



**2013/14 COMMUNITY TRANSPORT
EVALUATION REPORT**



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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.

Community Transport's vision

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EXECUTIVE SUMMARY

The 2013 Census shows that 76% of commuters in Auckland still rely on private vehicles to get to work or study. The transport system also accounts for over a third of Auckland's CO₂ emissions.

This report evaluates the comprehensive range of programmes run by Community Transport to promote alternatives to single-occupant car use, increase road safety and reduce emissions - in line with Auckland Transport's goals.

We regularly exceed performance targets and in 2013/14 have achieved exceptional results with increasing access to a wider range of transport choices - notably walking and cycling.

A growing number of vulnerable road users has, however, been a contributing factor to a result this year that undermines what has otherwise been significantly safer roads in the past five years.

Travelwise reduces congestion

Travelwise is having a significant impact on congestion and pollution resulting in 2.4m cars taken off the road in the morning peak per year, 12,376 daily trips. 376 of the region's 538 schools are a Travelwise School, representing 75.5% of all students in Auckland. Highlights of the 2013 school year include:

- \$12 million invested in School Transport Programme
- 6.07% increase in walking and cycling to school¹
- 14% increase in year 11-13 students catching the bus²

Commute reduces single-occupant car travel

The Commute programme incorporates workplaces, business areas, tertiary institutes and personal journey planning (PJP).

Commute has reduced single-occupant vehicle travel in the morning peak by 3,851 trips every weekday. Along with the Travelwise result of 12,736 that's a total of 16,587 fewer daily morning peak single-occupant vehicles, which equates to 3.3m trips per year.

The PJP programme is highly successful, targeting areas of Auckland with high congestion and new public transport facilities and services. This year a personalised planning service was delivered in Beach Haven, Newmarket, Panmure and Manukau³, signing up 1,837 residents to participate and helping them to leave their cars at home. In Beach Haven 52% of participants changed their travel behaviour, with a weekly reduction of 601 morning peak time trips, 29,000 fewer car trips per year.

- 90 organisations have participated in Commute since inception, including 23 that signed up this year, and the programme directly engaged with 4,000 employees, through packages and events.
- 1,400 public transport passes were issued to employees and 62% indicated they intend to continue using public transport weekly.
- Participants say that carpooling bays, bike parking, travel expos and bike maintenance sessions run by our travel planners all contribute to successful workplace change.

More people take up cycling and walking

Cycling trends show a year-on-year increase as more cyclists use the dedicated cycleways being constructed, and perceptions of safety shift. This year's 16.1% increase in the morning peak continues this trend. A signature walking and cycling event called Ciclovía attracted high attendance. Aimed at reinvigorating public space, the wide range of activities included a graffiti wall where children posted what they loved about cycling. "it keeps you away from being on a computer... it makes me feel wonderful" talks to the health benefits of cycling.

While only 5.3km of the targeted 10km of Auckland Cycle Network were completed, the three-year trend is set to significantly exceed target, as 2014/15 should see 20km completed, most of which is already under construction. Other major projects are delivering further walking and cycling infrastructure in diverse parts of the city, notably AMETI in east Auckland, Dominion Road and the forthcoming Albany Highway North upgrade.

Customer satisfaction targets

Delivering an exceptional customer experience is pivotal to encouraging Aucklanders to consider alternative transport options. Travelwise and Commute have targets of 85% customer satisfaction, which are evaluated by surveys. Satisfaction with Travelwise has not been surveyed until 2013 so had no benchmark. The result of 76.5% is

acceptable and is expected to be improved on as we have already instigated changes following the 2013 feedback. Overall, PJP participants gave an average satisfaction score of 4.2 out of five - 86.8%, and the Commute workplace programme received an average score of 3.7 out of five - 73.7%.

Road safety trends

Road safety has been increasing steadily throughout the past decade. The 10% decrease from 2009-2013 is above target, despite a 21% increase this year in deaths and serious injuries on Auckland's local roads. Greater economic activity, increased vehicle kilometres travelled and increased walking and cycling are contributing factors. A RoadSafe Executive Group has been formed to focus on addressing the growing number of vulnerable road users through dedicated infrastructure and safe speeds.

Reducing adverse environmental effects

Every car trip taken off the road means less CO₂ entering the atmosphere, meaning a cleaner, greener, healthier, more liveable Auckland. This year, 11.9 million fewer vehicle kilometres were travelled (VKT) due to the Travelwise and Commute programmes, equating to a reduction in CO₂ of 3,864 tonnes.

1 Increase from baselines taken since 2005/6

2 Increase from baselines taken since 2005/6

3 The Manukau PJP has not been evaluated at time of this report



INTRODUCING COMMUNITY TRANSPORT

Who we are and what we do

Community Transport is a dedicated team within Auckland Transport. Our task is to promote to customers the alternatives to using their cars and run education and training programmes to improve road safety. We are at the leading edge globally in delivering a comprehensive range of programmes that regularly exceed performance targets.

The programmes are grouped into four areas:

- **School transport** – our goal is to increase road safety around schools, and to reduce car trips by promoting active travel and public transport options through the Travelwise programme.
- **Travel planning** – we promote travel choices to workplaces, business areas, tertiary institutes and households to reduce single-occupancy car trips in the morning peak through the Commute Programme. We also manage Auckland's carpoolers on the Let's Carpool website.
- **Walking and cycling** – we plan and deliver walking and cycling infrastructure, promotional activities and safety training to encourage active travel.
- **Road safety education** – we develop and deliver local and regional road safety education campaigns and promotions for at-risk customers, using the national Safer Journeys strategy, with the aim of reducing the number of deaths and serious injuries on Auckland's local road network.

Our team of 70 comprises travel planners, community transport and cycle coordinators, school safety and walking and cycling advisors.

Community Transport collaborates with both internal and external stakeholders and works closely with key partners in delivering programmes. This year's sponsorship from 3M, New World, Columbus Coffee, Tasti, The Story Board and Auckland Bridge Climb helped provide equipment, incentive prizes and professional services to the programmes being delivered.

How our programmes are evaluated

The evaluation framework used aligns with AT's intermediate goals and the Auckland Plan's vision of the world's most liveable city. Its themes are: mode share, customer satisfaction and road safety. This year saw rigorous review of some of the evaluation processes for the Commute programme.

The features of this framework are:

- Lean and efficient – focused on the programme objectives, key indicators and purposes of evaluation
- Targeted – identifies and focuses on outcomes that are a high priority to our customers
- Practical – a framework that is user friendly for Community Transport staff
- Integrated – demonstrates how each programme contributes to AT's overarching policy objectives.

Timeframes for programme evaluation are the financial year from 1 July 2013 to 30 June 2014, except:

- Travelwise - school calendar year, February to December 2013
- Road safety - crash statistics are recorded for the 2013 calendar year
- Commute – includes May and June 2013 and closed the year to April 2014 to allow time for evaluation, except for the Carpooling programme which ran to the end of June 2014.



HIGHLIGHTS IN 2013/14

Bringing the world to Auckland

This year Community Transport has taken great ideas from around the world and used innovative technology to encourage Aucklanders to get active, re-engage with public spaces and rethink their daily commute.

Summer Ciclovía and Kick Start promotions were big winners in generating high levels of participation in walking and cycling events.

These events along with a busy spring and summer season have contributed to morning peak increases of:

- **10% in walking trips into the city centre⁴**
- **16.1% increase in cycling throughout the region**

Reducing car travel to schools and workplaces

A further 56 schools and 23 organisations joined the Travelwise and Commute programmes which this year took a combined 3.3m fewer cars off the road in the morning peak, 16,587 daily trips. That's a 12.2% change from 2013.

Our Commute programme with workplaces has been chosen as a best practice case study for *Business Friendly Cities*. 1,837 residents took part in our Personal Journey Planning programme (PJP) this year in four diverse areas of Auckland. In Beach Haven 52% of households that participated changed their behaviour as a result, reducing weekly car trips in peak times by 601 – 29,000 fewer car trips per year. 62% of employees in the Give it a Go programme indicated they intended to continue using public transport weekly.

Less congested roads and more active travel have benefits for health and the environment through:

- **11.9 million fewer vehicle kilometres travelled (VKT)**
- **reduction of 3,864 tonnes of CO₂ emissions**

Making the city's roads safer

The five-year trend from 2009-2013 in road deaths and serious injuries (DSi) is a 10% decrease. International experience shows that until Auckland gets a critical mass of people cycling and walking and the infrastructure catches up with demand - we face a strong challenge in keeping vulnerable road users safe.

- **21% increase in 2013 in Death and Serious injuries (DSi) on local roads**
- **5.3km of new dedicated cycleways were constructed, with 20km due for completion by June 2015 including Dominion Road safe route that will connect 16 schools.**

Delivering programmes that Aucklanders want

Follow-up surveys with customers show they value the programmes being offered to help them understand what new public transport services and facilities are available in their area, to feel safe cycling and to make the switch from private car travel.

- **PJP customers surveyed gave an average satisfaction score of 4.2 out of five - 86.8%**
- **76.5% of schools surveyed were satisfied or highly satisfied with Travelwise**

⁴ Last years reported figure of 4,633 walking trips has been updated to 4,842 in this year's Screenline 70 survey to adjust for additional count sites, therefore the % increase is based off the revised 2013 total.



GOALS AND PERFORMANCE

INCREASED ACCESS TO A WIDER RANGE OF TRANSPORT CHOICES

Introduction

Auckland has been car dominated since the 1950s, with the 2013 Census showing that 76% of commuters still rely on private vehicles to get to work or study. Making a wider range of transport choices accessible is the key to reducing this reliance. To make best use of the existing transport system and address the peak congestion period of 7-9am, we need to spread the load on our heavily used roads by promoting walking, cycling and carpooling as viable and safe alternatives to single-occupant daily commutes.

AT's goals and Statement of Intent performance measures

Impact	Performance measure	2013/14 target	Community Transports 2013/14 result
Increased access to a wider range of transport choices	Number of morning peak (7-9am) car trips avoided through travel planning initiatives	12,800	16,587 (12,736 through the Schools programme ⁵ + 3,851 through the Travel Planning programme ⁶)
	Cycling trips throughout the region during the morning peak	129,300 AM Peak 871,000 All day	141,897 AM Peak ⁷ (16.1% increase) 915, 458 All day
	Walking trips into the CBD during the morning peak	5400 trips	5,330 trips 10% increase ⁸

New choices customers are making

This year's results for the morning peak against two of the three performance measures have significantly exceeded targets. New walking promotions this year focused on the city centre and have inspired more Aucklanders to re-think their daily commute. Cycling trends continue to show a year-on-year increase as more cyclists use dedicated cycleways being constructed and perceptions of safety begin to shift.

KPI: Number of morning peak car trips avoided through travel planning initiatives.

The graph below shows the reducing trend in morning car trips since 2007, through the schools programme and travel planning with tertiary students and commuters.

⁵ As estimated by before-and-after school travel surveys.

⁶ As estimated by before-and-after commute travel surveys.

⁷ As measured by nine automatic cycle counters located throughout Auckland.

⁸ As measured through Auckland Council's Screenline 70 survey, conducted in March 2014.

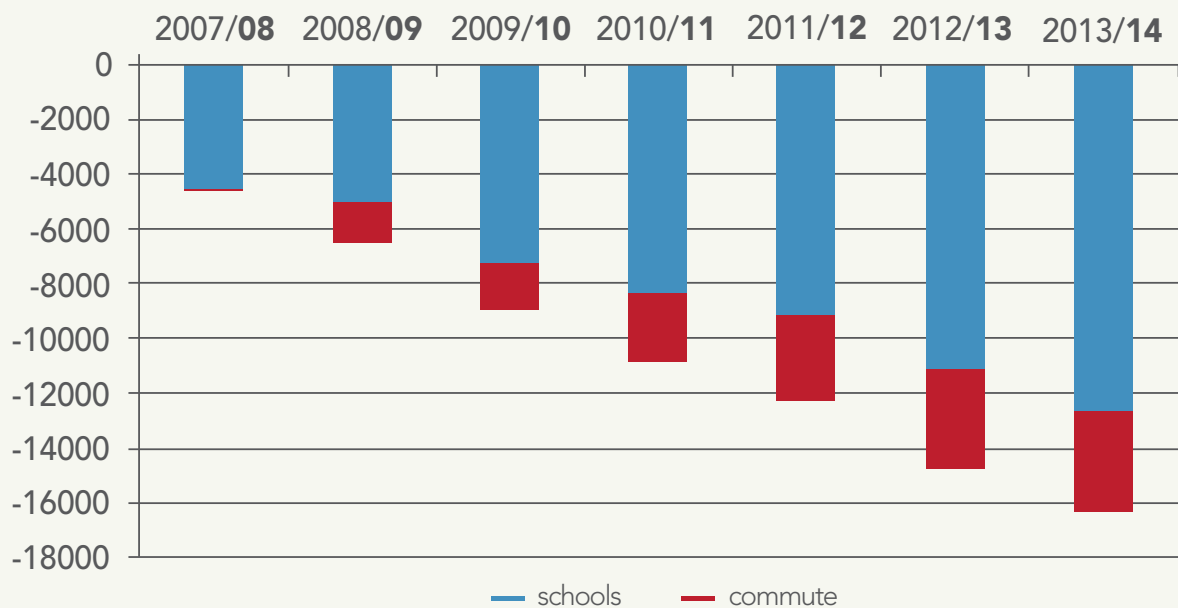


Figure 1: Daily reduction in morning peak car trips⁹

Travelwise schools are making a significant impact on congestion

The school transport programme Travelwise aims to reduce morning congestion, increase road safety and participation in active transport modes of travel and public transport, improve health and reduce emissions. Now in our 12th year, we continue to exceed our targets and grow the programme.

