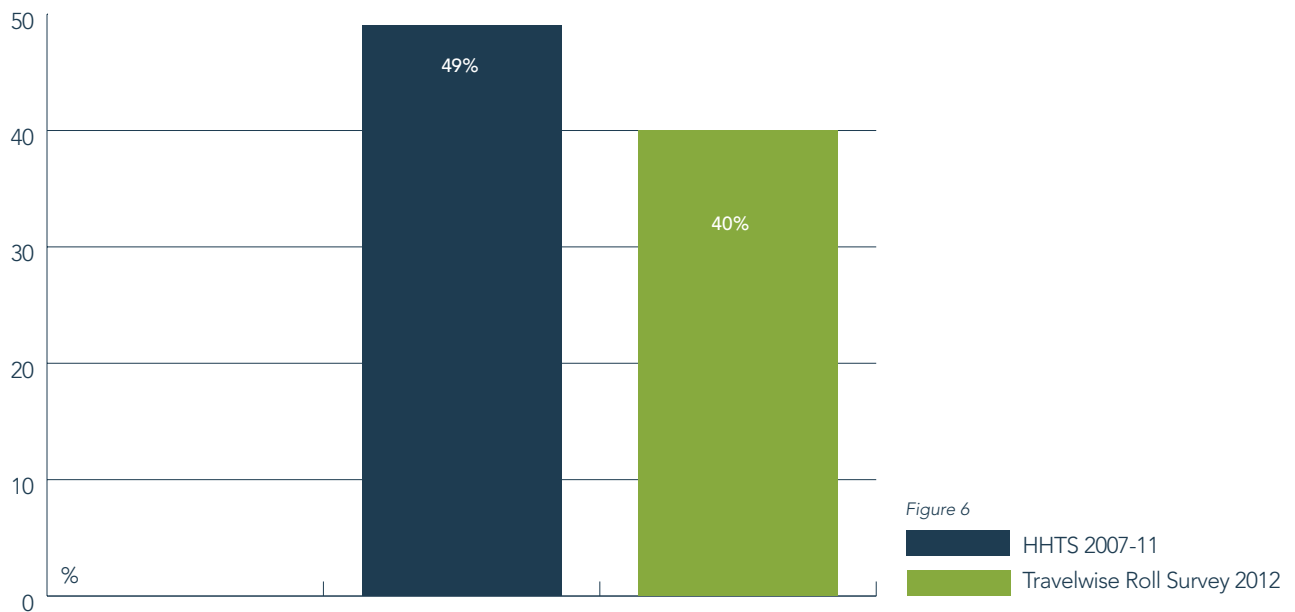
Community Transport aims to reduce car trips to school during the morning peak period. This provides safety benefits for people walking or cycling to school. It also helps to ease any congestion around the school gate during the peak period.

The Household Travel Survey is an ongoing survey of New Zealanders carried out by the Ministry of Transport to understand how and where people travel. Results from the Auckland region are used here to provide an indication of the proportion of school trips taken by car.

Figure 6 compares car travel from the Household Travel Survey (HHTS) against the Travelwise Roll Call Survey. The Household Travel Survey results are shown for 5-18 year olds in Auckland.

The Travelwise Roll call survey found that car travel makes up 40% of total travel to school. This is lower than car travel from the Household Travel Survey, which ranges between 47% and 49% over the last ten years⁸.

Proportion of students that travel by car to school for Travelwise schools compared with a sample of all 5-18 year olds in Auckland



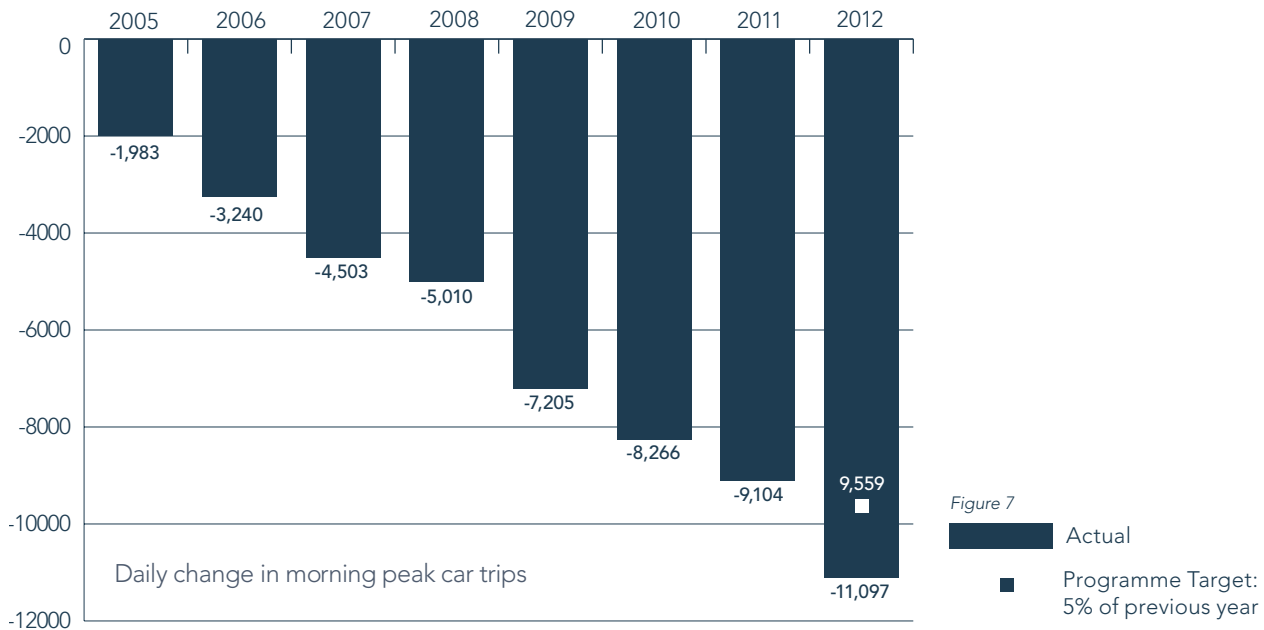
⁸ The Household Travel Survey results are reported as five year rolling averages, to even out year-to-year variations



Mode share

Auckland Transport aimed to reduce the number of car trips to school in the morning peak period during 2012 by 9,559. Figure 7 shows that Travelwise schools reduced morning peak car trips by 11,097 in 2012. In addition to exceeding Auckland Transport's target, the number of trips reduced in 2012 is a 20% increase on the trips reduced in 2011.

Travelwise schools reduction in morning peak car trips



2.3.5 Reduction in Vehicle Kilometres and CO₂ Emissions

A reduction in CO₂ vehicle emissions is a positive impact of the reduced car trips at Travelwise schools, which provides health and environmental benefits.

At Travelwise schools in 2012, there was an estimated annual reduction of 3.54 million vehicle kilometres⁹. This has led to an annual reduction in CO₂ emissions of 1,150 tonnes.

2.3.6 Benefit cost ratio

A benefit cost ratio of 6.9 for the School Transport programme was developed by Auckland Transport and accepted by NZTA for the 2011-15 National Land Transport Programme period.

2.4 Commute programme

2.4.1 Introduction

The Commute programme delivers travel plans to workplaces, tertiary institutes, and communities. Between 01 July 2012 and 30 April 2013, 20 new organisations joined the programme. This results in a total of 64 organisations and business areas participating in the Commute programme, encompassing 308,000 people. The Commute programme aims to reduce morning peak single occupancy vehicles by 5% each year.

These organisations have access to the Commute packages developed by Community Transport. Commute packages delivered this year include the Public Transport Pass package and the Carpooling online tool, cycling and walking activities and a teleworking scheme. Community Transport has delivered three Personalised Journey Planning schemes since 2010. These schemes provide travel advice to individuals in target areas, encouraging them to change their travel behaviour to reduce single occupancy car trips.

⁹ The reduction in CO₂ was calculated based on an estimate of 324g of CO₂ emitted per vehicle kilometre travelled. The reduction in vehicle kilometres travelled is based on the reduction in car trips, multiplied by the average travel distance. The estimates of average travel distance to school were based on a sample of 10 schools across Auckland. The average distances used for primary, intermediate, and secondary schools were 1.1km, 2.6km, and 4.4km respectively.



2.4.2 Summary

There has been a total decrease of 3,684 single occupancy trips during the daily morning peak in Commute organisations. The benefit cost ratio for the Commute programme is 11.3. The calculation method details are provided in APPENDIX A.

2.4.3 Change in mode share

This section reports mode share findings from three sources:

- Commute public transport package;
- A case study of employees at a tertiary institute; and
- Combined results from Personalised Journey Planning schemes carried out to date.

The public transport package offered through Commute is the 'Give It a Go' initiative. Commuters who do not currently use public transport are encouraged to trial commuting by bus, train or ferry over a two-week period at no cost to the participant. The initiative was carried out at 12 workplaces and tertiary institutes. From July 2012 to 30 April 2013, approximately 2,000 passes were provided as part of the public transport Commute package.

A post-trial evaluation received 772 responses. The key results are:

- 72% (463) of respondents who received a pass will use public transport again in the future. This equates to a conversion rate to public transport of 7,920 passenger trips per financial year.
- 94% (522) of respondents using the pass used it during the morning peak.
- There is an estimated daily increase of 120 public transport trips as a result of the Commute package¹⁰.

A longer term case study of a tertiary institute with a travel plan was used to assess mode shift benefits of the Commute programme. The 2012 Follow up survey at the case study tertiary institute had 495 employee respondents, of which 87% travelled during the morning and afternoon peak periods. These were compared with a baseline survey carried out at the same tertiary institute in 2006, as shown in *Figure 8*¹¹. Single occupancy vehicle mode share has decreased by 5%.

Case study: Peak period mode share of staff at a tertiary institute

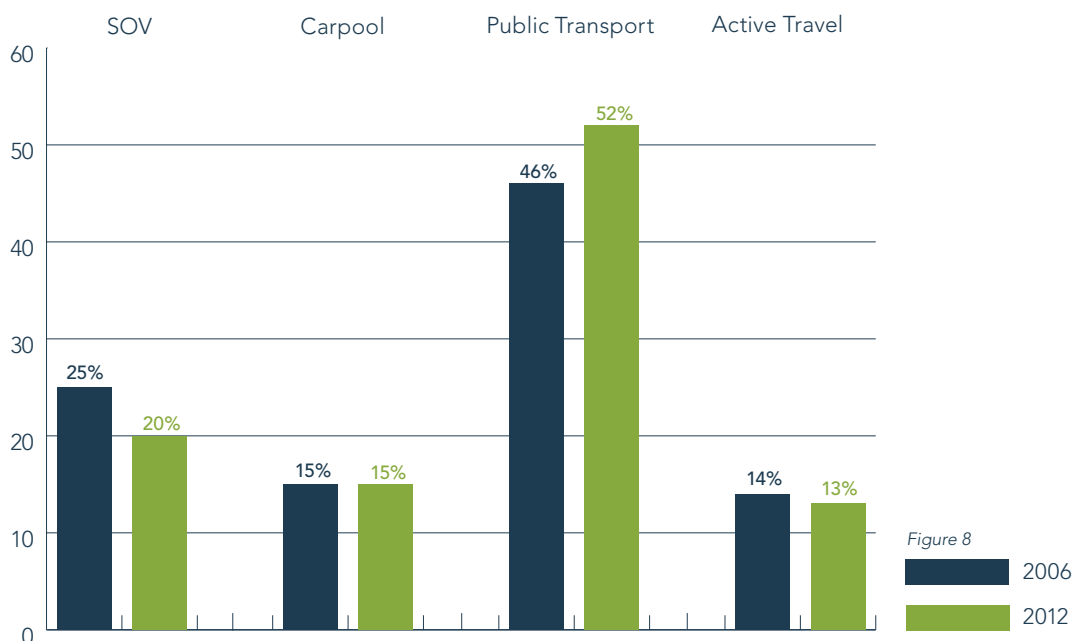


Figure 8

2006
2012

¹⁰ Of the respondents who said they will continue to catch public transport, 59% (224) said they will use public transport 4 to 5 days per week. A further 35% (133) indicated they will continue to use public transport 2 to 3 days a week.

¹¹ These results are shown in percentages due to the different number of respondents in the Follow up survey and the baseline survey.



Mode share

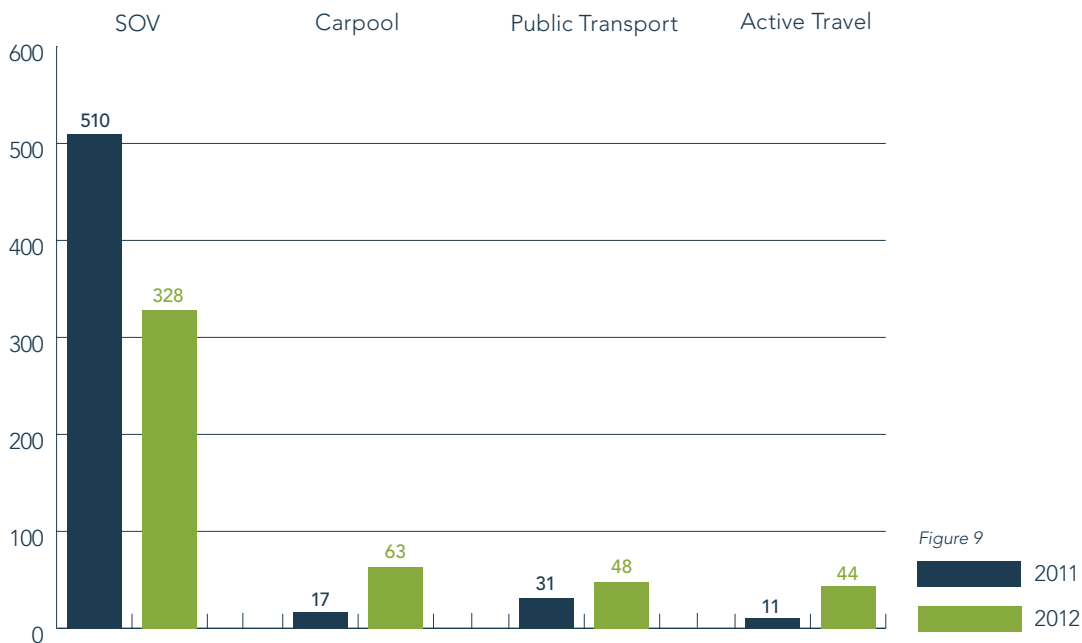
Three pilot Personalised Journey Planning schemes have been undertaken and evaluated to date. A further two schemes, in Beach Haven and Newmarket, have been completed and will be reported next year.

Out of the evaluated schemes, two were on the North Shore and the third targeted the New Lynn town centre. These schemes have resulted in a positive mode shift during peak times, as shown in *Figure 9*. Participants have reported an overall increase in carpooling,

public transport usage, and active travel. This was complemented by a decrease of an estimated 180 single occupancy vehicle trips per week.

Because participants were evaluated 12 months after scheme implementation, the mode share changes observed indicate that a sustained behaviour change has occurred.

Combined mode share results from 2012/13 Personalised Journey Planning schemes (per week)



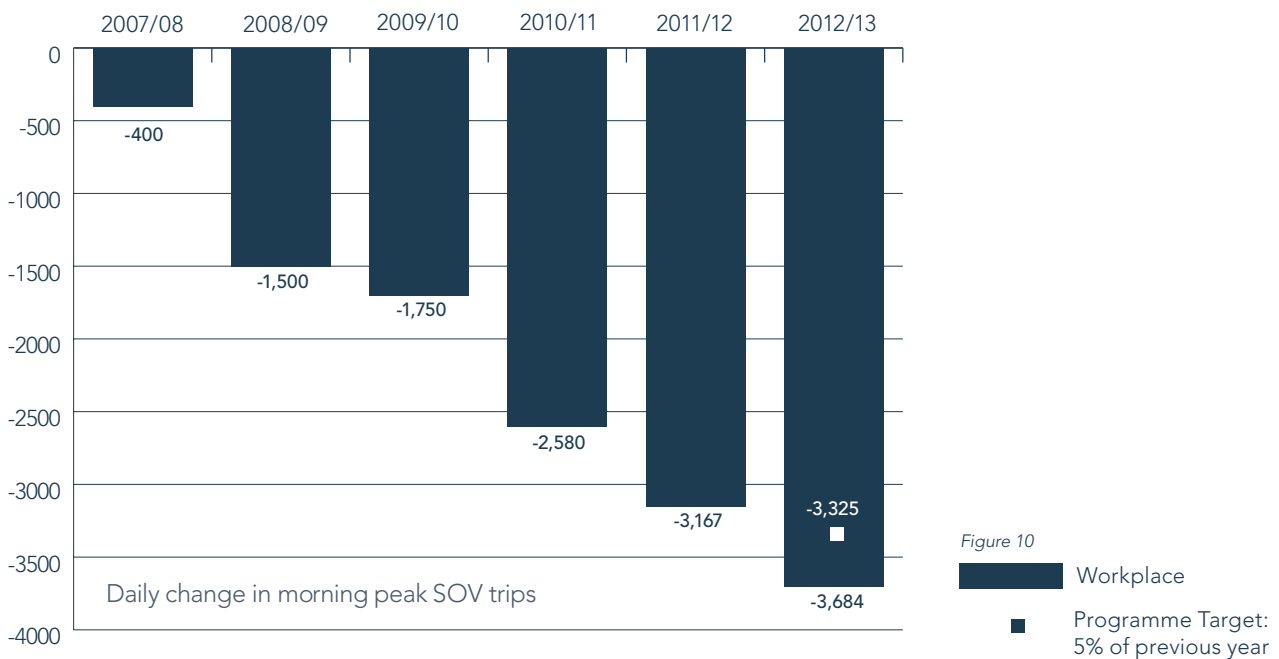


2.4.4 Reduction in Single Occupancy Vehicle

The method to derive single occupancy vehicle trip reduction is based on survey responses from organisations with travel plans. The survey data is used to determine proportions of staff that use single occupancy vehicle travel during the morning peak period, using the differences recognised between baseline and Follow up surveys. These proportions are applied to tertiary institute staff, workplaces and area plans. The proportions are applied based on the organisation size and type.

The total estimated reduction of morning peak single occupancy vehicle trips is 3,684¹² from the combined organisations with a travel plan. This exceeds last year's trip reduction by 15% (517 trips). *Figure 10* shows the estimated number of single occupancy vehicle trips removed from the network during the morning peak as a result of the Commute programme. This includes contributions from workplaces, business areas, tertiary institutes, District Health Boards and Personalised Journey Planning schemes.

Workplace single occupancy vehicle (SOV) trip reduction by year



2.4.5 Reduction in Vehicle Kilometres and CO2 Emissions

The reduction in vehicle kilometres travelled and CO2 emissions were derived using the workplace travel surveys and the Personalised Journey Planning scheme surveys.

There has been an estimated annual reduction of 11.2 million vehicle kilometres travelled during the morning peak¹³. This includes the Commute programme and

the Personalised Journey Planning schemes. These workplaces provide an estimated reduction in CO2 emissions of 3,630 tonnes

2.4.6 Benefit cost ratio

The benefit cost ratio for the Commute programme was calculated for the ten year period from 2012/13 to 2021/22. The benefit cost ratio is 11.3¹⁴.

¹² The method to derive single occupancy vehicle trip reduction is based on survey responses from organisations with travel plans. The survey data is used to determine proportions of staff that use single occupancy vehicle travel during the morning peak period. These proportions are applied to tertiary institute staff, workplaces and area plans. The proportions are applied based on the organisation size and type. Area plans have a relatively low ratio of trip reduction per person, compared with workplaces.

¹³ The reduction in car trips was multiplied by the average morning peak travel distance from home to work. CO2 emissions were calculated based on 324g of CO2 emissions reduced per vehicle kilometre travelled (sourced from 2010/11 Travelwise Evaluation Report). The average morning peak travel distance from home to work was obtained from the 2006 Auckland Regional Transport model.

¹⁴ Method detailed in Appendix



Mode share

Walking and Cycling

*Cycling's
the go*

'Cycling's the Go' is the name of the Auckland Transport Community Cycle Safety programme. It consists of a range of promotional and educational activities that are designed to provide Auckland residents with the opportunity and encouragement to improve their cycle skills, safety and confidence.

The programme is split into spring, summer and winter activities. The spring and summer activities focus on cycle training sessions and providing support for people to cycle more often. The winter activities focus on commuter safety, particularly around the importance of being visible in low light conditions.





2.5 Walking and Cycling programme

2.5.1 Introduction

The walking and cycling programme works to increase the use of active modes of travel and improve safety across the Auckland region by:

- Producing a prioritised programme for capital works for cycling and walking;
- Increasing infrastructure investigation, design and delivery for safe cycling and walking;
- Increasing awareness of safe walking and cycling behaviour; and
- Increasing awareness of safe walking and cycling routes.

The objectives of the programme include increasing the visibility of walking and cycling and implementing measures to make it easier for people to cycle and walk more often. The programme also promotes considerate and safe behaviour.

The Walking and Cycling programme key performance indicators for 2012/13 are to:

- Increase number of walking trips in the morning peak into the CBD by 2%; and
- Increase number of cycling trips across the region in the morning peak by 3%.

2.5.2 Summary

Three data sets were used to establish regional cycling and walking trends for the morning peak period. Results from all three data sets have met or exceeded the key performance indicator targets for walking and cycling.

The Automatic Cycle Monitoring programme indicated an annual 17.9% increase in cycling trips in the region in 2012 compared to the same month of the previous year¹⁵. The data was collected from automatic monitoring equipment at ten sites.

The Auckland Regional Manual Cycle Monitoring programme is carried out annually in March over a three day period. There were 7,341 cycling trips recorded at 83 sites across the region in 2013, compared with 6,357 cycling trips recorded in 2012 (a 15% increase).

The Auckland Council CBD gateway monitoring programme is carried out annually on the last Tuesday in March. This captures all walking and cycle trips into the city. The monitoring showed a 2% annual increase in walking trips and a 4% annual increase in cycling trips into the CBD since 2008.

2.5.3 Automatic Cycle Monitoring programme

The Automatic Cycle Monitoring programme is undertaken by Auckland Transport. The programme uses automatic monitoring equipment located at ten sites on the Auckland Cycle Network. Cyclists are counted at all sites and the data is recorded in 15 minute intervals.

Figure 11 shows the average daily number of morning peak cycling trips counted during each season (due to seasonal weather impacts on cycling numbers). Figure 11 shows that for each season, the number of trips is compared across different years. For all seasons, there is an increase in cycling trips from one year to the next.

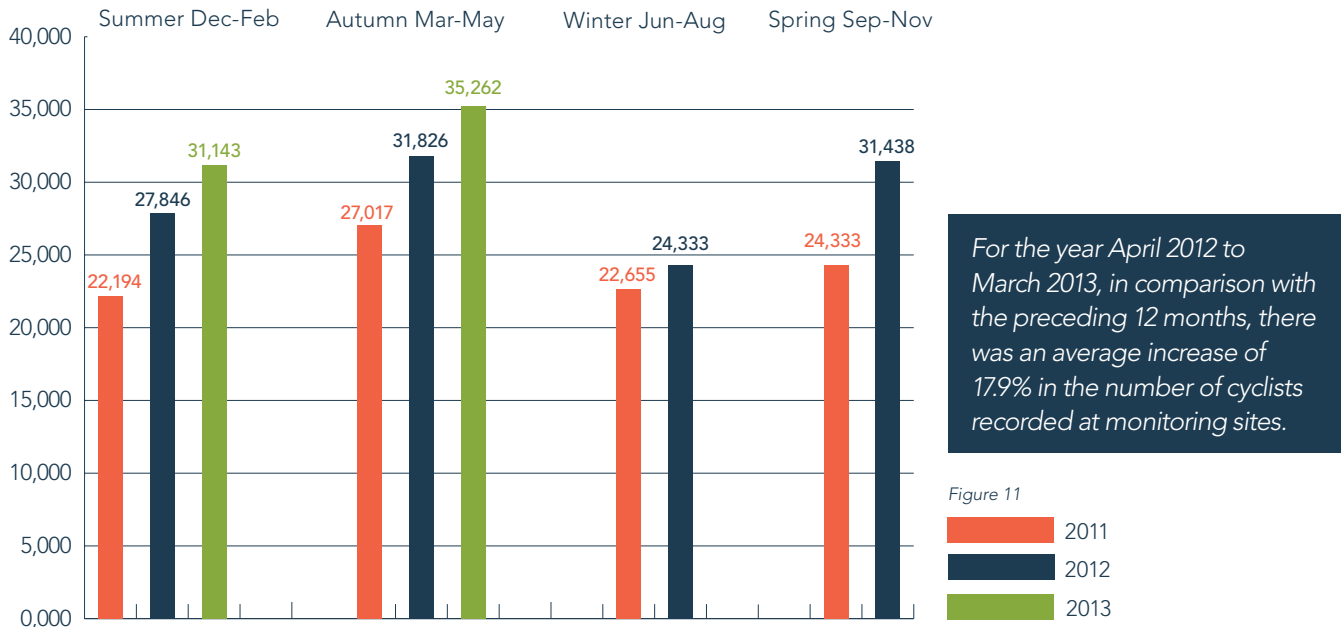


¹⁵ Based on the same number of sites surveyed



Mode share

Automatic cycle monitoring programme: Number of daily morning peak cycling trips during each season



For the year April 2012 to March 2013, in comparison with the preceding 12 months, there was an average increase of 17.9% in the number of cyclists recorded at monitoring sites.

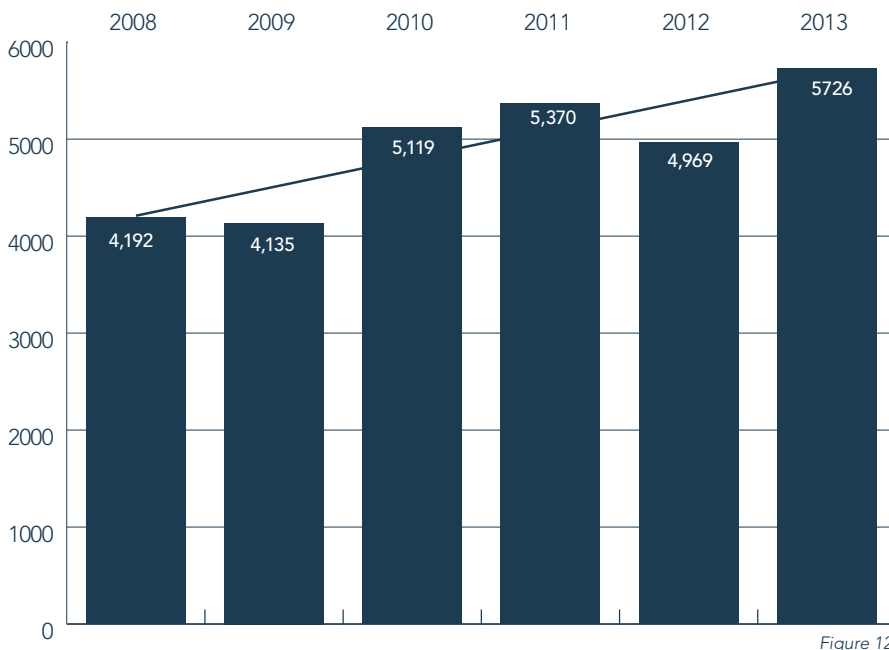
2.5.4 Auckland Regional Manual Cycle Monitoring programme

The Auckland Regional Manual Cycle Monitoring programme provides a regional summary of manual cycle monitoring throughout Auckland. In 2013, the programme counted the cycling trips during the morning peak period (6:30am to 9:00am) and the evening peak period on

three days in March. Counts were conducted at 83 sites throughout the Auckland region.