We work with schools to deliver a whole-school approach to road safety education which supports and encourages schools to incorporate road safety and sustainable travel into their school culture, governance and long-term planning.

We collaborate with school communities to create individualised Safe School Travel Plans with meaningful visions and practical actions to create a less congested, safer environment outside the school. In the 2013/14 year, \$12 million was invested in the School transport programme.

Travelwise offers additional opportunities such as participation in regional activities and campaigns and teacher development, cycle training, and resources such as online tools.

⁹ Over 1,800 more cars were taken off the road this year than in 2012/13 but the methodology for calculating the reduction in VKT and CO2 emissions was different so results this year cannot be compared. They will be compared going forward.

¹⁰ Auckland Schools Travel Plan Report, Update of Economic Evaluation, June 2014, John Bolland Consulting.

FAST FACTS: TRAVELWISE

- We reduced car travel by taking 12,736 car trips off the road network in the morning peak
- 56 new schools signed on to the Travelwise programme in 2013
- 160 new schools have signed on to Travelwise since November 2010
- At the end of 2013 there were 376 Travelwise schools in Auckland
- 202,087 primary, intermediate and secondary aged students attend Travelwise schools (75.5% of students in Auckland)
- The benefit cost ratio of the programme is 7.0¹⁰

Community Transport Travelwise programme targets

KPIs and targets	2013/14 result	
5% reduction in single occupant vehicle (SOV) trips in the morning peak	✓	14.7% reduction from 2012 12,736 SOV trip reduction
Increase the number of Travelwise schools by at least 50 in 2013	✓	56 schools brought onto the programme
Maintain 80% of existing Walking School Buses and grow the number by 60 ¹¹	✓ & ✗	80% buses were maintained An additional 33 buses joined the programme
Increase participation and engagement in events and activities at schools	✓	214, 519 participants ¹²

2013 TRAVELWISE PROGRAMME HIGHLIGHTS

- Surveyed 101,463 students at 226 schools across the region
- 6.07%¹³ increase in the number of students walking, cycling and scooting to school (or 38,414 daily trips)
- The strongest predictor of travel choices is the age of the student.
- Almost 60% of students are driven to school when they first start primary school; this reduces to 50% in Year 5. There has been a 14% increase in the number of Year 11-13 students catching the bus to school compared to baseline.
- Students attending Travelwise schools travel to school by car less than the national average

Travelwise schools are asked to complete an annual survey each year.

These surveys ask students how they travel to school, and the results from these surveys are used in the design of Travelwise activities and promotions in the following year.

Figure 2 shows the change in mode for schools participating in the 2013 Travelwise Evaluation.

The surveyed schools had a 6.07%¹³ increase in walking, cycling and scooting and correspondingly, a 4.5% decrease in car use in the 2013 school year.

Figure 3 shows the downward trend since 2005/06, with the results annually exceeding targets set.

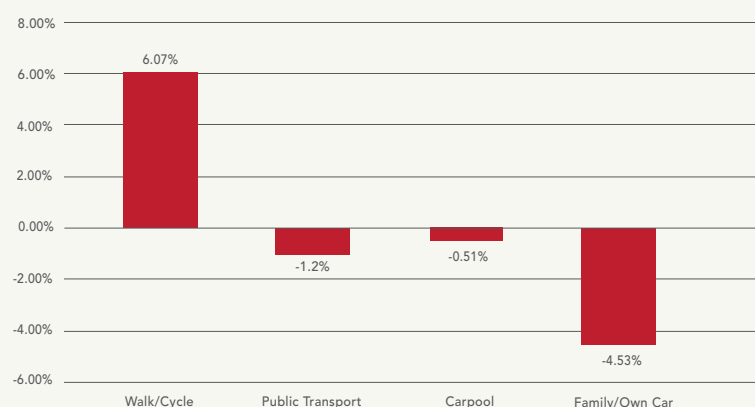


Figure 2: **School's % change in mode: 2013 compared against baseline**

¹¹ Measured using 348 walking school buses as at December 2012.

¹² Compared to baseline data (July – December 2012), of 129,090 participants.

¹³ Increase from baselines taken since 2005/6

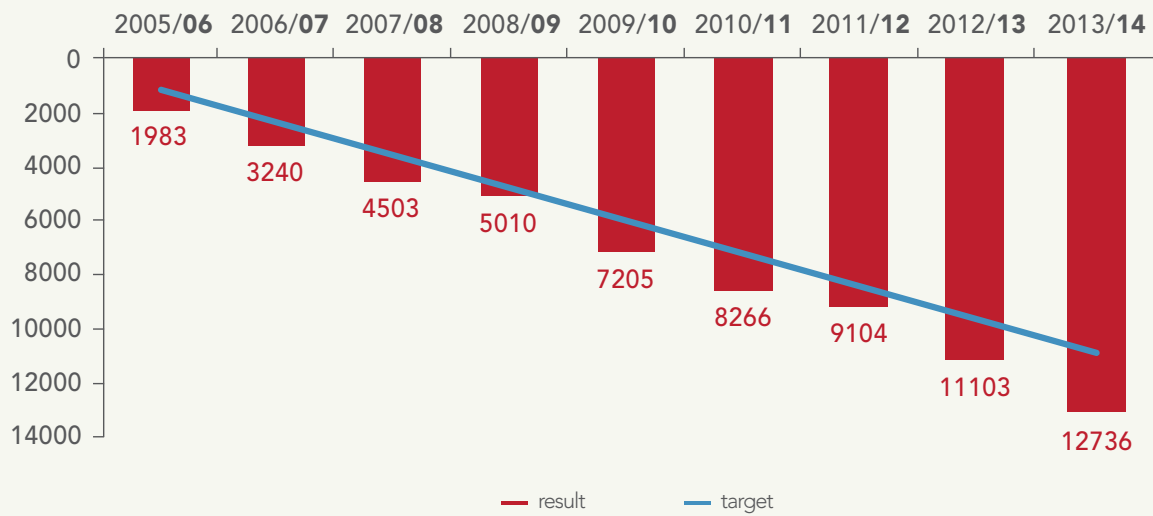


Figure 3: **Daily reduction in morning peak car trips: Travelwise**

Awards for the 2013 school year were presented at the Travelwise Celebration on 26 June 2014. 850 attendees from Auckland schools, Walking School Buses and community organisations attended the annual event where 108 bronze, 75 silver and 47 gold certificates were awarded.

The awards recognise achievements towards creating a safer, more sustainable transport environment for their school community.

Those awarded gold status have developed a Safe School Travel Plan that includes engineering, education, encouragement and enforcement strategies to overcome barriers and support the use of safe and sustainable ways of getting to and from school.



Travelwise Celebration



Watch out!

Cross at the Zebra



Whole-school approach

Randwick Park School signed up to Travelwise in Term 1, 2013 with a strong desire to encourage safe crossing behaviour around the school.

The project was a best practice example of the Travelwise Whole School approach to road safety in action. This approach encompasses all three areas: curriculum, parents and community, and ethos and organisation - as the graphic below shows.

Postcards to reinforce the safe crossing messages were provided to students to take home to their parents.

In order to encourage the continuation of this safe behaviour, the student group developed a catchy slogan "The Zebras will save your life".

They designed a banner which was hung on the school gate in Term 4 as a constant reminder to use the Zebra crossing and cross safely.

Travelwise: Whole School Approach

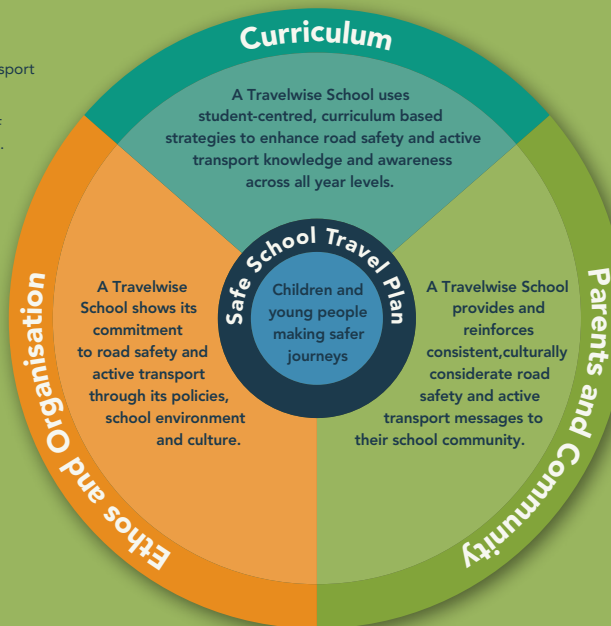


Curriculum

- 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.

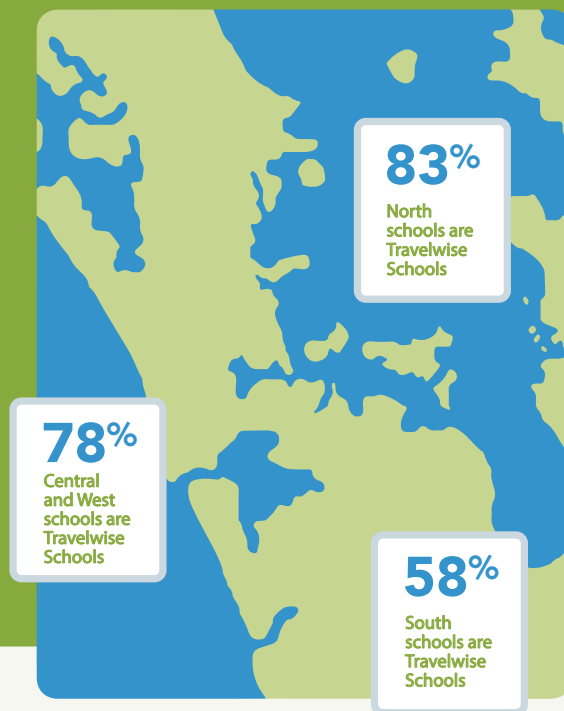


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We are also an Enviroschool and the two go hand in hand. Children are aware of the need to come to school in a sustainable way and the impact it has on the environment.

Travelwise Lead teacher,
2013 Customer Survey

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Case Study: Promotion of public transport, AT HOP and rail electrification

In 2013 we worked with school management teams across Auckland to promote how to use the new AT HOP cards on public transport, visiting 111 schools as part of the campaign.

We provided Ambassadors outside schools where large numbers of students were affected by the introduction of AT HOP.

Rail safety information and promotional material were sent to all 538 schools across Auckland as part of an inter-agency campaign promoting the risks associated

with an electrified rail network. This campaign highlighted the key messages of Keep your distance, Be careful and Don't mess around with overhead wires.

In November 2013, we provided 313 public transport passes to school staff across the region from 117 schools. 71 participants made a commitment to continue to use public transport for their commute to work as a result of this promotion.

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I really enjoyed using the bus. What was unexpected was the way I was able to meet with students from the school. I think they enjoyed seeing me on the bus and I was able to get to know them better. It actually helps promote learning and this was totally unexpected.

Participant,
Travelwise School Staff Public Transport

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Hillsborough Primary School walking school bus

Walking School Bus programme

Walking School Buses are operated by volunteers and are well supported by the School and Auckland Transport.

The programme has progressed significantly in the 2013 school year, despite not meeting the target for 60 new 'buses'. This target was ambitious because there is a natural lifecycle with Walking School Buses and it does not account for natural attrition or those which are reinvigorated after a lapse. A revised target will be set for 2015 that captures those which are re-established.