Figure 12 shows the cycle counts during the morning peak period between 2008 and 2013, based on the 67 consistent sites during this period. There is an increasing trend of cycle counts from year to year (average annual increase of 7%).

Auckland regional manual cycle monitoring morning peak counts (2007 to 2013)¹⁶



There were 7,341 cycling trips recorded across 83 sites in 2013. This is a 15% increase on the previous year result of 6,357 cycling trips across the same sites.

¹⁶ Source: Gravitas report May 2013



2.5.5 Auckland Council CBD gateway monitoring programme

The CBD gateway monitoring programme is undertaken annually by Auckland Council. This monitoring programme counts walking and cycling trips at 14 main gateway locations into the CBD. It is conducted during the morning peak (6:45am to 9:15am), inter peak and evening peak periods on the last Tuesday in March.

The CBD walking and cycling gateway counts from 2008 to 2013 are shown in *Figure 13* and *Figure 14* respectively. These results indicate that walking and cycling trips have generally increased since 2008. CBD walking trips have shown an average annual increase of 2% since 2008, which meets the key performance target of a 2% annual increase. CBD cycling trips have shown an average annual increase of 4% over the same period.

CBD gateway walking trips

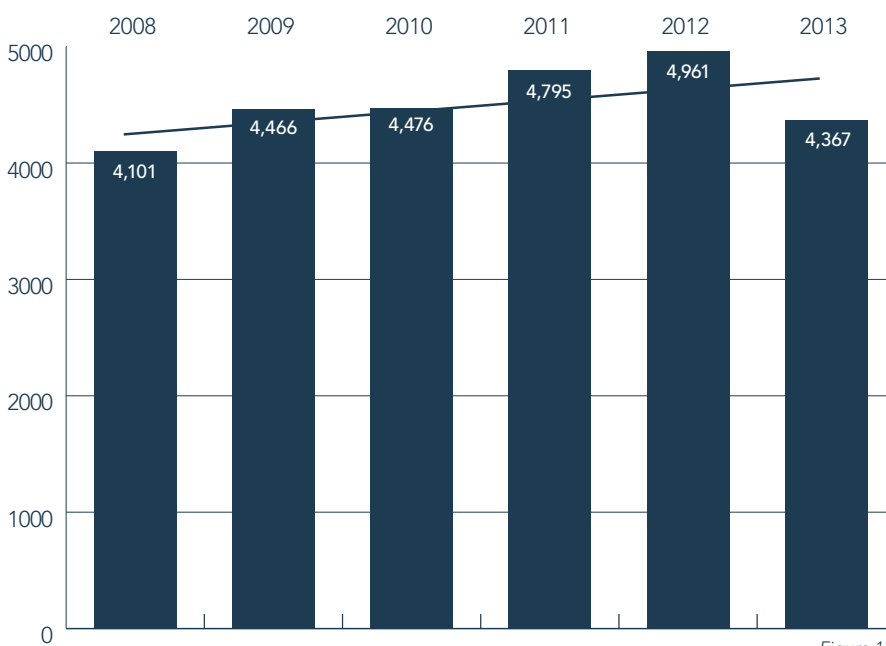


Figure 13

CBD gateway cycling trips

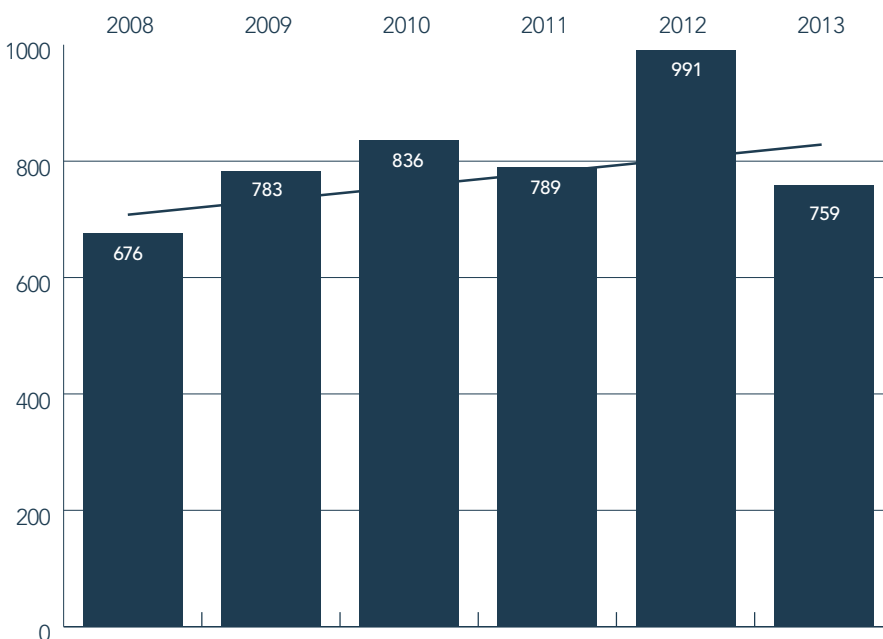


Figure 14

Both the pedestrian and cycle counts in the CBD decreased in 2013 compared with the previous year. A contributing factor may have been the weather forecast on the survey day in 2013, which included light rain. The other two cycling survey counts above (manual and automatic) show an increase in cyclists in 2013 compared with 2012.



Travel choice awareness



3.0
Travel choice awareness



What contribution has Community Transport made towards travel choice awareness?

3.1 Introduction

Travel choice awareness is a key objective for Community Transport. Many Community Transport initiatives aim to raise awareness about the benefits of choosing more sustainable modes of transport, as well as highlighting viable options available, which in turn helps to encourage long term behaviour change.

3.2 Summary

Travel plans play a vital role in managing the demand for transport and improving road safety. They reduce congestion and lower the cost of transport on the environment and health. A total of 383 travel plans have been developed as part of Community Transport programmes.

Evaluation of the Travelwise and Commute workplace programmes has shown a combined daily reduction of 14,781 AM peak car trips from the network. Community Transport's programmes have grown significantly this year which is having positive benefits in terms of travel choice awareness, mode share, road safety behaviours and increasing the use of active modes as highlighted in this report.

3.3 Results

In the 2012 school year, Auckland Transport has grown the Travelwise programme by 103 schools. Overall 319 out of 540 Auckland schools are now participating in the Travelwise programme, encompassing over 160,000 students.

Since the formation of Auckland Transport there has been a more even distribution of Safe School Travel Plans (SSTPs) being implemented across the region. This is particularly notable with growth in the South of the region where there have been 37 new schools joining the programme this year.

Walking is a significant area of growth for school trips. This is demonstrated in the increase in numbers of Walking School Buses to 348 across the region. Safety around schools has also shown to be improved for those schools in the Travelwise programme. Research completed this year shows that pedestrian and cyclist crashes (for Children aged 5 to 13) within 500m of a school are reduced by 44% for those schools with a safe school travel plan compared to only 11% for those with none.

Travelwise Week was held in May 2013, with 138 schools (23,546 students) in the region participating. Schools registered 77,179 active transport trips to school during this week, promoting walking, cycling and use of public transport.

The Commute programme has grown to include 64 Auckland organisations, made up of businesses, district health boards, area travel plans and tertiary institutions. This year 20 new businesses have joined the programme, bringing the total number of people covered by a Commute travel plan to over 300,000 people throughout the Auckland region.

Auckland Transport's Commute programme has been operating for 7 years and is steadily reducing the number of single-occupant commuter car journeys. This year 20 new organisations joined Commute. The programme includes a partnership in the national Let's Carpool scheme, which gained 3,466 registrations in Auckland in its first year and offers a rideshare website.

“Travel plans play a vital role in managing the demand for transport and improving road safety. They reduce congestion and lower the cost of transport on the environment and health.”

The Commute programme goes beyond rideshare solutions, offering a whole range of resources for businesses to use in encouraging their employees to use public transport and active modes of travel. Just one example of success is with the 200 people who have taken part in cycle workshops, 28 per cent now cycle to work at least one day a week. This year it has been introduced into the Greater East Tamaki area, an employment hub for 30,000 staff, in partnership with the local business association.



Travel choice awareness

A number of road safety campaigns were undertaken this financial year and reported behaviour change has been collected through feedback from surveys of a panel that is representative of the Auckland population. The campaigns achieved an average of 49% awareness amongst the target audiences.

Over 120 cycling events have been delivered in local communities, with over 300 adults completing beginner bike training. Of these participants, 96% said the sessions improved their skills, safety and confidence. A further 70 people have taken part in novice and intermediate on-road training sessions and bike maintenance workshops were attended by 280 participants.

Dedicated cycle ways provide the safest way to cycle in Auckland. While continuing to extend the network to its full 1,000km by 2016, and fill in gaps between disjointed sections, Auckland Transport is also undertaking a deficiency audit of the 275km of existing cycle routes, along with Cycle Action Auckland.

Intersections are where cyclists most need cycle lanes, and where they often stop short. Safety improvements to intersections are already being designed along New North Road and attention is being given to a range of short-term fixes including stormwater drains obstructing cycle lanes.

Auckland Transport's Cycling's the Go has focused campaigns during spring and summer, when more than 7,000 Aucklanders bike to work or school. Year-round, Cycling's the Go offers bike training courses, safety tips on riding and Share the Road safety tips for motorists.

Travel choice awareness is an important behaviour change indicator and this will be integrated in future Community Transport Travelwise, Commute and Cycling's the Go follow up surveys to enable changes in travel choice awareness to be assessed.





Travel choice awareness





Travel choice awareness

School Transport Highlights

Travelwise School

Bike Safe Programme

Auckland Transport works in partnership with New Zealand Police School Community Officers to deliver the Travelwise Bike Safe programme. The programme provides cycle safety education and cycle training to Year 5 and 6 students across the region. In the 2012 school year, over 9,000 Year 5 and 6 students from 92 schools received cycle training as part of the Travelwise Bike Safe programme.

Scoot Skills Training

Approximately 2,246 students were scootering to school during 2012, an increase of 1,784 on the previous year. During 2012 a Scoot Skills training programme was piloted which was well attended and aimed to increase students basic scooter handling skills and safety. This programme will be rolled out regionally in the coming year.

Infrastructure Improvements

Infrastructure and engineering improvements play an important role in promoting walking and cycling to school by removing or reducing both real and perceived safety barriers. During 2012, the programme has worked closely with Road Corridor Operations and Road Safety teams within Auckland Transport to deliver pedestrian crossing improvements within the vicinity of 35 schools and 17 schools received electronic warning signs or 40km speed zone restrictions.

Auckland Transport continues to focus on introducing Safe School Transport activities and initiatives in areas where major infrastructure improvements are underway. In August 2012, schools in the Panmure and Pakuranga (AMETI) area were provided with details of how construction may impact travel to and from school.

School Buses

In 2012, Auckland Transport invested \$10.1m to provide 400 dedicated school buses, servicing 154 schools and carrying a total of 2,654,141 passenger trips. Students also use urban services and commercially operated buses and receive concession fares, with 9,875,482 student passenger trips recorded during 2012.

Pasifika Road Safety Book

A recent report commissioned by NZTA indicated that Pasifika children have a 31% higher risk of road traffic injury compared to other children. In addition 47% of pedestrian casualties are children compared to 21% for non-Pacific population (NZTA 2010).

Auckland Transport has therefore developed a road safety book for pre-schoolers. 'Matiaki learns about Road Safety' follows pre-schooler Matiaki as he encounters various hazards around the road and learns how to avoid them. It is the first time a road safety book for pre-schoolers has been produced. The book has been translated into seven different languages and distributed to kindergartens with the aim of reducing the risk of road traffic injury amongst children.

Walking School Bus

Walking School Buses (WSB) are a fun and safe way for children to walk to school. In Auckland, there are 348 active walking school buses, with over 4,000 children regularly walking to school. There are wider community benefits that can be gained from Walking School Buses, ranging from reduced congestion around the school gate to more connected and cohesive communities.

Walking School Buses continue to grow in Auckland, largely due to the increasing number of volunteers who give up their time to escort children along the routes to and from school.

“There are wider community benefits that can be gained from Walking School Buses, ranging from reduced congestion around the school gate to more connected and cohesive communities.”



School Transport Case Study - Curriculum

Auckland Transport has worked with SSTP schools and other stakeholders to create student-centred resources to raise awareness of road safety and active transport.

Blockhouse Bay Primary School has undertaken a school and community project aimed at increasing awareness of road safety behaviours and sustainability within their school zone, which involved:

- Strong partnerships with the local community, police, library, shop owners, and parents;
- Incorporating road safety education into the curriculum;
- A school walking time zone activity that involved over 70 parents;
- Running a dog safety education programme with support from Animal Control;
- Cycle safety education with support from Auckland Transport; and
- “Park & Walk” initiatives to reduce congestion at the Blockhouse Bay roundabout, library and shops as well as around the school.

School Transport Case Study - Parents and Community

Approximately 70,000 students participated in the 2012 Travelwise Week, held during March. The week long initiative encouraged students, parents and caregivers to

trial walking, cycling, scootering and public transport for trips to and from school. Sunnynook School has seen car use for school trips reduce by 26% due to Travelwise and other activities which include:

- Supported by ceramic artist (Bill Hayes) and Bunnings Warehouse, staff and students had the opportunity to create a ceramic tile mounted on pylons at the entrance to the school, helping connect the school to the local community;
- Improvements to the schools walkway were supported by a planting programme with over 500 native plants planted by the students near the entrance. Auckland Council parks, storm water, environmental services, and community services departments all contributed to this project.

School Transport Case Study - Ethos and Organisation

Silverdale School joined the Travelwise programme in 2012 and have made a big effort to improve the level of safety in their school car park and on the roads surrounding the school.

The Silverdale Board of Trustees are demonstrating on going advocacy for a safe crossing and reduced speed around the school. The Silverdale Board of Trustees has also introduced a policy about car park safety and have encouraged students to recognise good behaviour and are regularly reminding parents to drive and park safely.





Travel choice awareness

Travel Planning Highlights

Over the past 12 months, a marketing campaign has been undertaken to promote the Commute programme to new businesses and networks with the aim of increasing participation in the programme and to help meet objectives such as reducing peak hour congestion. A number of mediums were used during the campaign including print media, online advertising and direct mail outs.

As a result of the campaign 20 new businesses have joined the Commute programme in 2012, bringing the total number of organisations up to 64, covering over 300,000 people throughout the Auckland region.

Public Transport

The 'Give it a Go' initiative allows commuters who do not currently use public transport to experience bus, trains and certain ferries for a two-week period at no cost. This year, approximately 2,000 passes were provided to staff working at Commute businesses, including, ATEED, Newmarket, North Harbour and Takapuna Business Associations, Sovereign, AECOM, Counties Manukau and Waitemata District Health Boards, University of Auckland and Massey University staff.

Analysis of evaluation results from 772 participants shows that 72% of respondents will use public transport again in the future. During the trial 94% of respondents used the pass, during the morning peak (before 9am). Of the respondents who used the trial pass and who said they will continue to catch public transport, 59% said they will use public transport 4 to 5 days per week (224), with another 35% indicating they will continue to use public transport 2 to 3 days a week (133).

The Commute team has also been working with Public Transport colleagues to promote the new 'AT Hop' integrated public transport ticket to businesses.

Carpooling

Let's Carpool was launched on 27th June 2012 - Auckland members have doubled from 1,700 (June 2012) to over 3,500 (April 2013). This year Auckland Transport helped to develop and launch a national marketing and advertising campaign - Kiwi Carpool Week (June 10-16) to promote carpooling.

Kiwi Carpool week was promoted across different regions of New Zealand including Auckland, Wellington, Waikato, Taranaki, Bay of Plenty, Manawatu/ Wanganui and Nelson/Tasman. The campaign was a commitment based social marketing campaign, which aimed to have an impact on changing behaviour and attitudes around travel choice for commuting.

As a result of Kiwi Carpool week there were additional 557 national sign ups to the Let's Carpool website (354 in Auckland) and 323 people nationally completed the online travel calendar for the week.

"Carpooling is great as you get to use the express T2 lane and save up to 15 minutes queuing up to joining the motorway, besides saving money and wear and tear of my car." Rosemary - Victoria Park Market

“Thank you for the bus pass. It was quite a good way to introduce us to another option to get to and from work. Even my husband is now bussing to work (into CBD) every day and it has certainly decreased our travel costs.” *Waitemata District Health Board Employee*



Travel choice awareness

Teleworking

A teleworking promotion was launched during 2012 to encourage businesses to reduce peak hour travel by their staff. To examine the benefits for businesses of teleworking a pilot has been undertaken and trialled over a four week period with 17 participants from 3 companies – NZ Post, SKM and McCormick Rankin Cagney.

The findings from the trial include a reduction in commuting trips by 1,248km, an average reduction of 25km per person, per day teleworked. In addition, the trial has led to wider benefits such as increased productivity and cost savings to both businesses and employees.

**JOIN THE NATION ON
JUNE 10-16 FOR
KIWICARPOOL WEEK**

**Get carpool prime
parking spots!**

**Did you know carpoolers get
priority parking at Albany busway
station, Devonport ferry terminal
& Birkenhead ferry terminal.**

**KIWICARPOOL WEEK
JUNE 10 TO 16**

Let's Carpool

 **Let's Carpool**
letscarpool.govt.nz



Facts

- Over 110,000 tertiary students and 195,000 employees on the Commute programme.
- 3,685 daily morning peak Single Occupancy Vehicle trips removed from the network.
- The national Let's Carpool system has more than 3,500 Auckland members.
- Over 1,000 Aucklanders participating in Personalised Journey Planning schemes.



Travel choice awareness

Personalised Journey Planning

The one year on evaluation was undertaken with original participants via a short telephone survey. Key findings from the one year on evaluations include that combined peak time single occupancy vehicle trip numbers reduced by 182 trips per week (since baseline). These were converted to 46 carpooling trips, 17 public transport trips and 33 trips by active travel modes, with the remaining 89 journeys no longer recorded as being taken.

During off peak times combined weekly single occupancy vehicle trips and carpool trips decreased by 264 trips. In addition, of those surveyed one year on, 72 participants noted that the Auckland PJP programme

had directly influenced their travel behaviour. These results help contribute to wider organisational targets of increasing public transport patronage on the network.

AMETI

The Commute programme has also provided Travel Demand Management input into the Auckland Manukau Eastern Transport Initiative, through providing travel planning information, advice and technical input to help promote alternatives to single occupancy car trips as well as seeking an increase in public transport and the use of active modes.

Learnings from Commute:

- Tailoring programmes to business needs and requirements achieves maximum benefits.
- There is no single solution - every person has their own unique travel behaviour, therefore a package of viable travel options should be provided.
- Knowledge and awareness of travel choice options should not be underestimated.
- Providing resources support and encouraging people to trial certain travel modes can achieve long term behaviour change.
- Technology is becoming increasingly important to communicate with our customers and should be developed further to enhance the customer experience.
- Stakeholders are vital to communicate our messages and encourage behaviour change, so ensure they have the information and resources available to act as advocates.



Travel choice awareness

Walking and Cycling Highlights

Cycle Events

The signature event of the cycling programme this year was the Summer Cycle Carnival held on Queens Wharf on Sunday 10 February. Over 1,500 people turned up to enjoy BMX stunt riders, bike maintenance tutorials, a helmet fitting photo booth, kid's obstacle course and a range of cycling information stalls.

A series of smaller family focussed cycle safety days were also delivered in a number of local communities across the region including Manurewa, Henderson, Western Springs, Papakura, Glenfield, Sunnynook and Mahurangi.

Cycle Safety Training

Over 400 adults have attended a cycle training course. Four levels of training were offered: beginners off-road, novice on-road, intermediate on-road and bunch training. A number of bike maintenance workshops were also run with 280 participants. Of the people who attended courses in the spring, 61% had been for a ride since the course and 29% had purchased a bike or intended to do so.

Cycling's the Go information was also included on a new URL www.cyclingsthego.co.nz which was created to make cycling information easily accessible. As well as event information, the site enables people to register online and has cycle resources, cycle information and cycle safety tips.

Guided Bike Rides

A new addition to this year's programme for less confident riders were guided bike ride sessions, that were designed to provide people who had attended a bike training session with an opportunity to put their new skills into practice and build confidence in a supportive environment. Eleven rides were held with over 100 riders benefiting from the experience.

Ride and Repair

Maintenance stations were also new this year and were provided over 15 Sunday mornings during the spring and summer months beside popular cycleways. A bike mechanic performed bike checks and bells were fitted to bikes. Over 1,000 people visited the stations.

Facts

- 120 cycling events delivered.
- Over 300 adults completed beginner bike training.
- Over 70 people have taken part in Novice and Intermediate on-road training sessions.
- Bike Maintenance Workshops were attended by 280 participants.

FREE

Auckland Transport
An Auckland Council Organisation

Auckland Summer Cycling Event Guide.

Cycling's the go

AT

www.cyclingsthego.co.nz



Walking and Cycling Highlights

Customer Feedback

"Before the session I kept on making excuses for not getting on the bike my husband bought for me so we could go riding together, now I have no problems"

"I couldn't ride a bike at all and it was a great feeling to leave the sessions knowing how to. The people you use are amazing - patient, encouraging and helpful."

"I definitely feel more confident on the road and will try doing mini trips on quiet roads to practice (which I previously didn't have the confidence to do)."

"After this course, I've been practising for a few more weeks on residential roads. Now I can ride to work 3 days in a row for about 12kms each way."

"Guided rides are an excellent way of getting people like myself safely back into biking. The instructors give advice and ensure that each rider is coping and increasing their confidence."

Cycle Infrastructure Programme

Auckland's transport system is planned and managed as a 'One Network' in conjunction with the New Zealand Transport Agency's state highways and Kiwi Rail's railway system. The Auckland Cycle Network (ACN) is a layer within the One Network approach by providing quality connections and integration with other transport modes.

The Auckland Cycle Network (ACN)

The ACN is Auckland Transport's blueprint for developing a well-connected cycle friendly city. Levels of service across the cycle network are defined to give people an understanding about what they should expect on certain cycle routes.

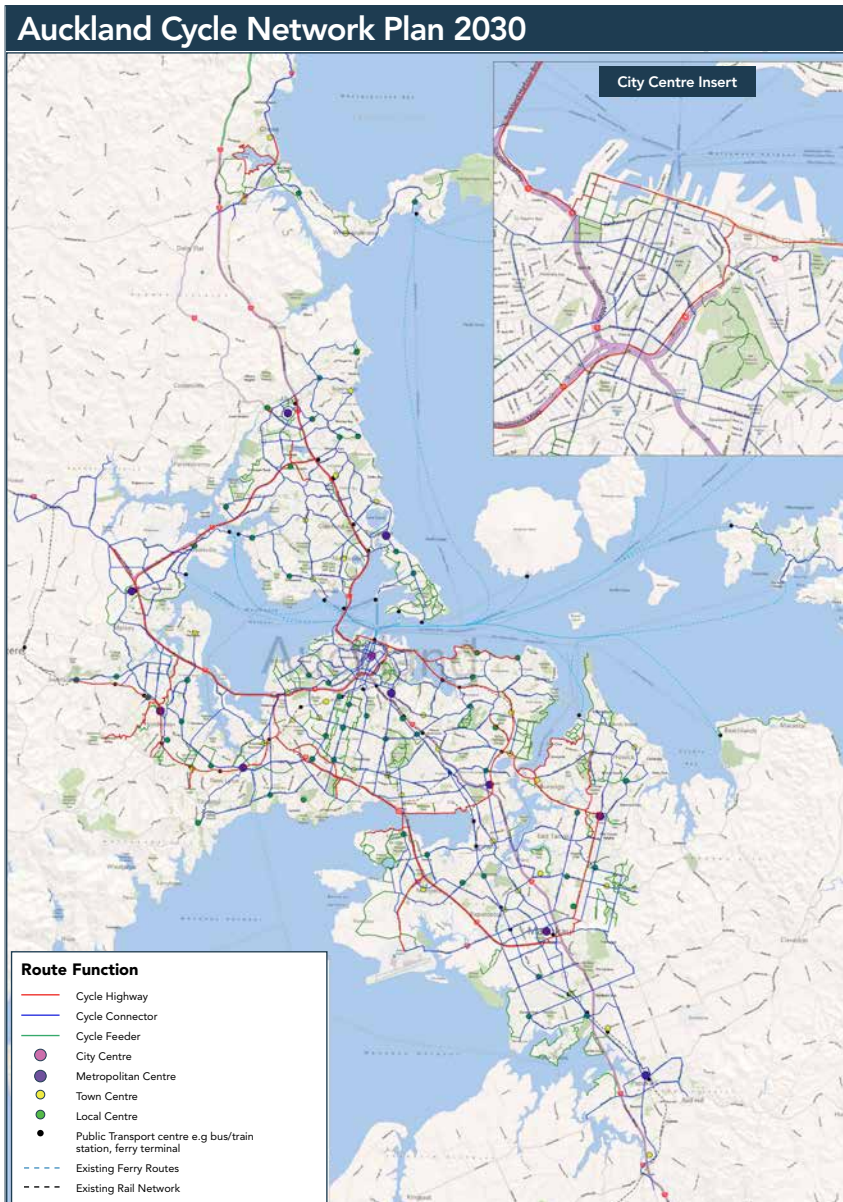
- Cycle Highways offer the highest level of service with traffic free shared paths or two-way protected cycle lanes.
- Cycle Metros are also designed to be traffic free shared paths, one-way protected cycle lane or have buffered cycle lanes. The separation from traffic is either a physical or painted buffer.
- Cycle Connectors will exist in mixed traffic situations and intended for competent and experienced riders. Connectors will be placed on arterials and major collector roads and will comprise kerbside, bus, wide kerbside cycle lanes and advance stop boxes and lead in lanes at intersections.

- Cycle Feeder Routes will be on quieter local roads, parks and reserves and include traffic calming, signage and sharrows, greenways and intersection priority for cyclists.
- Recent highlights related to the development of the ACN include new guiding principles for the provision of bike facilities as part of transport projects and new walking and cycling guidelines (Auckland Transport Code of Practice) for new projects. Auckland Transport continues to undertake work to improve the rates of cycling in Auckland and plan for future needs. Some highlights over the past year include:
 - Development of the Cycle Business Plan covering future programmes and priorities (to be completed during the next financial year);
 - Installation of 15 automatic cycle monitoring sites on the ACN;
 - Safety improvements on Tamaki Drive;
 - Ontangi Straights (Waiheke) cycle safety improvements completed;
 - Construction of the Grafton Gully Cycleway underway;
 - Te Ara Tahuna Estuary Cycleway and Walkway completed;
 - Rosedale Road Cycle Lanes completed;
 - Albany Off Road Shared Path;
 - Shared path on Grand Drive (Orewa) completed;
 - Silverdale intersection shared path completed;
 - Glenfield Road cycle lanes completed;
 - Cycle safety improvement at Matakana completed;
 - Rankin/Margan Avenues (New Lynn) road safety improvements completed;
 - Westgate Walking and Cycling Bridge completed; and
 - Don Buck Road cycle lanes underway.

There are also several investigations underway to improve cycle infrastructure across the region. Work is underway on new research projects and trials including Future Streets in Mangere (a project to design to identify changes to the street network that encourage walking and cycling); Safe Systems for Rural Roads and a new trial of 'sharrow' road markings in partnership with NZTA on low speed, low traffic volume roads in Mount Roskill.



Travel choice awareness



Facts

- 28km of high quality cycle highways.
- 62km of traffic free cycle metros.
- 137km of cycle connectors and 63km of cycle feeder route.
- 56% increase in levels of cycling in CBD from 2008 – 2012.
- 63% of people surveyed support Auckland Transport funding cycle training.