Highlights in 2013 include 375 volunteers attending professional development sessions and signing up 40% of families who participated in our winter Walking Bring a Friend promotion. This year also saw the development of the Walking School

Bus (WSB) Merit Scheme to increase the longevity of children walking on the WSB and to recognise and profile the road safety, health and social skills that children develop as a result of being part of a WSB programme. As children walk to school they receive a stamp and/or click on a ticket. When tickets are completed children receive a corresponding merit key tag.

Safer Journeys for Children

Walking school buses are a first step in the lifecycle of active travel to school.

We then encourage independent walking or cycling through a rewards-based scheme called Walking or wheeling on Weekdays (WOW). The last stage of the lifecycle is using public transport to intermediate and high schools, which can often be located at greater distances from home.

Travel planning is changing travel behaviour

The travel planning programme delivered by Commute includes; working with workplaces, business areas, tertiary institutes, Personalised Journey Planning with households, and Carpooling.

Community Transport Travel Planning programme targets

KPIs and targets		2013/14 result
Reduction in single occupant vehicle trips in the morning peak (equivalent to 3,800 trips)	✓	3,851 SOV trip reduction ¹⁴
Increase number of businesses and employers exposed and awareness of Commute	✓	23 new organisations joined the Commute programme
Increase engagement and participation in the travel planning programme i.e. events, activities and packages	✓	Direct engagement with over 4,000 employees through Commute programme 10,017 Commute website page visits 16,022 Auckland Let's Carpool website page visits
Increase carpooling registrations to 4,000 and uptake of carpooling	✓	5,348 ¹⁵
Increase levels of TDM in Auckland Transport projects	✓	Met with representatives from many AT departments

Commute

Commute is Auckland Transport's travel planning programme, engaging with workplaces, business associations, tertiary institutes and households.

Commute engages with workplaces to effect behaviour change from driving alone in the morning peak to more sustainable and efficient modes of transport. Each workplace is offered a range of packages to encourage alternative modes of transport, and the option to incorporate a travel plan.

Auckland Transport's Commute programme is the national leader in workplace travel planning and has been put forward as a case study for inclusion into the national guidelines of the Business Friendly Cities – Guidelines and Case Studies from New Zealand's Core Cities.¹⁶

PJPs were delivered with residents in Beach Haven, Newmarket, Panmure and Manukau.

¹⁴ As estimated by before-and-after workplace travel surveys.

¹⁵ As downloaded from the Let's Carpool website, 30 June 2014.

¹⁶ www.lgnz.co.nz/home/news-and-media/2014-media-releases/lgnz-launches-business-friendly-councils-guidelines/

¹⁷ Auckland Workplace Travel Plan Programme Report, Update of Economic Evaluation, July 2014, John Bolland Consulting.

FAST FACTS: COMMUTE

- 90 Auckland organisations are signed up to Commute
- The 3,851 per day decrease in morning peak single occupant vehicle trips exceeds our target
- Of the 3,851 trips, 182 are from the personal journey planning programme (PJP)
- The benefit cost ratio of the Commute programme is 8.6¹⁷



FAST FACTS: BEACH HAVEN PJP

- 295 households completed the scheme
- Personalised information was provided for 447 journeys
- 52% of participants changed their travel behaviour leading to a weekly reduction of 601 peak time car trips, 29,000 fewer car trips per year.
- 91% of participants who changed their behaviour said the PJP programme influenced them at least a little bit. 51% were strongly or very strongly influenced
- 95% of participants were either satisfied or very satisfied with the programme

PJP	Number of residents engaged
Beach Haven	447
Newmarket	221
Panmure	307
Manukau	862
TOTAL	1,837

Table 1: **Number of participants¹⁸ engaged in personal journey planning programme in 2013/14**

Case Study: Beach Haven PJP

Auckland Transport delivered a community-based programme encouraging residents of Beach Haven to make the most of their public transport facilities and to walk and cycle for local trips.

Householders received information on:

- Specific bus, train and ferry services that matched their travel routes and times - particularly the new Beach Haven ferry service
- Links to real-time display boards supplied by Auckland Transport
- Times and calories burned for walking and cycling trips
- Information on carpooling options

Further conversations led to the offer of trial public transport passes. Travellers were also encouraged to make a commitment to try the suggested options.

At the end of the project, a survey of behaviours showed strong results and high levels of support for this community-based programme.

This project showed strong efficiency gains over previous personalised journey planning projects and helps to improve our approach to community engagement in transport programmes.



¹⁸ Participants are defined as people who were incentivised through the PJP programme to change their travel behaviour.

KPI: Increase number of businesses and employers exposed and awareness of Commute

Since its introduction, the workplace travel planning programme has engaged or approached 24 business associations, five tertiary institutes, and 61 workplaces directly.

Twenty-three organisations were signed up in the year to 30 April 2014, with more continually coming on board.

Of those organisations on the programme, around 40 have delivered Commute events and/or activities in the last year to April 2014.

Type	Newly engaged or approached in 2013/14	Total engaged on Commute
Workplace	17	61
Tertiary	0	5
Business Association	6	24
Total	23	90

Table 2: Organisations signed up in 2013/14 to Commute



Carpooling Expo held at Auckland University of Technology, City Campus

Sustainable Business Network

Formed in 2002, the Sustainable Business Network (SBN) is a not-for-profit organisation working for the integration of economic growth, social equality and environmental management now and in the future. The SBN Cornerstone membership brings together officers from Auckland Council and Council Controlled Organisation's who work with businesses and business networks with a focus on sustainability.

The Commute Programme has benefited from access to SBN organisations who provide valuable insights into business thinking.

Business Network Meetings

We facilitate Business Network Meetings, open to all organisations on the Commute programme. The meetings provide an opportunity to discuss transport issues within the Auckland region and in local areas, and hear about AT's programme developments.

New for this financial year was the development and launch in March 2014 of a quarterly Commute newsletter to increase engagement on the programme. To further a more localised approach, a programme of local meetings has also been developed alongside an annual meeting.

KPI: Increase engagement and participation in the travel planning programme

Our outstanding travel planners have directly engaged with over 4,000 employees in the 2013/14 year and many more employees have been exposed to travel planning messages via information and collateral sent out to organisations.

In the year to April 2014 we have delivered over 20 Travel Expos and over 15 cycling packages. At one-day Travel Expos we hold prominently positioned information sessions. Employees can find out more about their transport options by discussing them with an AT representative along with free maps and timetables.

Commute

Explore your transport options

Give Public Transport a GO



Give Cycling a GO



Public transport – Give It A Go package

Employees who are not regular users of public transport are offered a two-week pass. In 2013/14, over 1,400 passes were issued.

An evaluation survey gathered 514 responses which revealed that:

- **71% (366)** had used their trial passes.
- **62% (225)** of all respondents indicated they intended to continue using public transport at least once a week.
- **33% (119)** indicated they intended to use public transport daily.

Cycling and other packages

Employees who regularly drive alone to work in the morning peak are invited to trial a loan bike for two weeks.

Over 15 cycling packages were delivered, enabling in excess of 200 employees to trial a loan bike.

In the next year we will follow up with those who accepted our offer to see if they have changed their behaviour as a result.

We also offer packages for carpooling, walking, and teleworking.

These packages are mainly about providing information for organisations and their employees, which can be delivered as part of the Travel Expo.

Case Study: Mahitahi Trust

Mahitahi Trust is a charitable trust working to support those with barriers to mental wellness and promote wider wellbeing. Its principles are based on ngatikanga Māori (Māori cultural beliefs and practices).

Reason for being on the Commute programme:

Following a review focusing on value, efficiencies and development of a wellbeing plan for employees, a number of transport initiatives were identified. These sought to make the current vehicle fleet more cost effective and to use travel as a way to promote core values of wellbeing.

There was a shift from staff having a company vehicle which they could take home to having a fleet of vehicles stored at the work site.

How we assisted:

We were approached by Mahitahi Trust to help the organisation adjust to these changes.

- A Travel Expo was held in August 2013, which gave staff information on their personal commutes. This coincided with the changes in company car policy to help them through the transition.
- The cycling and public transport packages were very successful. Some of the trust's clients cycle regularly during their visits.

Mahitahi Trust has also installed some bike parking and in the future plan to get shower and locker facilities.

- Based in Manukau
- 75 employees with 30 visitors to the site each day
- Joined Commute programme in August 2013
- Of the 32 employees who trialled a public transport pass, 25 are now using public transport at least once a week to get to work
- Six employees regularly cycle

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Without AT, we wouldn't have had the support and resources to achieve as much as we have. We wouldn't have been able to promote the messages to this extent; the programme has been an eye opener.

Congestion is an area we continue to focus on and our next opportunity is to promote the Carpool programme to our staff during Kiwi Carpool week in June 2014. We will promote carpooling in a fun and interactive way which we envisage will further decrease the congestion around our work site.

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Ngahuia Hunter,
 Quality/Health and Safety Manager,
 Mahitahi Trust



Case Study: Aecom

Aecom is a global provider of professional, technical and management support services to a broad range of markets. The company has offices throughout New Zealand.

Reason for being on the Commute programme:

Aecom reinvigorated their travel plan in preparation for a move to a new 5* green rated building in central Auckland.

Supporting employees with the move not only helped them to consider sustainable transport options, but fitted with their sustainability policy and Corporate Social Responsibility framework.

The new site had limited car parking which would require a change in commuting for many, but also had excellent showers, a towel service, bike parking facilities, and is close to Britomart, which theoretically made the transition much easier.



Employees are more engaged in areas of sustainability and the support provided by Auckland Transport has been well received. They supported us through the process and were ready to answer our questions, providing good examples and lessons learned, which helped to sustain and grow our travel plan.

Sarah Dove,
Travel Plan Co-ordinator, Aecom



How we assisted:

A Travel Expo helped employees better understand their travel options to and from the new office, including carpooling and cycling.

Commute delivered a bike maintenance session for staff in support of the Go by Bike day event and we organised a breakfast to encourage and reward all cyclists.

AECOM also has a teleworking/ flexible working policy which is tailored to employees based on roles and responsibilities. Increases in technology have enabled increased take up of these policies.



- 320 employees in the Auckland office, based in Quay Park, in the CBD.
- Joined Commute programme in November 2012.
- 20% increase in the use of public transport (from 19% to 39%).
- 10% of staff cycling to work.
- Reduced costs for staff to get to meetings, as many now walk or use public transport.



Find and share rides with great people going your way.

Sign up at letscarpool.govt.nz



KPI: Increase carpooling registrations to 4,000 and uptake of carpooling

Carpooling

We manage the Let's Carpool programmes and website for the Auckland region and facilitate a range of measures to promote the website, from advertising campaigns to targeted events at workplaces and universities.

Promoting carpooling hits a climax in June of every year when Kiwi Carpool week is held.

Last year our researchers carried out a national carpooling panel survey.

The Auckland sample of 509 respondents contained only 5% who described themselves as active carpoolers but 88% of them carpool at least once a week and 19% at least five times a week. A further 20% were considering carpooling.

KPI: Increase levels of Travel Demand Management in Auckland Transport projects

Travel Demand Management (TDM) is the application of strategies and policies to reduce travel demand, specifically that of single-occupancy private vehicles (SOV).

Managing demand makes the best use of what we already have. It is a cost-effective method of reducing congestion, improving journey time reliability, increasing customer satisfaction with the travelling experience and reducing the cost of transport on health and the environment. It also supports economic growth.

TDM principles are embedded in a lot of what Auckland Transport delivers, though it has not always been consistently applied. The Community Transport team have engaged with a number of key AT departments to deliberate on how TDM principles can best be incorporated into each department. They include Investigation and Design, Parking and Enforcement, Public Transport, Traffic Operations, Traffic Systems, Strategy and Planning, and Auckland Transport Operations Centre (ATOC).

FAST FACTS: LET'S CARPOOL

- Kiwi Carpool Week ran from 9 - 15 June 2014, with campaign delivery from 15 May – 23 June
- 518 new Auckland registrants signed on with the Let's Carpool website during this time
- There are now 5,348 people and 32 organisations registered

Special events

To ease travel demand to big events such as rugby games and big concerts, attendees can use their event ticket to use public transport.

This incentive has been highly effective and also has the secondary benefit of exposing people to public transport who might not have otherwise considered it.

We have formed a positive working relationship with the ATOC team, incorporating TDM principles. In June 2014, a survey of attendees to the All Blacks vs England rugby test at Eden Park will be delivered.