Learnings from Cycling's the Go:

- Don't underestimate the value of personal interaction with people in terms of motivating them to ride.
- People will sign up for multiple courses and events once they get over their initial fears.
- Beginners get a lot of value from meeting other likeminded people at the same level as themselves.
- Keeping a consistent brand and carrying it across multiple activities helps tie programmes together and assists with raising awareness and recognition.



Travel choice awareness

Walking and Cycling Highlights

Walking Infrastructure

Auckland Transport is undertaking a footpath construction project to improve local network connectivity and improve safety. Aligning with Auckland Transport and Auckland Council priorities and objectives, in 2012/13 a standardised approach was taken to assess footpath requests and used to prioritise a total programme and budget spend of \$3 million.

The footpath construction project focused on communities in Waiheke, Waitakere's, Franklin and Rodney in 2012/13 and construction is underway on 23 sites which will deliver an additional 9km of footpath.

Walking activity was primarily delivered through wider Auckland Transport programmes in 2012/13 and learning's from these activities will help to develop a walking programme for next year. Over the past year:

- Walking to school has been encouraged by:
 - The Walking School Bus programme
 - Travelwise activities such as Travelwise Week, World Environment Day and World Car Free Day.
- Walking to work has been encouraged through the AT Commute programme

- Trialled walking promotions in three CBD locations
- National Walk 2 Work Day on the 13th March was promoted through community groups, workplaces and tertiary institutions. The day included walker's pit stops held at commuter hubs and close to workplaces.
- The Road Safety Programme delivered a pedestrian safety campaign reminding pedestrians to 'pay attention'.
- Approximately 15 other events were held in local communities across the region. The main benefit of these events was the opportunity to engage with people about options for increasing their walking and on pedestrian safety issues.

Lessons learned:

- Walking is an important mode that most people use, although perhaps don't always consider e.g. walking to the bus stop or from the office to the train station.
- A dedicated walking business plan needs to be developed for the region.
- Technology such as mapping and signage is important to increase the number of walking trips.
- Partner with existing events and networks to maximise outcomes.
- Work closely with Local Boards, Parks, walking advocates and local communities who are already developing maps and guides to promote walking.



Travel choice awareness





Road Safety



4.0 & 5.0
Road Safety



What contribution has Community Transport made towards road safety behaviour?

4.1 Introduction


The Community Transport evaluation framework aligns with the government’s strategy (Safer Journeys) to guide improvements in road safety over the period 2010 to 2020. Safer Journeys vision is a safe road system increasingly free of death and serious injury.

Community Transport aims to reduce crashes by improving road safety behaviours through designing and targeting road safety education campaigns. The success of these campaigns is measured through determining campaign recall levels and reporting survey feedback on behaviour change.

4.2 Summary

A number of road safety campaigns were undertaken this financial year and reported behaviour change has been collected through feedback from surveys of a panel that is representative of the Auckland population. The campaigns achieved an average of 49% awareness amongst the target audiences.


The Share the Road campaign achieved 45% recall of key safety messages amongst the motorist’s surveyed. The winter and summer Sober Driver campaigns achieved 47% and 48% recall of messages respectively and differences between the two campaigns indicated a positive behaviour change between the two campaigns.



Know your limits.



Go to aucklandtransport.govt.nz/upskill





“I didn’t see the bike!”

Look twice.

Don’t bare skin on scooters.



Visit aucklandtransport.govt.nz/UpSkill






Road Safety

The Back to School campaign achieved 48% recall of the Slow Down Around School message, alerting motorists to the increased presence of school children in the road environment leading into the new school term.

The Regional Motorcycle/Moped campaign billboards achieved a 56% recall of key safety messages amongst the 335 Auckland respondents (who have ridden a motorbike/moped in the past year). Other advertising mediums used during the campaign achieved differing levels of recall (posters 36%, AT website 19% and Online 19%).

4.3 Results

Community Transport ran the following road safety education campaigns:

- Share the Road safety campaign: Ran during November and December 2012. The campaign consisted of bus-back adverts and radio advertisements that targeted motorists to deliver the three key messages shown in *Figure 15*.

Half of respondents indicated that the Share the Road campaign has caused them to think about giving cyclists 1.5 m of space and checking for cyclists before making a turn or opening a car door¹⁷.

Key messages of Share the Road campaign



Figure 15

- Sober Driver Sorted? Campaign: Ran twice, once during winter 2012 and again during summer 2012/13. The Facebook campaign involved a game and was supported by posters and Wendy's vouchers. It targeted young people to plan ahead and arrange a sober driver before going out.

The Sober Driver campaign post analysis showed that over half the respondents stated that the campaign made them consider 'being a sober driver' and/or 'sorting out the sober driver' when going on a night out.

Of those who do not use other means of transport for nights out, 75% reported that they are likely or very likely to sort out a sober driver for their next night out as a result of the campaign messages.

For those people who were aware of the Sober Driver campaigns, *Table 6* shows an improvement in behaviour between campaigns. A higher percentage of respondents pre-arranged a sober driver or way to get home after the first campaign in the winter.

¹⁷ Of the respondents who previously did not think about these safety considerations.



Sober Driver campaign reported behaviour

Table 6

Campaign	Pre-arrange a sober driver	Pre-arrange a way to get home
Winter 2012	29%	31%
Summer 2012/13	45%	40%

- Motorcycle safety campaign results: 3x motorcycle riding events were organised by motorcycle groups and were attended by Community Transport staff and the Accident Compensation Corporation. These events included a Motorcycle Breakfast and several Motorcycle Training courses. Over 800 riders attended these events and as a result 250 high visibility vests and 500 visor cleaning cloths were provided to riders. In addition Community Transport staff have attended several local Police Checkpoints and stopped over 165 bikes to deliver key safety messages to riders.
- Back to School campaign: 3x campaigns encouraging motorists to reduce speed when travelling through

or near a school environment were delivered. The campaigns are deliberately scheduled to align to the new school term, highlighting the increased presence of children and the risk speed poses to vulnerable pedestrians such as children.

Each of the campaigns was evaluated through surveys of a panel representative of the target audience.

Figure 16 indicates the proportion of respondents who were aware of the campaign, with an overall average of 49%.

Campaign recall percentages

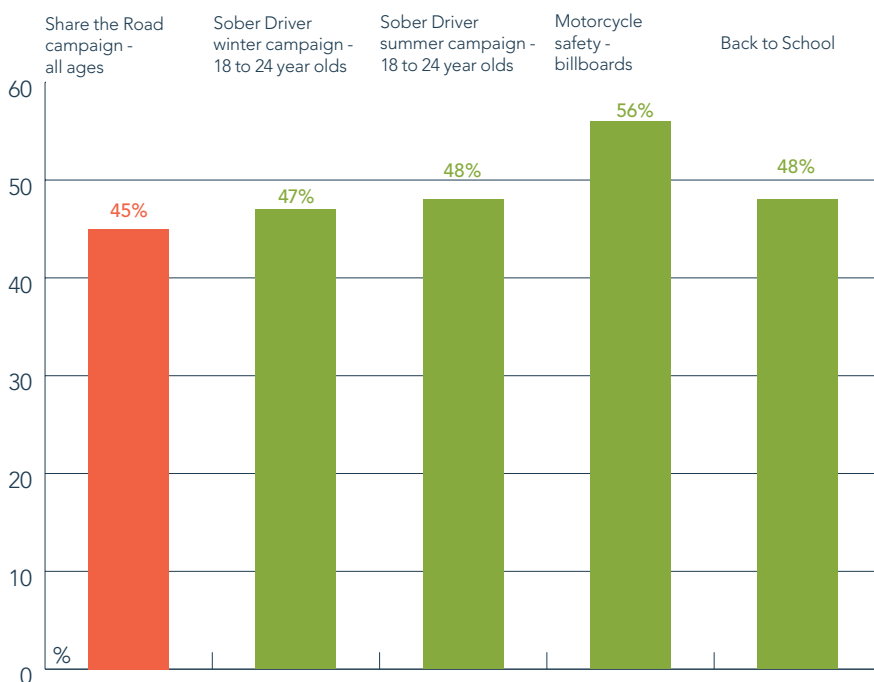


Figure 16



Road Safety Education

Road safety is a shared responsibility that connects families, communities, road safety partners and government agencies. In 2010 New Zealand's Road Safety Strategy, Safer Journeys was released. The strategy outlines the government's approach to implementing improvements in road safety to reduce the impact of road crashes on New Zealand society.

The leading road safety issues in Auckland include alcohol/drug impaired driving, speed related crashes and increasing the safety of young drivers, cyclists and pedestrians. Auckland Transport's Road Safety Education programme takes a strategic and proactive approach to respond to the region's road safety needs targeting delivery to risk areas.

Road safety education is the first stage of behaviour change and helps to increase the level of safety awareness and is achieved through:

- Education awareness initiatives and advertising campaigns;
- Assisting local communities to implement initiatives to address local issues;
- Encouraging the increased safe use of new and existing infrastructure through road safety engineering improvements; and
- Working in collaboration with key stakeholders and in partnership with New Zealand Police to support enforcement campaigns.





Road Safety Education Highlights

Sober Driver Sorted

An interactive Facebook page and game was created to highlight the need to have a sober driver in place before heading out. The 2012 winter campaign reached over 1,800 users and had 826 'fans' of the game. In addition, the summer campaign achieved over 5,000 gameplays. The success of the Sober Driver Sorted campaign has led to other campaigns utilising this form of digital media i.e.: Regional Driver Distraction.

Youth Expo

Auckland Transport in partnership with New Zealand Police, Accident Compensation Corporation, St John's and Counties Manukau District Health Board, has developed and delivered a road safety expo to over 850 Year 12 and 13 students. The aim of the event was to encourage young people to make safe choices, both as drivers and passengers.

Feedback was very positive with one teacher saying: "We were very impressed with the Road Safety Expo; it was a great reality check for students of the seriousness of making bad choices. The stands were very good also at reinforcing the messages our students need."

Pedestrian Safety

One of the popular activities used to promote pedestrian safety this year has involved utilising green screen technology to superimpose a photo into a pedestrian safety poster, which the individual can then take away from an event, this helps to personalise and extend the life of the safety message.

Pasifika

Auckland Transport developed an interactive stand at the annual Pasifika event held at Western Springs Park. Pasifika is one of the largest community festivals held in Auckland, the stand was designed to deliver road safety behaviour messages aimed at 16-24 year olds through a series of fun and interactive activities.

Activities undertaken over the two days included a speed bike challenge, 'make your own road safety video', a road safety dance-off and the use of 'FatalVision' goggles. The stand was popular with festival goers with approximately 2,000 people participating in road safety activities at the stand over the two day event.

Share the Road


A Share the Road safety campaign was undertaken during November and December 2012. The campaign consisted of bus-back adverts and radio advertisements that targeted motorists to deliver the three key messages shown below. Half of respondents indicated that the Share the Road campaign has caused them to think about giving cyclists 1.5 m of space and checking for cyclists before making a turn or opening a car door.


Back to School

Three separate campaigns have been delivered to encourage motorists to reduce speed when travelling through or near a school environment. The campaigns are deliberately scheduled to align to the new school term, highlighting the increased presence of children and the risk speed poses to vulnerable pedestrians such as children.

Auckland Transport
An Auckland Council Organisation

**Pay attention
or pay the price.**

 Watch what happens next.
aucklandtransport.govt.nz/checkB4Ustep





Road Safety Education Highlights

Motorcycle Safety

Auckland Transport has organised three motorcycle riding events in partnership with motorcycle groups and the Accident Compensation Corporation. This included a Motorcycle Breakfast and several Motorcycle Training courses.

Over 800 riders attended these events and as a result 250 high visibility vests and 500 visor cleaning cloths were provided to riders. In addition, Community Transport staff have attended several local Police Checkpoints and stopped over 165 bikes to deliver key safety messages to riders.

Driver Distraction

A driver distraction campaign has also recently been delivered, aimed at 16-24 year olds to raise awareness about distractions inside vehicles. The campaign was launched during May 2013 and received significant media coverage. The campaign has pioneered new methods of educating people via new media channels (cinema media, washroom ambient and an info graphic) as well as an online game.

Interim online statistics already show that the short films developed for the campaign have been seen by 316,000 people and the online campaign has received over 22,000 views.

Through the distraction campaign Auckland Transport has been able to demonstrate how simple everyday tasks undertaken in the car whilst driving can be deadly.

Lessons learned:

- Need to develop a product based approach to tailor solutions to address Young Driver concerns.
- Implementing smarter linkages between regional and local delivery of campaigns will enhance message life span and effectiveness.
- Utilising innovative channels to deliver road safety messaging extends audience reach and message exposure i.e. branding fleet cars and messaging through social media.
- Digital advertising has potential to refine and increase audience reach.



Killer joke?



Distracted drivers can be lethal.

Test yourself at [Aucklandtransport.govt.nz/driverchallenge](https://aucklandtransport.govt.nz/driverchallenge)





What contributions do the programme interventions have on the number of crashes on the local road network?

5.1 Introduction

This section assesses Community Transport’s contribution towards improving road safety by analysing crash data obtained from NZTA’s Crash Analysis System across the Auckland local road network over the last five years¹⁸.

5.2 Summary

There has been a continued reduction in the total number of fatal, serious and minor crashes across the Auckland local roads network over the last five years. In particular, the number of fatal crashes has reduced by a third since 2009.

The number of vehicle kilometres travelled has remained constant since 2008 however; total crashes have reduced by 20%. The majority of crash types targeted through Community Transport campaigns have achieved an even greater reduction in the number of fatal and serious injury crashes.

Analysis of crash trends related to targeted road safety campaigns shows that there has been:

- Year on year reduction in alcohol, speeding and young driver crashes; No substantial reduction in crashes involving motorcycles, although low numbers of motorcycle crashes make drawing conclusions difficult;

- Overall trends show a general reduction in crashes related to safe roads strategies. This includes crashes at intersections and crashes caused by distractions or fatigue; and
- The number of fatal and serious crashes involving pedestrians and cyclists has reduced slightly.

A research study¹⁹ into the impact of Safe School Travel Plan measures on crash rates shows that there has been a greater decrease in the crash rate involving children and young people at schools with a Safe School Travel Plan compared to schools without.

Behaviour change campaigns and programmes take time to produce outcomes and therefore lag time needs to be taken into consideration. For the purpose of this evaluation crash trends by crash type have been assessed over the past five years. This ensures that trends can be recognised and anomalies discounted.

5.3 Results

Over the last 12 months Community Transport ran the following campaigns which are highlighted in NZTA’s Safer Journeys strategy or through key performance indicators. Table 7 lists the campaigns and also the years during which they were undertaken.

Road safety campaigns

Table 7

Campaign topic	Campaign detail/title	Campaign location	Years implemented ²⁰
Alcohol	Winter and summer campaigns	Regional	2011/12 and 2012/13
Motorcycle/moped	Motorcycle/moped safety	Regional	2011/12 and 2012/13
Speed reduction	Back to School campaign	Regional	2011/12 and 2012/13
Young drivers		Local	All years
Safer roads	Intersections	Regional	2011/12 and 2012/13
	Distractions	Regional	2012/13
	Fatigue	Local	All years
Child restraints		Local	All years
Pedestrians and cyclists	Pedestrian Safety campaign	Regional	2010/11 and 2011/12
	Share the Road campaign	Regional	2007/08, 2008/09 and 2009/10

¹⁸ As road safety attitudes and behaviour change may take a few years to reflect in the data there may be some delay between campaign delivery and changes in the crash data. Therefore crash trends over five years have been reported to highlight longer term trends.

¹⁹ Safe School Travel Plans and Road Safety Research, 2013, Flow Transportation Specialists

²⁰ Recorded since 2010/11 when Auckland Transport formed

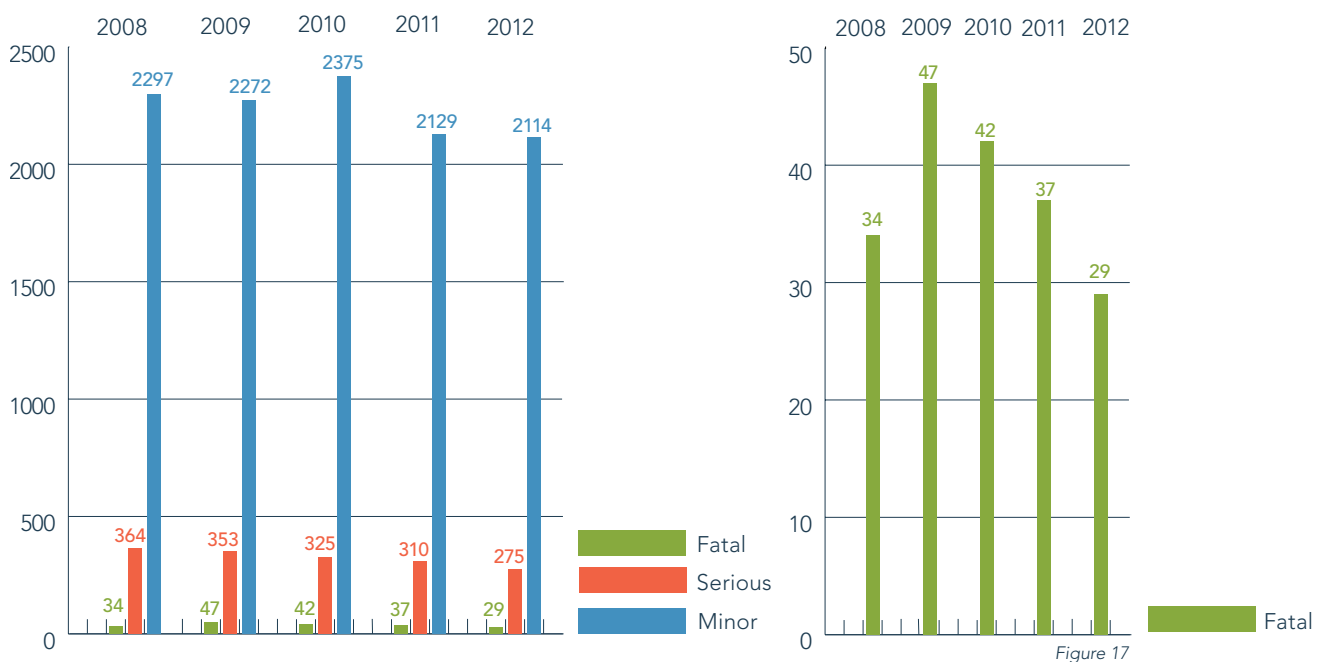


Auckland local roads crashes and crash rate

Figure 17 shows that there has been an overall reduction in the total number of fatal, serious and minor crashes across the Auckland local road network over the last five

years. Note that Auckland Transport formed in late 2010. The right hand graph shows the trend in fatal crashes in more detail. There has been a reduction in fatal crashes since 2009.

Crashes on Auckland local roads – 2008 to 2012



Crash trends addressed by Road Safety Education Campaigns

This section summarises the crash trends for each of the road safety behaviours targeted through Community Transport campaigns this year.

Alcohol crash trends

Since 2010 Auckland Transport has developed a series of alcohol focused road safety campaigns centred on ‘Make it a good one, Make it home’ and a sober driver message. The 2012 Sober Driver Sorted campaign is built on the success of the previous campaigns, utilising Facebook interactive media and sponsor partnership

to provide incentives to reach the target audience. The Facebook game play promotion has attracted over 3,800 game plays and has achieved over 200,000 online views.

The Sober Driver Sorted initiative has also been awarded the TRAFINZ award for road safety education for 2012, acknowledging concept innovation and effective use of media.

Alcohol campaigns are targeted to reduce the number of crashes where drinking is a factor. Figure 18 shows the number of crashes over the last five years where drinking is a contributing factor. There has been a reduction in alcohol type crashes, at all levels of severity, over the last five years²¹.

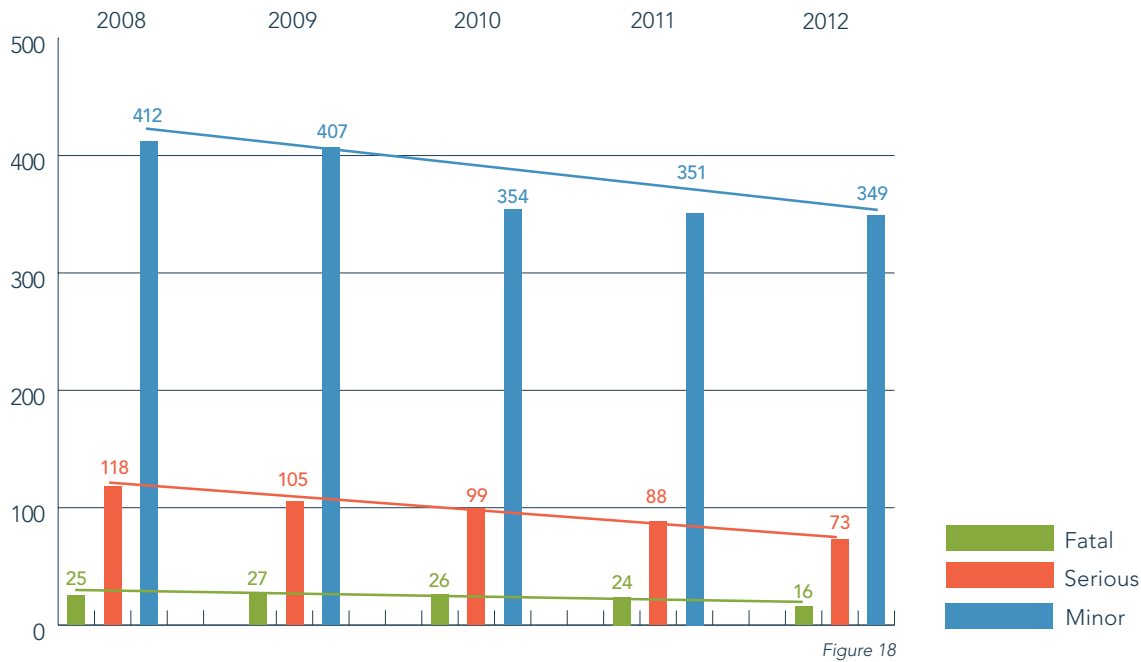
“The Sober Driver Sorted initiative has also been awarded the TRAFINZ award for road safety education for 2012.”

²¹ Note there was a 2011 law change to zero alcohol tolerance for young drivers.



Road Safety

Alcohol crashes - 2008 to 2012

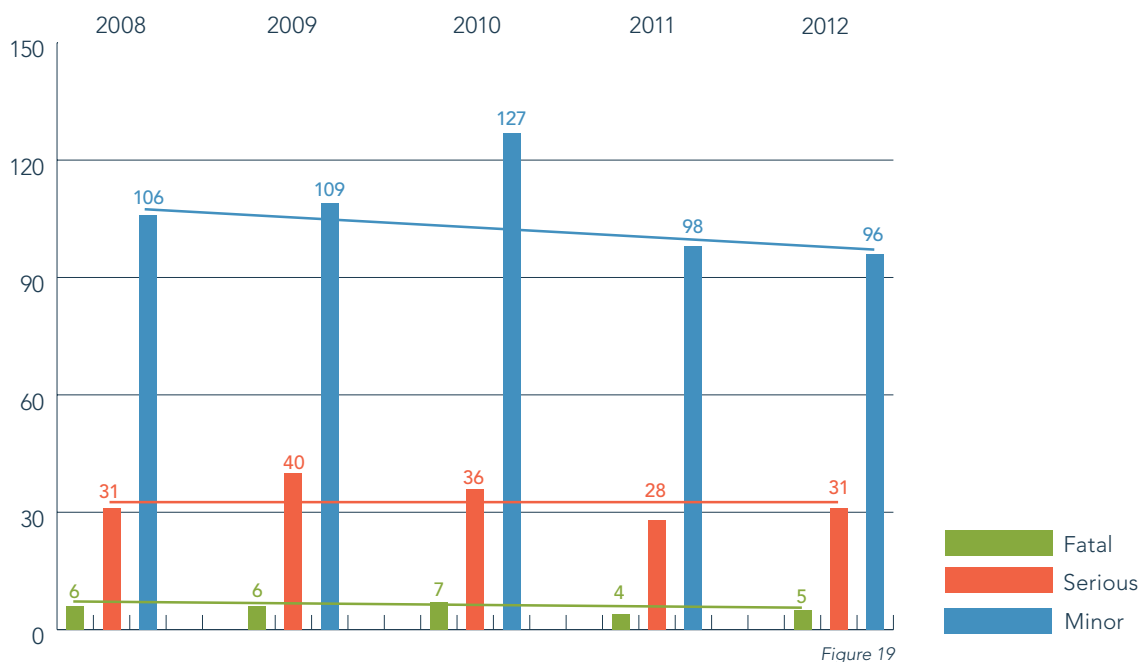


Motorcycle crash trends

Motorcycle campaigns focus on improving motorcyclists' awareness of road safety issues and behaviour. The Auckland Transport programme is part

of a national campaign to improve motorcycle safety. Figure 19 indicates that the numbers of motorcyclist fatalities have remained fairly constant and there has been a slight reduction in serious and minor injuries.

Motorcycle crashes - 2008 to 2012



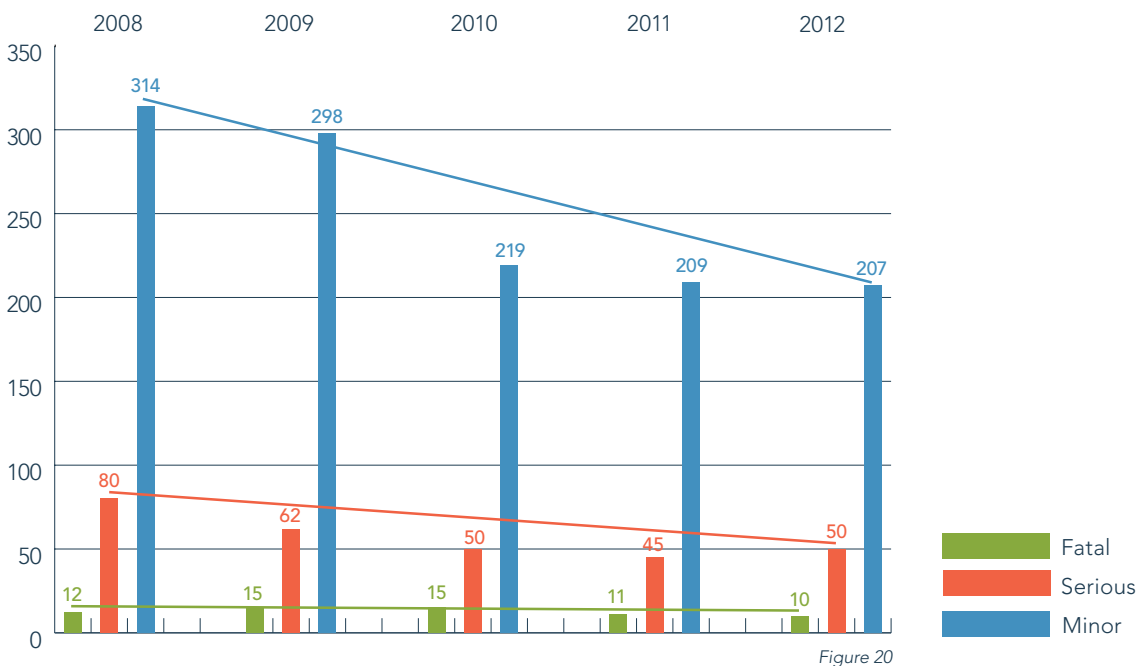


Speed crash trends

The regional Back to School campaign message of Slow down Children Around reinforces the vital importance of reducing speed when children are present. Positive interaction and participation of Auckland schools has extended the message lifespan and relevance, modifying resources and creative to increase effectiveness.