The survey will establish whether this public transport incentive has encouraged attendees to use, or consider using, public transport for other journeys.

Auckland Manukau Eastern Transport Initiative (AMETI)

\$1.5 billion is being invested in new transport infrastructure in the East Tamaki area. In order to get the most out of the programme, we have been working with the AMETI project team to implement a range of TDM activities aiming to reduce congestion during Phase 1 of the project.

Activities included:

- Information booklet outlining alternative options for travel (image on left).
- Travelwise programme for nearby schools.
- Commute programme for AMETI employees and nearby businesses.
- PJP in Panmure
- Development of walking and cycling infrastructure to support local community through the Point England to Panmure safe routes scheme.





The number of people walking and cycling is increasing

The number of cyclists in Auckland has been steadily growing, and this year was no exception.

Community transport targets	2013/14 result	
3,000 people participate in cycle / walking events	✓	6,001 instances of participation in our events ¹⁹
Increase walking in the morning peak into the CBD to 5400 trips	✗	5330 walking trips, an increase of 10% from previous year
10km of the Auckland Cycle Network (ACN) implemented	✗	5.3km ²⁰
Increase cycling trips across the region to 129,300 in the morning peak per year and 871,000 all day per year	✓	141,897 in the morning peak per year, increased by 16.1% 915,458 All day cycle movements per year, increased by 9.6%

¹⁹ Instances of participation is the combined number of attendances at all events. We cannot record this as number of participants, as individuals can attend or participate in more than one event. This figure excludes Ciclovia attendance numbers as no official count was conducted.

²⁰ Reporting covers facilities on the Auckland Cycle Network provided by Auckland Transport and NZTA.



KPI: 3,000 people participate in cycle and walking events

A busy spring and summer programme meant that, even without the signature Ciclovía event in February, there have been 6,001 instances of participation.

Auckland Council's Screenline 70 survey shows that the number of walking and cycling trips into the city centre is increasing.

This has a wide range of benefits for the city; less congestion on our roads, reduced air pollution and CO2 emissions, and improved public health to name a few.

	Spring	Summer	Winter	Total
Ride n Repair stations	450	500	-	950
Art Week bike tours	75	-	-	75
Halloween rides	393	-	-	393
Valet bike parking at events	260	326	-	586
MS Bike the Bridge Event	43	-		43
Ciclovía	-	Attendance not counted at event	-	-
Kick Start	-	970	-	970
Other cycle events – Family/Community	1,275	769	-	2,044
Other cycle events - Commuter	-	603	337	940
Total	2496	3168	337	6001

Table 3: Participation in cycle and walk events 2013/14

FAST FACTS: CICLOVIA

- Held in February 2014 for the first time
- Strong levels of attendance
- Parts of Quay Street closed to re-invigorate public space
- Activities and entertainment included bike decorating, slider bikes and polo demos, clowns and unicyclists, along with cycle information



Case Study: Ciclovía on Quay

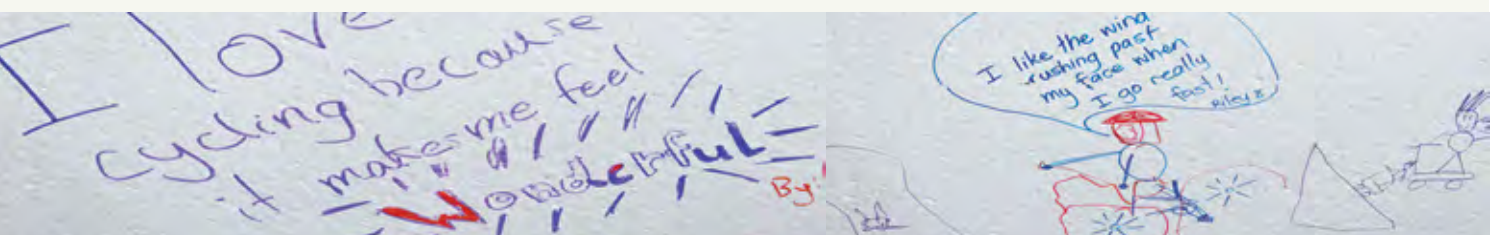
Ciclovía, or “Open Street” events, are a growing global phenomenon as cities around the world seek ways to re-invigorate their public space, reclaim their streets and encourage safe, healthy and active lifestyles.

Auckland’s first ever Ciclovía event was held February 2014.

Portions of Quay Street were closed to general traffic and a public engagement area was set up with displays and information on some of the main city transformation projects proposed for the area.

The event was a partnership with Auckland Council. It was held on the same day as the Britomart and Silo markets and an Emergency Services Open Day on Queens Wharf. The alignment of the two one-off events generated efficiencies in expenditure whilst minimising impact any additional event would have on the road network.

Positive feedback was received on social media, including cycling blogs and Facebook. A graffiti wall also expressed how children see their relationship with cycling.



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*I love cycling because it helps you get fit,
I like cycling with my family and having lots of fun...*

//

KPI: Increase walking in the morning peak into the CBD to 5400 trips per day

Each year in March, a manual count of pedestrians and cyclists entering and exiting the city centre in the morning peak (7-9am) is undertaken by Auckland Council via the Screenline 70 survey.

In March 2014, 1,347 cyclists and 8,700 pedestrians were counted at 17 locations around Auckland's CBD over a two hour period in the morning peak. For pedestrians, this is a 10.8% increase on 2013. For cyclists this is a 32.8% increase²¹.

		2012/13	2013/14	% change
Inbound	Number of pedestrians	4,482	5,330	+10.0%
	Number of cyclists	762	1,015	+33.2%
Outbound	Number of pedestrians	3,007	3,370	+12.1%
	Number of cyclists	252	332	+31.8%
Total	Number of pedestrians	7,489	8,700	+10.8%
	Number of cyclists	1,014	1,347	+32.8%

Source: Screenline 70 survey, March 2014, Auckland Council RIMU team

Table 4: **Number of cyclists and pedestrians entering CBD at 17 sites 7-9am**

Until this year, the bulk of the Walking and Cycling education and promotion programme has been dominated by measures to promote and enable greater uptake of cycling. However, in 2013/14, two campaigns have focused on walking, particularly in the city centre.

Kick Start campaign

The Kick Start pedestrian promotion was launched in February 2014 and ran for four weeks.

A series of walking stations were set up at key locations around the city where participants registered for and scanned their personalised bracelets as part of a points-based reward scheme.

The campaign was promoted using Electronic Direct Mail and through the Heart of the City and CBD Residents Advisory Group.

²¹ The weather was fine throughout the 2014 survey compared to brief periods of marginal weather during the 2013 survey. The more favourable weather may have encouraged a greater use of active modes.

FAST FACTS: KICK START

- 970 people signed up to the campaign
- 120 of these sign-ups were through the website
- 3,727 engagements with members of the public
- 80% stated that they were a little or a lot more likely to walk as part of their commute as a result of this promotion

Kick start your 2014 health resolution

Make walking part of your journey to work or study, by walking all or part of your way. You will feel fitter, improve the environment and save some money!

Auckland Transport is here to make it easier for you with our new Pedestrian Promotion. From 1 February 2014, we will be encouraging walking to work at various workplaces across Central Auckland and at various local community events.

How to register?

You will be able to pre-register at your workplace, selected local community events, at one of Auckland Transport walking stations or via www.aucklandtransport.govt.nz/walktowork.

Auckland Transport Walking stations

Five walking stations will be set up across the CBD from 18 February to 20 March 2014.

When you walk pass one of these stations every Tuesday and Thursday, your walk will be recorded and you will collect points. The more times you walk to work or study, the higher your chances are for winning some great prizes.

Each day of walking represents one point. As you progress and achieve a certain number of points, you can either receive a direct reward or go into the draw to win the grand prize.

Watch out for our Auckland Transport walking station in the following locations:

- Victoria Park
- Hopetoun Street
- Symonds Street
- Beach Road
- Karangahape Road

For further information, please visit www.aucklandtransport.govt.nz/walktowork

Save money, save the environment and improve your health and fitness!

Walk2Work Day is a national day in March, created by Living Streets Aotearoa in 2009, to promote the benefits of walking.

This year, AT complemented our Kick Start campaign and Commute programmes with a range of promotional activities and advertising to raise awareness of the Walk2Work Day and to direct people to our website, so they could access more information and the corresponding competition.

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Getting up early, the morning is fresh and quiet, but lots of buzz from active people getting in their morning exercise.

Love it! All those motivated people, running, walking and cycling. Walking to work is refreshing and revitalising, it gives me plenty of time to suss out my day and clear my head. Energised for work! I feel I save the world a tiny bit from not using my car.

My petrol and wallet is spared too!

Tammy Jeffries,
winning entry

//



KPI: 10km of the Auckland Cycle Network (ACN) implemented

We have constructed 5.3km of cycleways on the Auckland Cycle Network (ACN²²) in the financial year to June 2014. It has proved difficult to align the construction phasing with an annual target. Some years less than 10km are constructed, other years significantly more. While the target this year is not met, approximately 20km of cycleways are proposed or under construction in 2014/15.

Schemes constructed with facilities contributing to delivery of the ACN in 2013/14 include:

Region	Cycleways constructed	Cycleways under construction	Priorities for 2014/15
North	Taharoto Road and Wairau Road intersection upgrade, Greville Road shared path, Glenfield Road upgrade stage 4		Orewa Bridge separated cycleway
West	Don Buck Cycleway stage 2	Te Atatu to Lincoln Road shared path; Portage Road, Swanson Shared Path	Central Park Drive Connection
Central	Grafton Gulley Shared Path (stages 1 and 2), Auckland Domain and Lower Domain Drive	Dominion Road Parallel Routes; Grafton Gulley Shared Path (Alten Road to Upper Queens Street); Westhaven Link	Beach Road and Grafton Gully, Nelson Street Downtown Cycleway, Beaumont Street Cycleway, Carlton Gore Road
South		Chapel Road/Town Centre Avenue intersection upgrade; Great South Road shared path from Beaumonts Bridge to Manuroa Road	Cycleways providing links to Manurewa Rail Station, Homai Rail Station, Puhinui Rail Station and Papatoetoe Rail Station, Mangere Safe Routes
Non-ACN	Point Wells Shared Path		Shared paths on Matua Road and Tapu Road in Huapai

Table 5: **Schemes constructed with facilities contributing to delivery of the ACN in 2013/14**

New infrastructure integrated into major projects

All major projects now integrate walking and cycling through construction of wider footpaths, on- and off-road cycleways and cycle parking at transport interchanges.

Key examples are:

- AMETI: 7km of new cycle lanes and 6km of footpaths, a separated cycleway and footpath from Panmure to Pakuranga and better links between Panmure station and town centre. Cycle parking to be constructed in 2014/15 at the new Panmure interchange.
- Albany Highway North upgrade: 4km stretch of the highway from Schnapper Rock Road to Dairy Flat Highway is being upgraded and will include wider footpaths and on- and off-road cycleways for the 5,000 schoolchildren in the area and for commuters.
- Tiverton-Wolverton upgrade: a 20-month upgrade of this 2.2km arterial route is already encouraging more cyclists, and more pedestrians to access Olympic Park. Further work is planned to create a safer cycling route in the area.

²² The ACN is a comprehensive long-term plan for safe and accessible cycle routes which connect across urban Auckland. Reporting covers facilities on the ACN provided by Auckland Transport and NZTA.

Town centre cycle parking infrastructure

154 cycle parking stands were constructed across Auckland with a focus on the following town centres:

- North: Devonport, Milford, Glenfield, Takapuna, Whangaparoa
- Central: Ponsonby, Waitakere, Avondale
- South: Howick, Botany, Papakura



Public transport interchange cycle parking

Other key cycle parking improvements were focused on public transport interchanges.

This included a trial of secure cycle parking with new facilities constructed at Papakura and Papatoetoe stations plus Birkenhead Ferry Terminal. In addition, a covered cycle parking stand was constructed at Onehunga Station.

Post implementation surveys with cycle parking users show the vast majority of respondents have ranked aspects of design and function highly²³. 84% thought the ease of use of the bike stands was 'good' or 'very good', 81% thought the Bike Parks were conveniently located and more than 81% thought the Bike Park safe and secure (both their personal safety and the security of their property).



Ponsonby bike corral design

Case Study: Ponsonby bike corral

The Ponsonby Road Bike Parking Corral was opened to the public as a trial in September 2013.

This is first of its kind infrastructure in Auckland, involving the removal of a car parking space in one of Auckland's thriving retail and commercial streets. An evaluation was undertaken to determine how successful the installation was, and establish if and how

more could be installed throughout the city.