Speed awareness campaigns are targeted to reduce speeding and associated crashes. *Figure 20* shows that there has been an overall reduction in injury crashes but the number of fatal crashes has remained constant where speed is a contributing factor over the last five years.

Speed crashes - 2008 to 2012



Speed campaign

Speed related crashes are a high strategic priority identified in Safer Journeys. Locally this issue is of concern due to the number of deaths and serious injuries. The aim of the campaigns has been to reduce speed and to achieve a reduction in the speed of drivers in target areas. The campaign was delivered over the Christmas and New Year period using billboards (“Driving too fast. Slow down”) in targeted areas.

Pre and post speed testing was undertaken using a speed gun at three of the billboard locations. Results for the Glenfield Road location show a 2.2km reduction in the average speed and the percentage of people driving over the speed limit has reduced by 22%. Research from Nilsson’s Power Model 2004 shows how a small 1km reduction in the average speed can reduce fatal crashes by up to 4%.

“ The regional Back to School campaign message of Slow Down Children Around reinforces the vital importance of reducing speed when children are present. ”



Young Driver campaign

A regional Young Driver campaign was launched on 21st May, using an info-graphic which is designed to target young people when they visit Facebook, YouTube or TV On demand. An online video was created which contains information to help young drivers understand the reasoning behind their licence conditions. The online adverts directed the young driver back to the Auckland Transport website. Full evaluation for this campaign will be completed shortly; however, the latest online statistics show that the video has been viewed over 96,000 times.

The New Zealand Transport Agency (NZTA) has requested a copy of the info graphic to be used as an educational tool for young drivers throughout New Zealand. This info graphic has been credited by NZTA as a mechanism that enabled young drivers to sign up to the Practice online programme (this programme is to support learner drivers as they learn to drive).

Young driver road safety campaigns target drivers (aged 15-24). There have been recent law changes concerning young drivers²². *Figure 21* indicates that there has been an overall reduction in crashes involving young drivers over the last five years. This trend is shown across all crash severity categories.

Young driver crashes (15 – 24 years) - 2008 to 2012

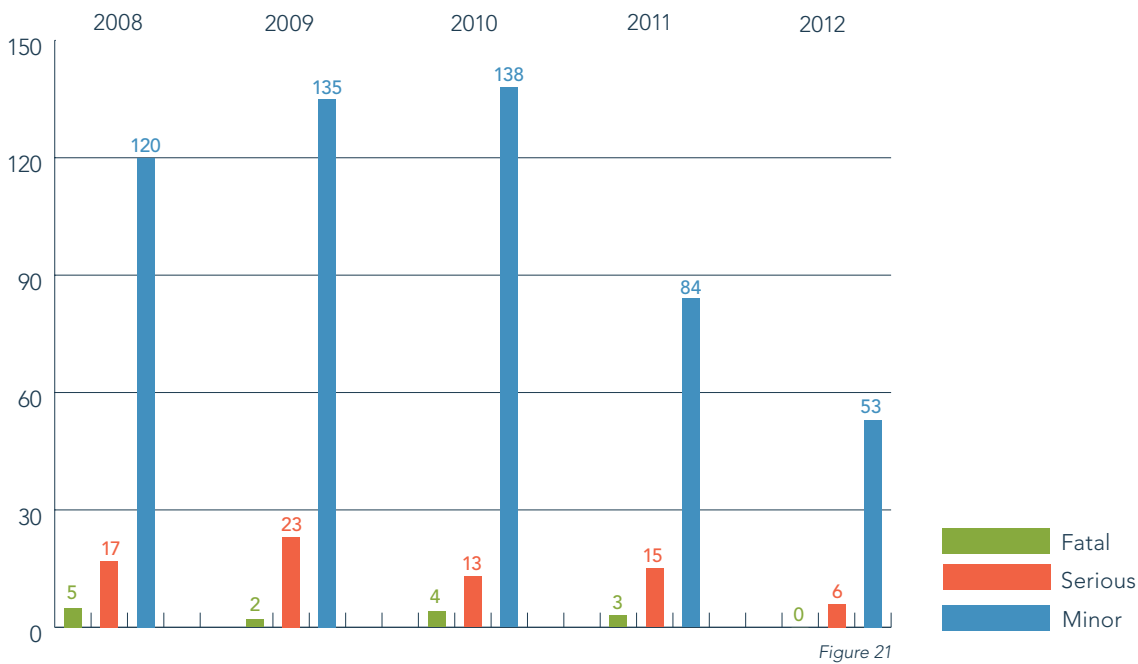


Figure 21

Safe roads: intersections, distractions and fatigue crash trends

The safe roads campaign targets crashes at intersections, or causes related to distraction and fatigue. This year is the first time Community Transport has run a campaign targeting driver distraction. This is to address the emerging risk of driver distractions (e.g. mobile phones).

Distractions

The Regional Driver Distraction campaign was aimed at 16-24 year olds to raise awareness about distractions inside vehicles. It was launched on the 16 May 2013 and received significant media coverage. The campaign has

pioneered new methods of educating people via new media channels (cinema media, washroom ambient and an info graphic) as well as an online game.

This campaign used other popular social media marketing tools as well e.g. Google Display Network (Facebook adverts, and True view). All of these adverts were designed to lead people to view the Auckland Transport website. Interim Online statistics already show that the campaign has received over 22,000 views.

Auckland Transport was able to demonstrate that simple everyday tasks undertaken in the car whilst driving can be deadly. The full evaluation of the Driver Distraction will be completed shortly.

²² The minimum age for restricted (unsupervised) drivers rose from 15 to 16 years old on 1 August 2011. The alcohol tolerance for drivers under 20 years old was reduced to zero from 7 August 2011.



Intersections

An intersection campaign has been developed and is aimed at 15 – 49 year old drivers, to help raise awareness of hazards at high risk intersections. The aim of the campaign is to encourage all road users to give way or stop at intersections. This campaign will be delivered

in July and will include Adshels, newspaper advertising and an online info graphic.

Figure 22 shows a reduction in all three categories of safe road related crashes over the last five years. This trend is consistent for injury crashes but the number of fatalities has remained constant.

Intersection, fatigue and distraction crashes - 2008 to 2012

Intersection crashes

Fatigue crashes

Distraction crashes

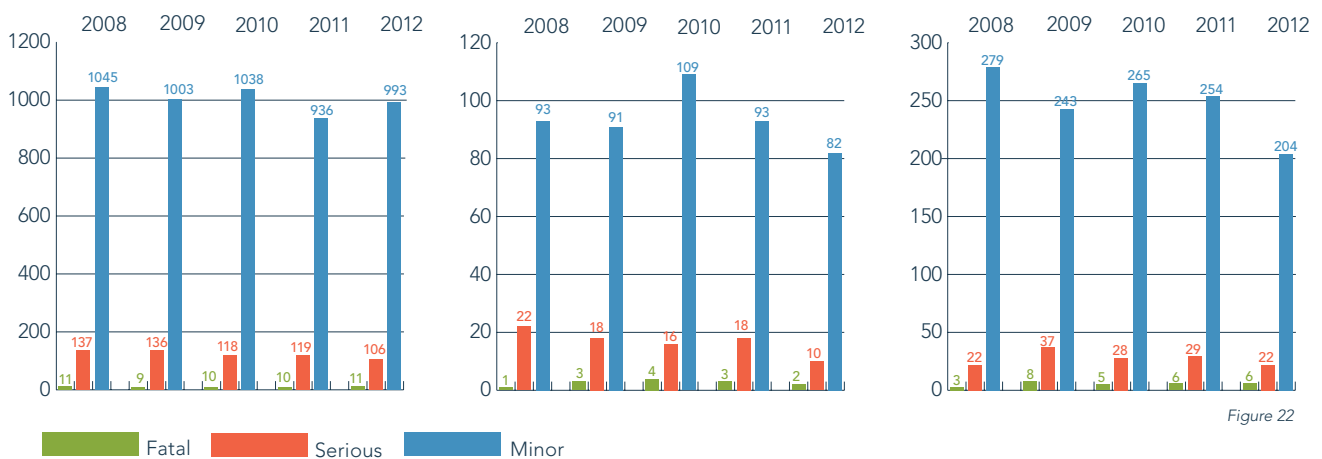


Figure 22

Child restraint crash trends

Community and advocacy groups support campaigns and research to promote the use of correct child restraints. This is a partnership approach with local funding and is an important campaign for Auckland due to localised road safety risk around use and compliance of child restraints.

Assessing the impact of child restraint campaigns on crash severity through analysing crash numbers is challenging as the NZ police do not capture crash data relating to child restraints.

Hospitalisation data from the Ministry of Health provides details of the number of patients discharged from publicly funded hospitals involving serious (not fatal or minor) injuries across New Zealand²³. Car occupants injured in transport accidents are categorised by age. Analysis of result trends shows a reduction in the number of children and young people (aged 0 to 14 years old) who were discharged following a car crash since 2008.

²³ Unfortunately this data is not currently available by region.

²⁴ This is expanded on in the Mode Share section of the report

Pedestrian and cyclist crash trends

Community Transport has run Pedestrian Safety campaigns since early 2011, and Share the Road campaigns from late 2008 to early 2010. It is noted that the campaigns are not all run at the start of the year. Therefore the crash data for the subsequent year may be the earliest opportunity to assess the impact of a campaign undertaken in any one year.

Figure 23 shows the total number of crashes involving pedestrians and cyclists. The trend for overall crashes has increased, while the trend for fatal and serious injuries has reduced. Over the same period, cycling trips have increased over the region²⁴. Community Transport specifically targets pedestrian and cyclist safety in urban areas.



Road Safety

Pedestrian and cyclist crashes - 2008 to 2012

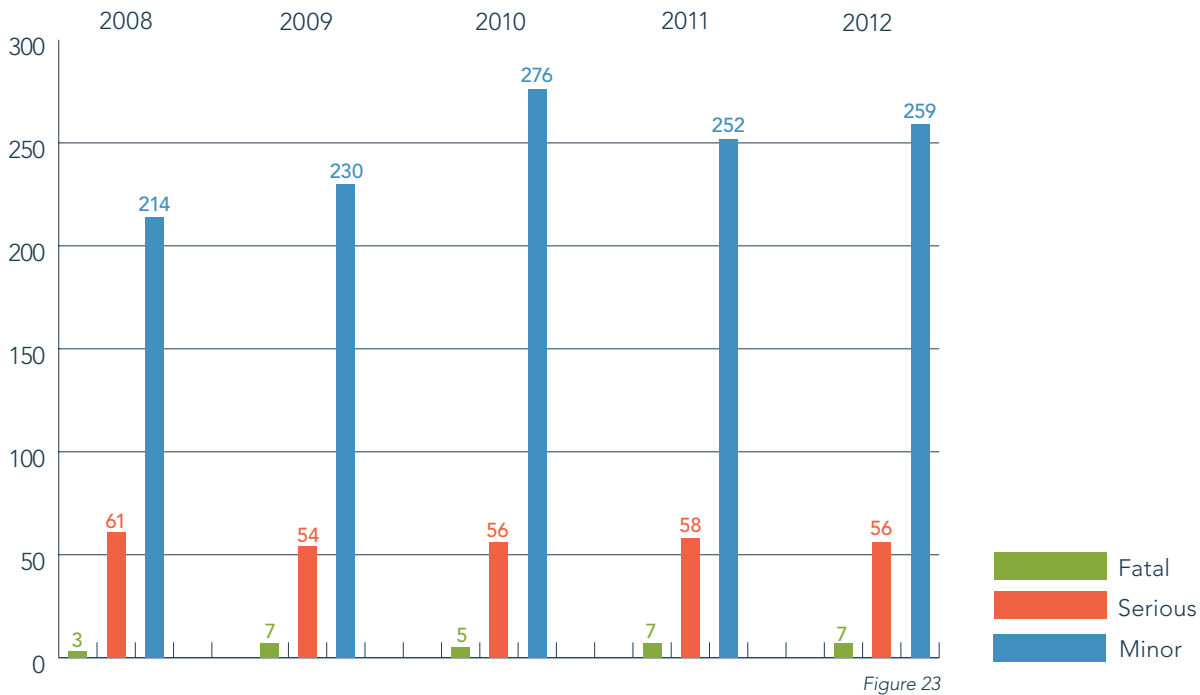


Figure 23

Crash trends around schools

To better understand the direct relationship between Safe School Travel Plans and road user safety in the area surrounding schools, particularly for pedestrians and cyclists, research²⁵ was carried out at the beginning of 2013. This research focused on determining whether there is a correlation between Safe School Travel Plans and crash data.

Crash data within a 500 metre radius around schools that have implemented Safe School Travel Plans and schools that have not ('control' sites) were analysed. The results of the analysis are shown in *Table 8* below.

Research study key findings

Table 8

Crash Type	Crash Rate Reduction	
	Schools with a Safe School Travel Plan	Control Schools
Pedestrian and Cyclist crashes Children aged 5 to 13	-48%	-11%
Pedestrian and Cyclist crashes Persons older than 13	-22%	-2%
All crashes	-14%	-10%

There has been a decrease in the crash rate involving pedestrian and cyclists of all ages at all schools. However, there has been a greater decrease in the

crash rate involving children and young people at schools with a Safe School Travel Plan compared to schools without.