On a typical weekend the bike parking corral was estimated to generate significantly more expenditure than when it was used as a car parking space (around \$76 compared with \$48 per hour). This is largely due to the fact that more people are physically able to park in that space.

So even if the corral is not fully occupied, more people are using it and patronising local businesses.

²³ Post-Implementation Report, Train and Ferry Bike Parking: Evaluation. Alison Lee, June 2014. Survey used a ranking scale from 1 – 10 (1 is the worst, 10 is the best).

New footpaths and pedestrian bridges

Twenty new schemes were constructed in 2013/14 equivalent to 3km of new footpaths. Additional new footpaths are provided with Local Board funding through other parts of AT. New pedestrian/cyclist bridges were constructed at Kumeu on SH16 and Glendhu Bridge.

KPI: Increase cycling trips across the region to 129,000 in the morning peak and 871,000 all day per year

AT owns and maintains 16 automatic cycle counters throughout Auckland. Nine of these counters have been installed since November 2010. They provide a continuous, objective count of cyclist movements at each of the sites they are located (a cyclist movement is an incidence of a cyclist passing over a cycle counter). For the 2013/14 year, 915,458 cyclist movements were recorded. This is an increase of 9.6% on the previous year.

Morning peak data

Cyclist movements are particularly increasing in the morning peak with an additional 19,600 journeys in 2013/14 compared with 2012/13.

The number of morning peak (7-9am) cyclist movements increased by 16.1%.

	2012/13 Count	2013/14 Target	2013/14 Count	% change
Number of cycle movements in the morning peak (7-9am)	122,201	129,000	141,897	16.1%
Total number of cycle movements on an average day	835,266	871,000	915,458	9.6%

Table 6: **Number of cyclist movements recorded in 2012/13 and 2013/14**

Table 9 in appendix 2.3 shows the total cyclist movements recorded at each counter site and the percentage change from 2013.

Long-term trends

Figure 4 below shows the number of cyclist movements recorded at the nine original cycle counter sites since November 2010.

The number of cyclist movements in the morning peak increased by 15.0% over this period.

In total the number of cyclist movements recorded daily has increased by 62.9%.

In December 2012, another seven automatic cycle counters were installed. Figure 9 in Appendix 2.3 shows the number of cyclist movements recorded at these sites from the month they were installed.

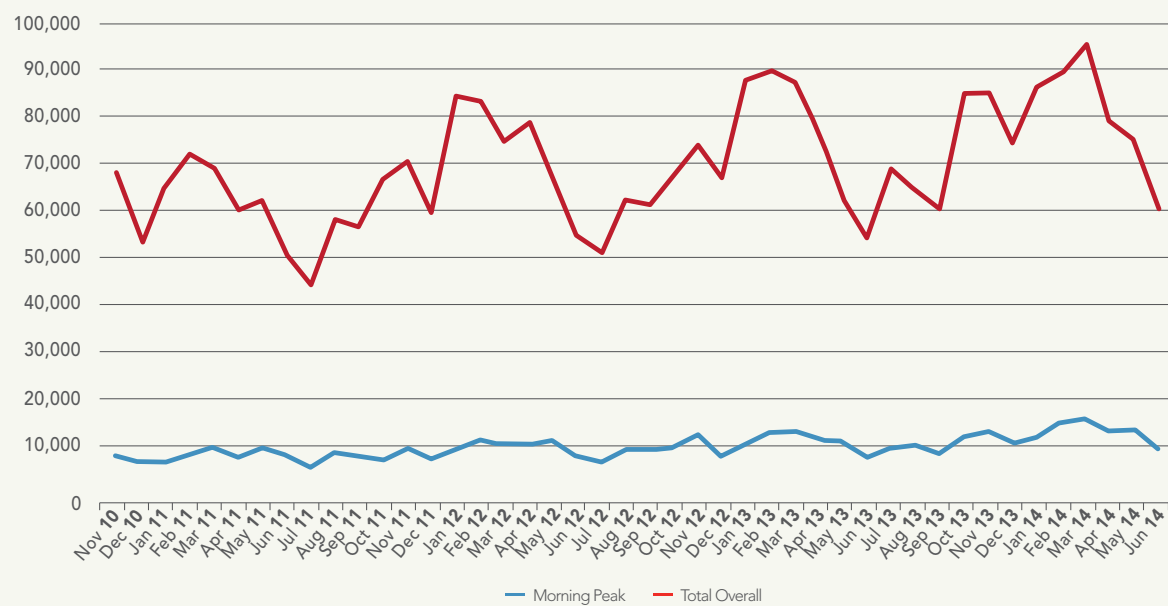


Figure 4: Long term trend of cyclist movements at nine sites in Auckland region since November 2010

Manual cycle monitoring programme

From 4-6 March 2014, a manual count of cyclist movements was undertaken at 85 sites throughout the Auckland region. These counts were made at two time periods; 6:30-9:00am and 4:00-7:00pm²⁴. The manual count allows AT to obtain information on cyclist behaviour and demographics that are not captured by the automatic counts.

Some key findings were:

- A slightly higher proportion of cyclists counted in 2014 were female (17% compared to 15%), which is a useful indicator that cycling in Auckland may be becoming slightly more accessible for more types of users
- The proportion of school children counted in 2014 is 8%, the same proportion as last year. This proportion has decreased from 11% counted in 2007 when the counts began.
- A higher proportion of cyclists movements counted were recorded as using an off-road cycleway (22% compared to 10%) in 2007.
- Of the 60 sites that have been included since 2007, the number of cycle movements recorded has increased 19%.
- The number of cycle movements recorded at 85 sites in 2014 decreased 13% from 2013. This contradicts results reported from the Screenline 70 survey (which only counts cyclists entering and exiting the CBD) and the automatic cycle counters.

Given that the manual count is a snapshot, rather than a continuous count, the recorded count can be highly variable from year to year.

Recorded changes can be due to any number of factors including, but not limited to: weather in the week or two prior to the counts, weather forecast, variability in the time of day that cyclists are travelling.

²⁴ Gravitas manual cycle monitoring, March 2014.

	2013	2014	% change
Number of cycle movements	14,864	12,877	-13%

Table 7: **Number of cycle movements manually counted in March 2014 compared with March 2013**

19 out of the 85 sites monitored recorded an increase in the number of cyclist movements.

Figure 10 in Appendix 2.3 indicates how the counts have changed since the programme began in 2007.

Overall the count indicates that the number of cyclists is increasing over time, which does reflect the data recorded by automatic cycle counters.

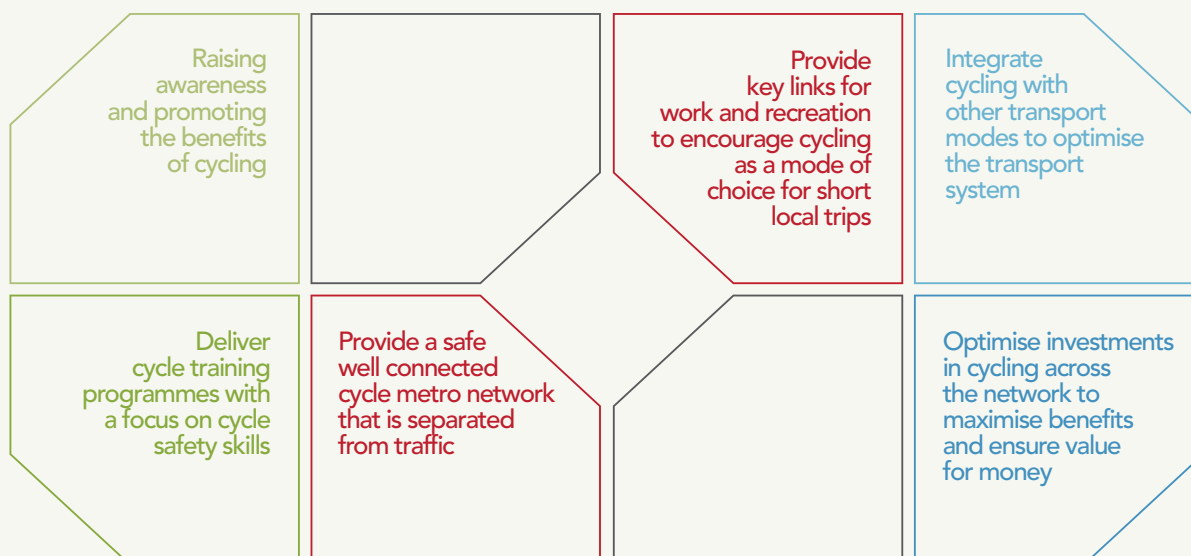
Business planning and partnerships

Community Transport collaborates with a range of internal and external partners and stakeholders. This year, a Cycle Advisory Group has been established as a forum for providing advice, a strategic review and sounding board on cycling issues in Auckland.

The group's members include:

- Auckland Transport, Auckland Council, Mayoral office and Local Boards, Waterfront Auckland
- NZ Transport Agency, Ministry of Transport, Accident Compensation Corporation, Public Health
- Bike NZ, Cycle Action Auckland, Automobile Association, Generation Zero, Greenway Project Trust, Walk Auckland, Transport Blog.

A key focus for Community Transport in 2013/14 was the development of a Cycling Business Plan which is built on the following six goals:



INCREASED CUSTOMER SATISFACTION WITH TRANSPORT INFRASTRUCTURE AND SERVICES

Introduction

Delivering an exceptional customer experience is pivotal to encouraging Aucklanders to consider alternative transport choices.

Community Transport has developed customer satisfaction targets for two of its programmes and for our responsiveness to resource consent and plan change requests.

Community Transport KPIs and targets	Performance measure	2013/14 result
85% customer satisfaction rating for the Travelwise programme	x	76.5% ²⁵
85% positive satisfaction response from Commute customer engagement surveys	x & ✓	73.7% for Commute organisations ²⁶ , 86.8% for PJP participants ²⁷
100% response to resource consent and plan changes with travel planning and TDM elements within timeframe	x	Not recorded

What schools are saying

The Travelwise programme would not be possible without the support of our schools, school management, Travelwise lead teachers, student groups, Walking School Bus volunteers and external stakeholders.

All our programmes have school communities at the centre of everything we do. We support their ideas about how to make their school community travel more safely and sustainably.

2013 was the first time we surveyed teachers so the 85% target had no benchmark when it was set.

While the 76.5% result is considered a good one, we have already made significant changes in two areas to improve on this result.

²⁵ Mean percentage calculated using the Walking School Bus volunteer coordinator engagement survey (78% high, very high rating) and Travelwise Lead Teacher survey 2013 (75% high, very high rating).

²⁶ Average score of 3.7 out of 5 from customer satisfaction survey with Commute workplace coordinators, rating their level of satisfaction on a 1-5 scale

²⁷ Average score of 4.2 out of 5 from the evaluation survey with PJP participants, rated on a 1-5 scale

Development workshops

Our 2013 Travelwise lead teacher survey asked lead teachers what we could do to improve their experience. They said that they needed more ideas on how they could deliver Travelwise as part of their regular teaching.

In Term 3 2013, curriculum focussed regional lead teacher workshops were delivered in West, North and South Auckland. Key components were:

- Curriculum integration
- Promoting safe and sustainable transport using a whole school approach

We received extremely positive feedback from the 92 teachers. They appreciated the opportunity to network with other teachers, and felt empowered to lead Travelwise at their schools.

The desired outcomes and objectives of the workshop were met. The workshop gave lead teachers resources and tools to support them with integrating the Travelwise programme into their forward planning and school ethos. The evaluation feedback we received has led to us continuing to include lead teacher workshops in our 2014 Schools programme.

Student workshops

In 2013, we also provided student leader workshops across the region: we wanted all students and teachers to go home from the workshop with practical ideas that they could easily use at their school and increased understanding about what their role as a student leader was. Elements of the workshops were information stations, activity planning and presentations.



What commuters, students and businesses are saying

KPI: 85% positive satisfaction response from Commute customer engagement surveys

A customer satisfaction survey was distributed to all organisations on the Commute programme. Twenty responses were received with an average satisfaction score of 3.7 out of five (73.7%). Those workplaces who completed the survey rated:

- Parking management, improving awareness and take-up of carpooling, and increasing public transport use as the most important transport issues
- The public transport trial, assistance with staff travel surveys, and assistance with planning and delivering activities as the most effective assistance provided by the Commute programme.

Overall, PJP participants gave an average satisfaction score of 4.2 out of five (86.8%)

Cycling's the Go programme – customer satisfaction

A survey of those adults who completed the Novice On Road cycle training was conducted, with 13 responding. All respondents agreed or strongly agreed that the guide showed them a number of things which would allow them to stay safe when they cycle by themselves, and that the session increased their likelihood of cycling in Auckland again.

A survey of adults who went out on a guided ride was conducted with 36 people responding. All respondents agreed or strongly agreed that the guide showed them a number of things which would allow them to stay safe when they cycle by themselves. 94% said the session increased their likelihood of cycling in Auckland again.

A student from the University of Auckland interviewed a selection of participants who completed the adult beginner cycle training course.

Among other questions, the participants were asked whether they felt they had achieved their goals by completing the training, and whether they would recommend the course to their friends and family.

Here is a selection of their quotes >>

//

- **Absolutely fantastic and should be held more often.**
- **Very worthwhile exercise for practice and confidence building.**
- **Fantastic experience – great people taking course. Best course ever done.**
- **Wonderful course. Safe at all times but slight challenges. Fantastic. Very worthwhile.**

Guided ride, adult participants

- ***I feel like my confidence has improved. I mean, I can now get on a bike and ride it... the idea of bike riding is no longer a daunting thought.***
- ***Yes. I tell people that I'm learning to ride in these classes and that I've never ridden before. I told my sister in Wellington about [classes]. No other city does that, gives you free bike lessons, it's actually a really nice thing to do. It would be really good to follow it up with everything else as well, like cycle lanes.***
- ***I cycle more often... I'm now confident and I feel like everybody else because I can now ride a bike...***

Adult beginner cycle training course participants

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Cycling survey 2013 and Active Modes survey 2014

In the past two years, Ipsos have conducted a survey gathering information on cycling behaviours and attitudes amongst a sample of the Auckland population. In 2014, this survey was expanded to include questions on behaviours and attitudes towards walking as a form of transport. The most common purpose for cycling and walking is exercise, fitness and recreation.

Indicator	2013 %	2014 %
Rate the current state of cycling - very good/somewhat good	20	30
Rate the current state of cycling - poor	51	43
Cycled regularly (at least once a week) ²⁸	12	5
Cycled in the past 12 months	Not asked	14
Walked ²⁹ regularly (at least once a week) in the past 12 months	Not asked	46
Walked ³⁰ in the past 12 months	Not asked	67
Auckland Transport rated positively ³¹	Not asked	42

KPI: 100% response to resource consents and plan changes with travel planning and TDM elements within timeframe

The travel planning team provide responses and comments on resource consents and private plan changes, from a travel planning perspective. This enables us to see whether travel planning matters are being considered, and to provide input on how they could be included. Having a 100% response rate to resource consents and private plan changes is important for the team to achieve but recording in this area needs to be strengthened.

²⁸ Different question in 2014. 2013 question: 'About how often do you use a bicycle for any reason?' 2014 question: 'Which of the following do you regularly use, ie at least once a week?'

²⁹ For a period of at least 10 minutes

³⁰ For a period of at least 10 minutes

³¹ Rated 'very or mainly favourable'

IMPROVED SAFETY OF AUCKLAND'S ROAD NETWORK

Introduction

Fatal and serious crashes have tragic social costs. They lead to serious disruption on the region's road network, which in turn carries economic impacts. Auckland Transport's goal is to provide an efficient, effective and safe transport system that helps make Auckland the world's most liveable city.

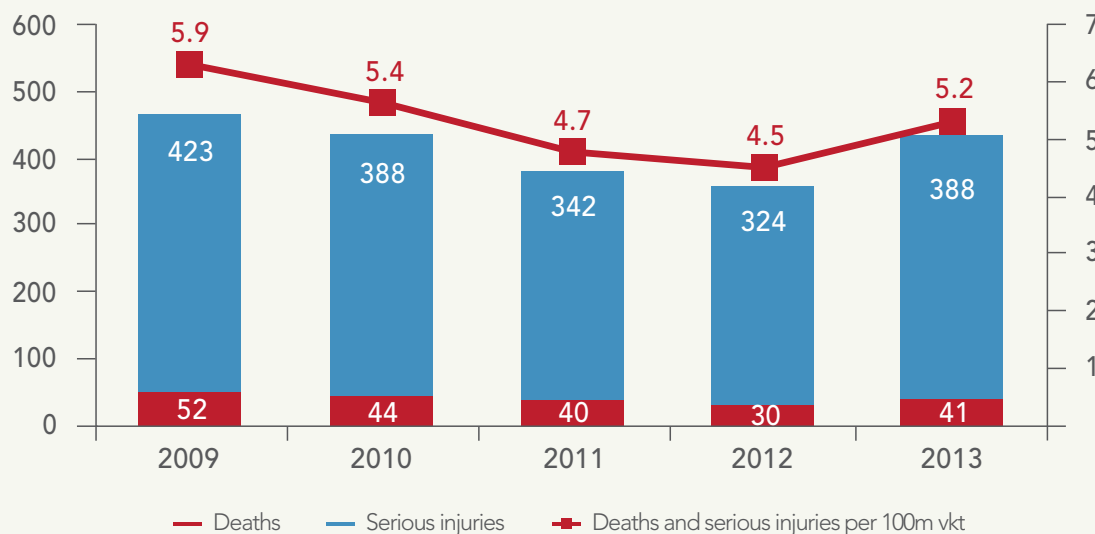
Greater economic activity, increased vehicle kilometres travelled (VKT) and increases in walking and cycling activity have in 2013 contributed to a 21% increase in deaths and serious injuries for all road safety related crashes. This scenario presents a strong challenge for reducing the crash risk exposure among the growing number of vulnerable road users in 2014. The five-year trend from 2009-2013, however, is still downward by 10%, reflecting the range of campaigns, programmes and safety engineering work that AT carries in partnership with the NZ Police and NZ Transport Agency.

AT's goals and Statement of Intent performance measures

Impact	Performance measure	2013/14 target	2013/14 result
Improved safety of Auckland's transport system	Total deaths and serious injuries on local road network	2% reduction	21% increase 10% reduction for the period 2009 - 2013

Trends in road safety

Auckland road trauma has been decreasing steadily throughout the past decade and the KPI of an annual 2% reduction was significantly exceeded in 2010, 2011 and 2012 (see Fig.5 below). Deaths and serious Injuries (DSi) increased significantly in 2013 in the urban central and urban south areas, particularly amongst pedestrians, cyclists and school-aged road users.



Notes: Data in the table is sourced from NZ Transport Agency.

Figure 5: **Number of deaths and serious injuries on Auckland's local roads**

Auckland Transport's role in road safety

Auckland Transport's role in creating a more forgiving transport environment involves transport planning, infrastructure design, asset management, road corridor operations and maintenance, and community transport activities. These improvements include land-use planning, safety engineering, traffic management, safety audits, monitoring and analysis, inspection and enforcement, road user education, training and promotions. The combined output is aimed at reducing crash-risk exposure across the transport network as a whole, and in particular at high-risk roads and intersections, and for high-risk road users and communities.

Community Transport contribution to Auckland road safety Key Performance Indicators (KPI)

Community Transport delivers a comprehensive road safety programme of education, training and promotion that aligns with the national Safer Journeys strategy. The strategy has an overarching vision of "a safer road system increasingly free of deaths and injury".

Community Transport road safety-related KPI's and targets	2013/14 result	
Contribute to the regional target of 2% reduction in total DSI's on local road network	✗	21% increase 10% decrease 2009-2013
Contribute to the 2% reduction in DSI for cycling and walking	✗	47% increase
Contribute to 2% reduction of DSI's for vulnerable road users aged between 5 – 18 years	✗	27% increase (21% reduction in crashes involving school age pedestrians and cyclists was found at schools with a Safe School Travel Plan, compared to a 5% reduction at schools without a Safe School Travel Plan ³²)
Increased engagement, targetting over 100,000 participants in campaign and events, including online	✓	83,665 at events 2.49 m online & cinema views ³³
10,000 people receive cycle safety training	✓	10,290
Customer perception of road safety is improved around schools	✓ ³⁴	

³² Flow Transportation Specialists. (2014). Safe school travel plans and road safety research update. Auckland: Commissioned Report.

³³ Refer to Appendix 2.4, Table 12: Recall statistics on Road Safety campaigns. The 2.49m does not indicate number of participants engaged as one individual may have viewed an online video more than once, though given the scale of through rate, it is fair to assume that in combination with the event engagement total, over 100,000 participants have been engaged.

³⁴ Travelwise Lead teachers and Principals were asked whether they felt Travelwise had made a difference to congestion and safety outside their school. 44.7% of Lead Teachers believe Travelwise has had a positive or very positive impact on the safety of children around their school. 31.2% of Lead Teachers believe Travelwise has a positive or very positive impact on congestion around the school.

Community Transport provides four key contributions to reducing crash-risk:

1. Education, training and promotion activities at both a regional and local level.
2. Leadership role in co-ordinating the development of Road Safety Action Plan's (RSAP's).
3. Assisting local communities to implement initiatives to address local crash-risk issues.
4. Encouraging safe use of new and existing infrastructure and supporting NZ Police enforcement activities.

The programme's development is targeted to high and medium risk themes and emerging risks, as identified through New Zealand Transport Agency Crash Analysis data and Police intelligence information. Refer to appendix 2.4 Auckland Safe System Themes for 2013/14. For detail of the location of the DSi please refer to figure 11 in appendix 2.4.

Auckland road safety themes

The bulk of Auckland's road trauma occurs on local urban roads and open roads in rural areas where the combination of higher speeds and less forgiving environments create a high personal crash risk. At-risk road users include:

- Alcohol/drug drivers, young drivers, vulnerable road users (pedestrians, cyclists, motorcyclists), Māori and Pacific children.

The leading death and serious injury (DSi) crash factors on the Auckland transport network are alcohol/drug driving, speed, run-off road, intersections and vulnerable road users. Emerging risks are driver distraction and restraints not being worn.

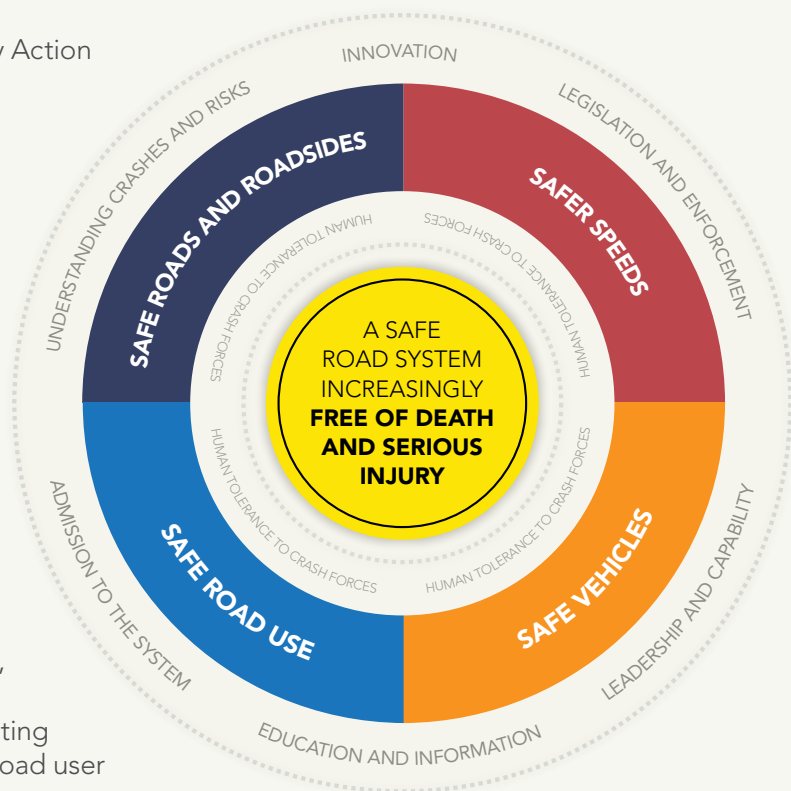
Table 10: Auckland Road Safety Themes in Appendix 2.4 outlines 2013 Auckland DSi road safety performance over five years for vulnerable and at-risk users, the leading causes and more detail on emerging issues.

Partnership approach to delivery

The benefits of co-ordinating road safety have been proven at both a regional and local level in terms of the aggregated value gained from combining education, safety engineering and enforcement activities at specific locations over a similar time period. Ideally, education is the first phase of a road safety campaign involving enforcement or safety engineering. Road safety education also has value in being able to be responsive to emerging road safety issues or highlighting high-risk parts of the network to road users.