²⁵ Safe School Travel Plans and Road Safety Research Update, FLOW Transportation Specialists, April 2013



Road Safety





Customer Satisfaction and success stories



6.0
**Customer
Satisfaction
and success
stories**



Stakeholder Relationships

In 2012/13 Auckland Transport partnered with a number of public bodies and businesses to deliver the Community Transport programme and would like to acknowledge their continued support. Key programme partners over the past 12 months include:

- Auckland Council
- Auckland Council Local Boards
- Auckland Tourism, Events and Economic Development Limited
- Auckland Waterfront Development Agency Ltd
- New Zealand Police
- New Zealand Transport Agency
- AMI Insurance
- Bike On New Zealand Charitable Trust
- Bunnings Warehouse Counties Manukau Sport
- Nga Mahi Kia Tupato Tamaki Makaurau
- St Johns New Zealand
- Sustainable Business Network
- Walking and Cycling advocacy groups
- 20th Century Fox
- Auckland Chamber of Commerce
- Bike NZ
- BUPA Care Services NZ
- Harbour Sport
- Plunket
- Students Against Driving Drunk (SADD)
- The Accident Compensation Corporation
- Veolia Transport Auckland

Sustainable Business Network

Auckland Transport alongside other Council Controlled Organisations have come together to form a 'Cornerstone Members Group', to work closely with the Sustainable Business Network. This group brings together multiple Council Controlled Organisations to increase collaborative working in the area of sustainability.

As part of Auckland Transport's commitment to the Sustainable Business Network the department sponsored the 'Medium Business Trailblazer Category' of the annual Sustainable Business Network Northern Awards for 2012.

The category winner was James & Wells Intellectual Property, who was recognised for their comprehensive sustainability programme including travel planning initiatives and commitment to carbon reduction.

Auckland Transport also worked with the SBN during 2012 to develop a transport stand at the first annual Sustainable Cities Expo, which was held at the Cloud. The stand was used to promote Community Transport programme as well as other areas of Auckland Transport including the City Rail Link and electric trains.



Success Stories and Awards

This year has seen a number of Community Transport projects and people recognised for outstanding achievement, some of the highlights are summarised within this section.

Trafinz Make it Home

Auckland Transport was awarded a Highly Commended Certificate for Safety at the 2012 Trafinz Conference from Trafinz President Andy Foster. The award was in recognition of the work Community Transport have undertaken for the Make it Home road safety campaign.

The award recognised the innovative use of a Facebook game to promote road safety behaviour messages to young drivers within the 15-29 age range. The campaign has been subject to a number of media articles and was included as a feature on the TV One Breakfast show and was also referenced in a Parliament speech on the 6th July by NZ First Education Spokesperson Tracey Martin as “using creative thinking to reduce drink driving”.

Certificate of Appreciation

Senior Community Transport Coordinator, Donna Dick received an award from Counties Manukau Police for an exceptional initiative to raise awareness around road crashes.

Donna was part of a multi-agency team that coordinated a dramatisation of a road crash and the consequences to the people and families involved which was watched by students from across South Auckland.

The certificate of appreciation from the Police District Commander says the award is for the commitment and enthusiasm shown by Donna in successfully holding The Road Safety Expo in Pukekohe which provided adolescents from the local community with an insight into the potentially fatal consequences of driving whilst under the influence. Seven local high schools were invited to send 50 students to the performance, held in the Indian Community hall in Pukekohe, in March 2012.





Sober Driver Sorted

Auckland Transport won a silver award last year for the Sober Driver campaign at the prestigious NZ Direct Marketing Awards. The successful campaign was created by Donna Dick and Hanna Abebe-Cope along with ad agency Work Communications.

The Facebook Sober Driver Sorted game was developed to encourage young people to sort out their sober driver in advance and reduce the incidence of drink-driving, as it can be too late to communicate the safety message after people are out drinking.

The team received the Nexus Silver award in the 'Media and/or Channel Utilisation' category, which recognises excellence in creating the foundations on which measurable campaigns are based (such as innovation and response-driven marketing tools).

Travelwise Celebration Event

The annual Travelwise Celebration will be held on 3 July 2013 (for the 2012 school year) and was sponsored by Epic Movie (20th Century Fox). Gold is the highest award and goes to those schools that achieve a 4% or greater reduction in the number of car trips to school. It also recognises schools that make a significant difference to traffic congestion, road safety and the well-being of their students, communities and the environment.

A total of 77 bronze, 57 silver and 52 gold certificates will be presented to 186 schools. This year, the Travelwise Celebration will include recognition awards for

outstanding volunteers from the Walking School Bus as well as an award recognising volunteer's contributions to creating a cycling culture at a school. Staff and students from all SSTP schools are invited to attend as well as key stakeholders.

Bikes in Schools

The Bikes in Schools project was a national finalist in the New Zealand Sport and Recreation Awards in Wellington.

'Bikes in Schools' is a collaborative project between Auckland Transport, the Bike on NZ Charitable Trust, Harbour Sport, Counties Manukau Sport and Bike NZ. The programme involves funds being raised to build a bike track within the grounds of a school and provide bikes and helmets so that students at the school can ride bikes within a safe environment.

Community Transport identified Nga Iwi School in Mangere as an ideal candidate to pilot the programme in Auckland, Wellsford School followed and now two more Auckland schools have bike tracks and there are more in the pipeline. Community Transport are providing intensive cycle skills training for the students and staff at each school so they can use the tracks for Physical Education classes.

At Onepoto Primary school the percentage of children who could not ride a bike confidently dropped from 40% before training to 4% after the training.

“Auckland Transport won a silver award last year for the Sober Driver campaign at the prestigious NZ Direct Marketing Awards.”



Customer Satisfaction and success stories

Customer Experience

At the heart of all Auckland Transport programmes is a commitment to customer service. Over the past 12 months Community Transport staff have continued to focus on providing consistently high standards of service to customers and stakeholders by concentrating on providing timely information and a personal service where possible.

The values of Auckland Transport and the department reflect the understanding that the experience of the end user determines our success. Customers include those internal to Auckland Transport and external groups.

A positive customer experience encompasses working with the Auckland Transport values in mind, understanding customer needs and ensuring all interactions with end users are handled with professionalism. The perception of customer and stakeholder satisfaction is monitored and measured.

This year's surveys have been used to gain an insight into how well Community Transport is delivering services to their customers' satisfaction. The approach is co-ordinated across all programmes to understand overall customer satisfaction levels from school and workplace co-ordinators and event participants.

Overall, 75.3% of Travelwise Lead Teachers felt satisfied or very satisfied with the level of support they have received from Auckland Transport over the past 12 months. Out of a list of various tools and assistance provided by Auckland Transport, the most successful activities were identified as: cycle training, scooter training, Lead Teacher development, student development, walking promotions, and the Back to School Road safety Campaign.

Commuter workplace coordinators scored an average 3.9 out of 5 for customer satisfaction. Out of a list of various tools and assistance from Auckland Transport, assistance with planning and delivering activities was ranked the most effective.

North Shore (Devonport and Sunnynook) and New Lynn Personalised Journey Planning participants scored an average 4.2 out of 5 for customer satisfaction and 90% said they would recommend the programme to others. This exceeds the performance indicator target of 75% positive feedback.

Customer enquiries are received in a number of different ways. When a request, complaint or compliment is received, this will typically be captured initially via the customer services team who take ownership of the matter and categorise this into a request type with set response deadlines. Between 1st July 2012 and 1st May 2013 Community Transport received and responded to over 200 separate information requests, suggestions, complaints or compliments

Community Transport has also completed a review of online web content to improve access to information and provide an improved service to customers. The Auckland Transport website has enabled customers to contact Community Transport through the programme webpages. The website has also enabled the department to promote the programmes, events and activities that have been undertaken over the past 12 months.



How satisfied are customers with their interactions with Community Transport?

6.1 Introduction

A key focus for Community Transport is engagement with their customers. This year's surveys have gained insight into how well Community Transport is delivering services to their customers' satisfaction. The approach is co-ordinated across all programmes to understand overall customer satisfaction levels from school and workplace co-ordinators and event participants.

School and workplace co-ordinators are surveyed each year to obtain feedback on their organisations' level of engagement and customer satisfaction. Participants in Personalised Journey Planning schemes are similarly surveyed within three months of scheme implementation.

The Community Transport Commute programme has a key performance indicator to gain '75% positive feedback for customer engagement'.

6.2 Summary

Overall, 75.3% of Travelwise Lead Teachers felt satisfied or very satisfied with the level of support they have received from Community Transport over the past 12 months. Out of a list of various tools and assistance provided by Auckland Transport, the most successful activities were identified as: cycle training, scooter training, Lead Teacher development, student development, walking promotions, and the Back to School Road safety Campaign.

Commute workplace coordinators scored an average 3.9 out of 5 for customer satisfaction. Out of a list of various tools and assistance from Auckland Transport, assistance with planning and delivering activities was ranked the most effective.

North Shore (Devonport and Sunnynook) and New Lynn Personalised Journey Planning participants²⁶ scored an average 4.2 out of 5 for customer satisfaction and 90% said they would recommend the programme to others. This exceeds the performance indicator target of 75% positive feedback.

6.3 Results

In 2013, Auckland Transport surveyed 160 Travelwise Lead teachers and 20 Principals regarding customer satisfaction, the perception of Travelwise in their schools, and future enhancement opportunities.

The research showed that Travelwise Lead teachers and Principals believe that they receive a high level of support from Community Transport, with 75.3% of respondents stating that they were satisfied or very satisfied with the support received from their Community Transport Coordinator. Lead teachers were also asked how valuable Travelwise is to their school, 60.5% of Lead Teachers felt that Travelwise was important or very important to their school and school community.

In 2013, Auckland Transport surveyed 26 Commute workplace coordinators regarding customer satisfaction. Feedback on both direct customer satisfaction questions ("satisfaction with level of contact with Auckland Transport coordinator" and "rate assistance of Auckland Transport in helping you to meet your objectives") received an average score of 3.9 out of 5 (5 being very helpful and 1 being not helpful).

Respondents were also asked to rank the effectiveness of various tools and assistance received from Auckland Transport. The highest rankings were given to "assistance with planning and delivering activities" (4 out of 5) and "assistance with staff travel surveys" (3.75 out of 5).

Participants of three of the Personalised Journey Planning schemes (Sunnynook, Devonport and New Lynn) were surveyed within three months of being provided with personalised travel advice²⁷. Respondents provided an average rating of 4.2 out of 5 for customer satisfaction (5 being very satisfied and 1 being not satisfied). The majority of comments recognised that the programme encouraged or motivated participants to try other travel modes. Overall customer satisfaction feedback from all three Personalised Journey Planning schemes was consistently high, and at least 90% of participants would recommend the programme to others.

²⁶ ravel advice provided to residents in a particular community or area is referred to as Personalised Journey Planning.

²⁷ UrbanTrans PJP reports, phase I (2011), phase II (2011) and phase III (2012)



New Evaluation Framework



7.0
**New
Evaluation
Framework**



Additional data collection and analysis from 2013 through new evaluation framework

7.1 Introduction

This section provides a summary, by theme, of additional data that will be collected and analysed from 2013/14, as part of the new Community Transport evaluation framework. Full details of the methods of data collection and analysis are provided in the Community Transport Evaluation Manual. This summary provides an overview to provide context to this year's annual report.

7.2 Purpose

The purpose of developing a new evaluation framework was to address a number of issues relating to the ongoing monitoring and reporting of activities across Community Transport. Community Transport wished to take a more strategic and systematic approach to the way it evaluates the success of its programmes.

This new approach has led to an evaluation framework that is:

- Lean – focused on the programme objectives and purposes of evaluation;
- Efficient – focused on what Community Transport wants to achieve through key indicators;
- Targeted – identifies and focuses on outcomes that are of importance to Community Transport;
- Practical – a framework that is user friendly for Community Transport staff, which rationalises existing data collection; and
- Integrated – demonstrates how each programme contributes to the overarching policy objectives.

The single annual evaluation report will also be supported by one-off or infrequent research projects which do not form part of this evaluation framework.

7.3 Structure

The new framework consists of the evaluation of three key themes:

1. Mode share
2. Road safety
3. Customer satisfaction

The evaluation of these themes is reported annually in conjunction with a Community Transport Story.

7.4 Mode share theme

The following new surveys or survey questions will provide additional data for analysis within the mode share theme:

- Questions relating to travel choice awareness from Commute participant follow-up surveys; and
- Questions relating to travel choice awareness (journey options) from school Travelwise Follow-up surveys.

A summary from the Auckland Bicycle Account will be included. The Auckland Bicycle Account will be the 'report card' of the growth and development of cycling in the city and will provide a valuable insight into progress made towards achieving the 6 goals articulated in the Auckland Transport Cycle Business Plan. With the city investing in growing cycling, it is appropriate to develop formal methods of reviewing progress and the return on investment.

Aspects reported in the Bicycle account will include:

- Bike counts
- Safety
- Cyclists characteristics and opinions
- Cycling infrastructure
- Significant projects e.g. Grafton Gully Cycleway
- Expenditure on cycling
- Policy initiatives

The first Auckland Bicycle Account is due to be released in 2014. It is expected that a Bicycle Account for Auckland will be produced biennially.

7.5 Road safety theme

Within the Schools Education Programme new Follow up surveys and revised baseline surveys will capture road safety behaviour in future years.

If possible, accident injury hospitalisation data from Auckland hospitals will be obtained to enable improved assessment of the contribution of the road safety education programme on child restraint and seat belt crash statistics.

7.6 Customer satisfaction theme

Participants of Community Transport initiatives will be surveyed within three months of initiatives to obtain feedback on customer satisfaction.



Appendix

Appendix A

Method of calculating benefit cost ratio for Commute programme Benefits were calculated based on the NZTA Economic Evaluation Manual Simplified Procedure 12. Estimated future benefits and costs are assumed to be stable over the next ten years.

This method calculated the benefits based on organisation size. For large organisations, it was assumed that only a small proportion of the people at these organisations are influenced by travel plan measures. Accordingly, a population cap of 5,000 people was applied to all organisations, to prevent large organisations (tertiary institutes and business area associations) from contributing unrealistically large monetary benefits.

Future costs were based on an annual cost of \$2 million for 2012/2013, increased by 1.6% for each year thereafter.

The benefit cost ratio for this ten year period (2012/13 to 2021/22) is:

$$\text{BCR} = \frac{\text{NPV}_{\text{Benefits}}}{\text{NPV}_{\text{Costs}}} = \frac{174,917,107}{15,427,982} = 11.3$$