Increasingly the programme is working towards fully integrating the Safe System approach, which is known to be best practice in terms of looking at the entire roading system and includes:

- Safe System Management – co-ordination of Road Safety Action Plans with partners
- Safe Roads and Roadsides – intersection safety including Red Light Running campaigns with NZ Police, and walking and cycling infrastructure
- Safe Speeds – Slow Down Around Schools and high-risk speed location campaigns with NZ Police
- Safe Vehicles – restraint campaigns with NZ Police, NGOs and communities
- Safe Road Users - education, training and promotion activities with partners targeting behaviour change in at-risk road user groups.



Improving the safety of the transport network as a whole is a collaborative effort. Community Transport leads the Road Safety Action planning with partners NZ Police, NZ Transport Agency, ACC, NGOs, road user groups and communities at a local level. Road safety is led at a regional level by the RoadSafe Auckland Executive, and co-ordinated at a local level through six Road Safety Action Plans.

This new approach represents a significant shift away from the historical notion of 'blaming the road user' towards a growing responsibility for planners, designers and engineers to design and operate a transport system that does not result in road users being killed or seriously injured if they make a mistake.

In 2013, Community Transport delivered to six Road Safety Action Plans with partners for rural north, urban north, urban central, urban west, urban south and rural south. A portion of the Road Safety programme was delivered by 12 community groups via the annual Community Transport funding grant (approx. \$369,000) for communities to address road safety issues in their community.

Cycle Safety Skills Training programme

KPI: 10,000 people trained to cycle safely through the Bike Safe and Cycling's the Go programme

Cycle training is offered to schools through the Bike Safe programme. Adults are trained at various levels of competency through the Cycling's the Go community programme.

	Number trained
Adults trained	918
Children trained	9372
Total number of Aucklanders trained	10,290

Table 8: Numbers trained in cycle safety



We work in partnership with NZ Police and School Community Officers across Auckland to deliver cycle training to Auckland children.

Our programme provides cycle safety education and cycle training to students across the region. In 2013/14 year:

- Over 8,500 Year 5 and 6 students from 89 schools received Grade 1 cycle training
- Nearly 200 students received more advanced training
- New resources were produced for the programme including a teacher's handbook that enables schools to link cycling to the curriculum.

Road safety campaigns target alcohol, speed, distraction and vulnerable users

Message recall statistics are given in table 12 of Appendix 2.4 for all the campaigns run during 2013/14 - some of which span more than one year. Below we highlight some of these campaigns that either target vulnerable users or current and emerging issues.

Current issue: speed

Love your Local campaign

This campaign was developed to enable communities to take a lead role in raising awareness of local speed issues. Community Transport used crash analysis data to identify three local community areas where speed was an issue: Clevedon, Kumeu/Helensville and Te Atatu.

Auckland Transport met with police, volunteer fire fighters, residents associations, schools and community leaders to ask them what could be done to do to encourage local residents to slow down. The groups asked to have recognisable local residents on billboards around the town. All the materials developed include local residents and landmarks to ensure a high level of community recognition and engagement. Focus groups with interested residents were run and agreement was reached on what tools would be supplied for the community to deliver a local speed promotion.

Current issue: alcohol

Sober Driver Sorted

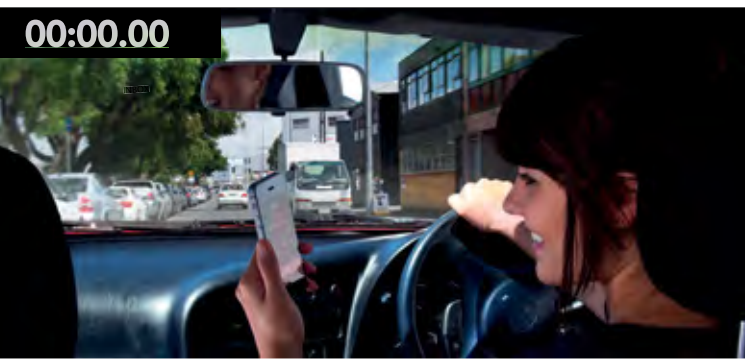
A regional alcohol campaign was developed and delivered in partnership with New Zealand Police. The target audience was drivers and passengers aged 20-29, with a stronger focus on males. The approach for this campaign was a multi-media approach utilising the 'Make it Home' and 'Sober driver Sorted' tag lines used with great effect for the past two years, via on-line messaging, cinema advertising, point of sale locations and sports clubs promotions by engaging with Premier team and club presidents to effectively spread the driver sober message to club members and patrons.



FAST FACTS: LOVE YOUR LOCAL

- Delivered June to August 2014
- Delivered in Clevedon, Te Atatu South and Kumeu
- Community tool kit includes:
 - Billboards
 - Banners
 - DM mail drop leaflets
 - Info hand-outs
 - Pull up banners for local events and displays





2 seconds to kill?

Distracted drivers can be lethal.



Song to die for?

FAST FACTS: DISTRACTION CAMPAIGN

- Three-year campaign
- Year one: 16-24 target audience and campaign message recall of 67%
- Year two: 16-29 target audience and campaign message recall of 45%
- Online and community engagement delivery including cinema adverts, YouTube videos, posters, petrol pump adverts

Emerging issue: driver distraction

Distraction – three-year campaign

This campaign commenced in 2013 targeting 16-24 year olds who are represented in a third of all intersection crashes. The focus is driver distraction inside the vehicle.

Year one raised awareness that distractions can be deadly. Post campaign evaluation showed a 67% campaign recall from the target audience.

Years two and three are focussed on embedding the message and continuing to use an interactive, appealing approach. Second year post campaign evaluation showed a 45% campaign recall rate from the target audience.

2 Seconds to kill? April – May 2014

“Definitely makes me think twice about using my phone when driving.”

A new driver distraction campaign ran from 3 April until the end of May 2014.

Face-to-face engagement was an innovative, fun and successful element of this year’s campaign. A street magician was used to engage people in the ‘2 seconds to kill’ message, the magician, along with AT Ambassadors, visited nine sites across Auckland to surprise people and get them thinking. Sites with a high density of 16-19 year-olds, such as universities, cinemas and town centres, were chosen. The street magic was filmed and participants could go online, view themselves in the video, and subsequently share the message on social media. More than 1,200 people directly engaged with the team.

A couple of comments from participants reflect common reactions:

“It was like those magicians you see on TV, I was distracted for sure.”

“I’m going to get my friends to watch the video online, Jarred’s so clever.”



Safety campaigns with schools

Back to School - Slow Down embraces both advertising and community engagement. The campaign starts a week before school term begins. Shown here are students from Sommerville Intermediate School participating in the Back to School - Slow Down programme outside their school gate. Community engagement is followed by Police speed enforcement in locations close to schools.

Make it Home Expo and VIP evening

Over 500 secondary school students from 15 schools attended the 'Make it Home – Youth Road Safety Expo', delivered as part of Road Safety Week 2014.

This event aimed to break down the common attitude of 'this won't happen to me' and to support young people to identify key actions they can take to reduce their risk as a teen driver or passenger. This two-hour event included a drama performance, in-depth discussion sessions and interactive expo stations. Follow-up activities will be delivered to continue to reinforce these key messages.

School staff, community leaders and police in youth road safety were invited to an evening session at the Vodafone Events Centre, the night before the Make it Home expo. Attendees experienced the drama scenario the students viewed the following day.

This was followed by presentations from road safety experts on youth road safety statistics and best practice approaches.



Hard to see.

FAST FACTS: MOTORCYCLE CAMPAIGN

- Message recall rate 26%
- Delivered October 2013 – June 2014
- Delivered seven events promoting safe motorcycle riding to over 1600 riders
- 55 bus backs advertising “Hard to see”
- Over 120,000 views on “the perfect ride video on YouTube and AT website
- Motorcycle training delivered to 150 riders
- Police letters sent to infringing motorcycle riders promoting the training programme

Regional motorcycle campaign

The regional motorcycle campaign was developed and delivered in partnership with NZ Police and Accident Compensation Corporation (ACC) to encourage all motorcycle riders to increase their visibility and riding skills and make them aware of high crash-risk situations.

Community engagement began in December 2013, with local community education checkpoints across the region.

This was followed by a multi-media advertising campaign and locally delivered motorcycle training programmes.

Media included newspaper advertising for motorcycle training, magazine advertising aimed at riders, and billboards - Rural North and South.

Promoting and Educating Correct Child Restraint Use

Safety belt use or the lack of it, is a significant influence on crash severity outcomes.

While national safety belt surveys suggest that a high percentage of drivers and passengers are restrained in Auckland vehicles, local checking clinic results suggest restraint use is much lower and that 80% of child restraints are incorrectly fitted.

Community Transport delivered a comprehensive Correct Restraint Use programme promoting the new Child Restraint law which came into effect November 2013.

The programme delivered; Checking clinics with Plunkett, delivering Training to Police, Restraint Checkpoints (delivered with Police and Plunkett) and delivery of Community Workshops and Training.

How safety engineering work contributes

Safety engineering sits within the Safe System approach of Safer Journeys. It covers the minor physical works, or 'treatments' that are undertaken outside school gates to improve safety for children. Our engineers assess annual crash data and make a list of high-risk schools. Community Transport then works to sign up schools, based on the list. We conduct a baseline survey and discuss with schools ideas about how to engineer for better safety. We have now worked with 52 schools and 150 projects, including follow-up programmes to promote the new treatments. Projects include:

- Speed calming devices (speed tables, humps)
- New pedestrian and cyclist facilities (zebra crossings, refuge islands) - see case study on page 15
- 14 new 40K school speed zones and seven active warning signs.

A research study³⁵ was also undertaken examining the safety benefits of the School transport programme in 60 schools (half with Safe School Travel Plans and the other

half acting as a control group). The result demonstrated that the introduction and on-going delivery of Safe School Travel Plans contribute to a decrease in the average number of crashes³⁶.

- 21% reduction in crashes involving school age pedestrians and cyclists was found at schools with a Safe School Travel Plan, compared to a 5% reduction at schools without a Safe School Travel Plan.
- A reduction in crash social costs after the implementation of Safe School Travel Plans of \$64,300 per annum per school (a 26% reduction).

Sharrow road marking trials

In a first for New Zealand, AT trialled sharrow road markings in five locations across Auckland during 2013. The stencil-style road markings are used internationally and designed to improve cycle safety and promote road sharing. For example, in Belmont the markings created a corridor for school pupils all the way through to Belmont intermediate and primary schools. The trial is now being evaluated.



The issues we have had around speeding and uncooperative behaviours at our pedestrian crossing have improved immensely since we joined Travelwise. The school speed zone and coloured underlay on the crossing have helped to slow down traffic significantly, and reduced traffic at the gate definitely helps.

Travelwise Lead Teacher, Customer Satisfaction and Perception survey 2013 year

It did give me a real boost and feeling of belonging to see clear signs on the road (not in cycle lanes tucked away on the side of the street) that I was welcome on that street as a cyclist. It is the first time I have ever seen that in NZ so it was a palpable sign of progress in thinking.

Ben L, Cycle Action Auckland



³⁵ Flow Transportation Specialists. (2014). Safe school travel plans and road safety research update. Auckland: Commissioned Report.

³⁶ Study areas consist of a 1 km radius for primary schools and a 2 km radius for intermediate, secondary and all rural schools.

REDUCE ADVERSE ENVIRONMENTAL EFFECTS FROM AUCKLAND'S TRANSPORT SYSTEM

Introduction

Over a third of Auckland's CO₂ emissions come from the transport sector. We are helping Auckland Council meet its vision of a low carbon city. Every car trip taken off the road results in less CO₂ entering the atmosphere, meaning a cleaner, greener, healthier, more liveable Auckland.

Community Transport KPIs and targets		2013/14 result
5% reduction from single occupant vehicle trips in the morning peak (Schools)	✓	14.7% reduction from 2012 12,736 daily SOV trip reduction ³⁷ (2.4m per year)
Reduction in single occupant vehicle trips in the morning peak (equivalent to 3,800 trips – Commute)	✓	3,851 daily SOV trip reduction ³⁸ (887,000 per year)
Increase the annual reduction in vehicle kilometres travelled to 12 million per year, and the CO ₂ emissions to 3,900 tonnes per year (Schools and Commute)	✗ ³⁹ but it is very, very close	11.9 million VKT per year and 3,864 tonnes saved Schools contribution: 4.3 million VKT per year and 1,386 tonnes saved per year Commute contribution: 7.6 million VKT per year and 2,477 tonnes saved per year ⁴⁰

The amount of vehicle kilometres we have taken off Auckland's roads in the morning peak thanks to our Travelwise and Commute programmes is the equivalent of driving from Cape Reinga to Bluff almost 26 times!

How our programmes contribute to a low carbon Auckland

Section one shows that Community Transport programmes have taken 3.3m trips off the road in the morning peak in the last year.

This is the equivalent of 11.9 million vehicle kilometres travelled per year, or 53,000 per day. Assuming an average car emits 324 grams per kilometre, this represents an annual saving of 3,864 tonnes of CO₂.

Both Travelwise and Commute programmes contribute to this outcome, as the table above shows.

³⁷ As estimated by before-and-after school travel surveys.

³⁸ As estimated by before and after Commute travel surveys.

³⁹ 2014 calculations are based on the assumption that the average employee works 245 days a year and the average tertiary student travels to university 198 days per year (versus the 2013 assumptions used of 260 for all).

⁴⁰ Note that although the Schools Travelwise Programme obtains a greater number of SOV trip reduction, Commute achieves greater VKT and CO₂ savings because the average distance travelled from home to work is greater than that from home to school.

LOOKING AHEAD

This section addresses lessons learned in 2013/14, which are informing the programmes and priorities for 2014/15.

Partnerships

Partnerships are key to effective delivery and in 2014/15 the overall focus will be to partner with:

- AT's public transport team to support the roll out of new services and create connected messaging about service changes, especially in South Auckland where the new network of buses is being rolled out in 2015 and new infrastructure and promotion
- AT's Parking team to support the new parking strategy
- AT's Network optimisation team to promote transit lanes and improve optimisation on the network
- Waterfront Auckland to continue improving walking and cycling infrastructure and facilities around the Wynyard Quarter
- Auckland Airport on its Masterplan and delivery of the NZ cycle trail
- NZTA and NZ Police to deliver road safety campaigns, particularly to vulnerable road users who account for 42% of all deaths and serious injuries
- Cycle Advisory Group to align priorities for cycling in Auckland

Travelwise

2014/15 will see development of strategies to target the remaining 141⁴¹ schools not in the programme. Ways we have identified to be of better service include:

- Ensuring all Travelwise schools have a clear vision for road safety and sustainable transport at their school, and know what interventions need to take place in order for them to reach their goals
- A stronger focus on recognising the efforts and contribution of all schools, school staff and programme volunteers (eg: walking school bus volunteers) and their contributions to the successful delivery of the Travelwise programme

Other focus areas are:

- Increasing student use of AT HOP cards
- Increased promotion of active transport and better monitoring of perceptions of safety
- Working with NZ Police Lead Police contacts to deliver road safety and active transport education in Auckland schools

⁴¹ Remaining schools not in the programme at beginning of 2014/15

Travel planning

This year's personal journey planning excelled with face-to-face registrations, incentives to make long-term behaviour change, and in locations where new infrastructure is being delivered.

As part of PJP offerings in Titirangi/Green Bay and Meadowbank/St Johns in 2014/15 we will be looking to improve some PJP processes.

Penrose, Silverdale and the Airport are focus areas for the workplace programme.

Travel expos, public transport trial passes and innovative walking promotions have worked well this year but we need to further develop walking and teleworking packages going forward and improve social media and website support.

Another key focus area will be strengthening recording and monitoring of Travel Planning activity.

Walking and cycling

This year was the first time we have undertaken walking promotions and their success proves there is potential to build on with further promotions over the 2014/15 summer.

The Walking Business Plan is due to be completed by December 2014 and under discussion is the need for it to include a new KPI to measure the effectiveness of the work we do to increase walking.

As delivery of major projects and road upgrades accelerates we will see more infrastructure in place in 2014/15 with better linkages to public transport services and schools. For example, safe cycle routes are being created as part of both the Dominion Road and Mt Roskill upgrades, which will connect to 21 schools.

All this work will help to generate a critical mass of people walking and cycling and therefore improve safety.

Road safety

Understanding our target audience and better connecting with them is a priority. Having trialled social media we now know what works, particularly for digital natives, and have learned that face-to-face engagement, e.g. with sports clubs, universities and community events is the most effective way to engage with communities.

- We will continue to develop the Love Your Local campaign to address the particular needs of local communities.
- NZTA is evaluating the Make it Home expo, and their feedback will inform any changes required to the programme.
- Intersections are another identified high risk theme and we are looking in 2014/15 to improve intersections for pedestrians in town centres and the city centre.
- Developing an evaluation tool to better understand the effectiveness of education campaigns on behaviour change.
- Continue to further align education campaigns to the infrastructure improvement and enforcement programmes.

As Grade 1 training has become well established in primary schools, we are moving into the delivery of Grade 2 on-road training for Intermediate and Secondary schools to enable further skill development, especially as more students take up cycling to school in this age group.



APPENDICES

APPENDIX 1: AT'S STRATEGIC FRAMEWORK

CENTRAL GOVERNMENT

- Government Policy Statement on Land Transport Funding
- National Land Transport Programme (NLTP) 10 years
- Funds 53%

AUCKLAND COUNCIL

- Auckland Plan (30 years)
- Proposed Unitary Plan (30 years)
- Long-term Plan (LTP) 10 years
- Funds 47%

AUCKLAND TRANSPORT (CCO)

- Integrated Transport Programme (ITP) 30 years
- Regional Land Transport Programme (RLTP) 10 years
- Regional Public Transport Plan (RPTP) 10 years
- Statement of Intent to Auckland Council (SOI) 3 years
- Annual Report and half yearly reports

LOCAL BOARDS

- Local board plans and agreements

CUSTOMERS - the heart of everything we do

INTERMEDIATE GOALS (ITP):

1. Better use of transport resources to maximise return on existing assets
2. Increased customer satisfaction with transport infrastructure and services
3. Auckland's transport network moves people and goods efficiently
4. Increased access to a wider range of transport choices
5. Improved safety of Auckland's transport system
6. Reduce adverse environmental effects from Auckland's transport system

APPENDIX 2: SUPPORTING DATA

2.1 Reduction in car trips

	Estimated daily reduction in car trips during morning peak	Average distance travelled per trip (km)	Estimated daily reduction in VKT	Estimated annual reduction in VKT (millions)	Estimated annual reduction in CO2 emissions (tonnes)
Schools programme	12,736	Primary: 1.1 Intermediate: 2.4 Secondary: 4.4 ^[1]	22,283	4.28	1,386
Commute workplaces	3,669	11.7 ^[2]	29,079	7.12	2,308
PJP	182	11.7	2,129	0.52	169
Total	16,587	-	53,492	11.92	3,864

Table 8: Reduction in car trips, VKTs and emissions

2.2 Schools programme

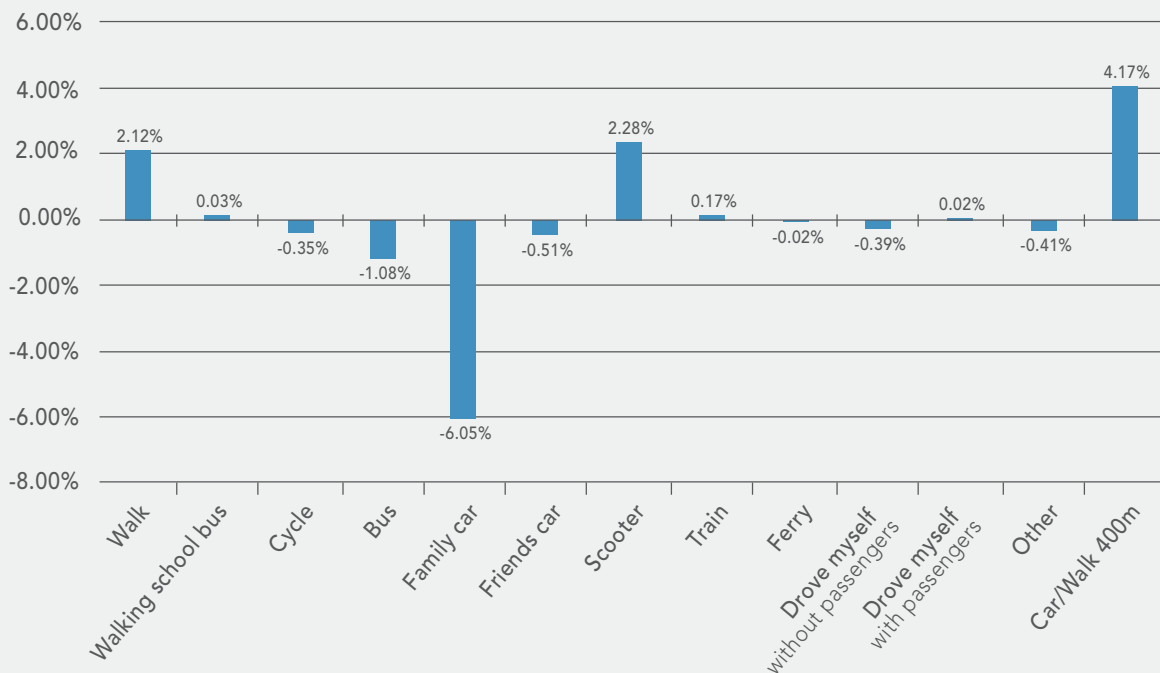


Figure 6: Schools per cent change in mode: 2013 compared against baseline (mode, ungrouped)

^[1] Average distance travelled to different types of school estimated in 2013 by Aecom

^[2] Average distance travelled from home to work, as estimated for use in the ARTA model 2007

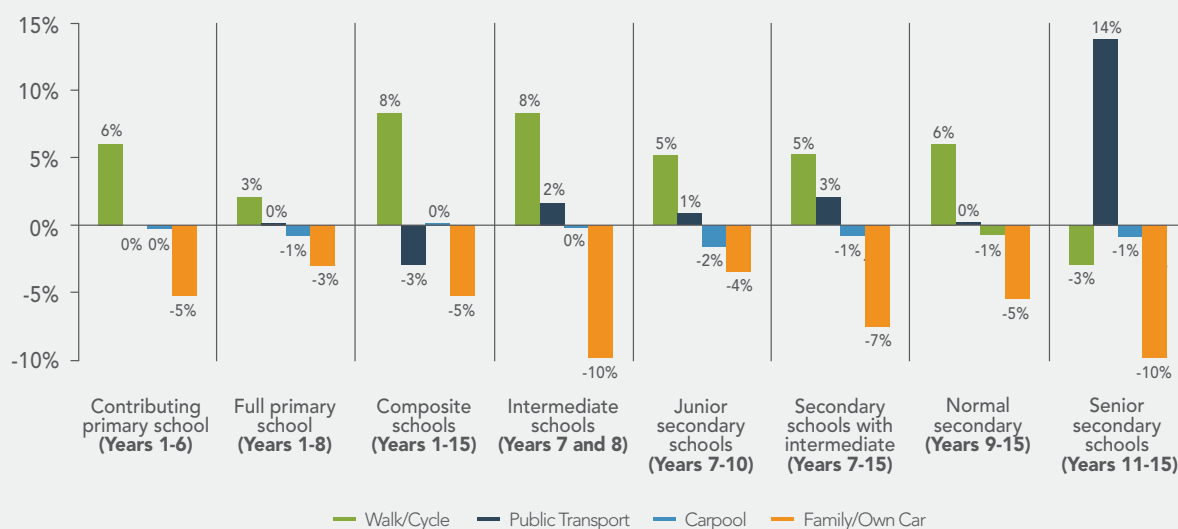


Figure 7: Schools per cent change in mode: 2013 compared against baseline (school type)

2.3 Cycle monitoring

Counter Site	2012/13 Count	2013/14 Count	% change
Great South Rd	30,506	34,358	+ 12.6%
Highbrook	14,969	14,839	- 0.9%
Lake Rd	102,727	109,332	+ 6.4%
NW Cycleway (Kingsland)	136,385	154,547	+ 13.3%
NW Cycleway (TeAtatu)	136,277	141,229	+ 3.7%
Orewa	106,411	120,760	+ 13.5%
Tamaki (East bound)	219,754	245,452	+ 11.7%
Twin Streams	37,334	41,002	+ 9.8%
Upper Harbour	50,953	53,939	+ 5.9%
Dominion Rd	-	44,231	-
East Coast Rd	-	50,527	-
Grafton Bridge	-	172,133	-
SH 20, Dominion Rd	-	35,271	-
Lagoon Drive	-	74,649	-
Mangere Bridge	-	158,987	-
Tamaki Drive (West bound)	-	156,417	-
Total	835,266	1,607,673	Can't compare directly as more count sites in 13/14

Table 9: Count of cycle movements at each automatic cycle counter site, comparison of 2012/13 and 2013/14

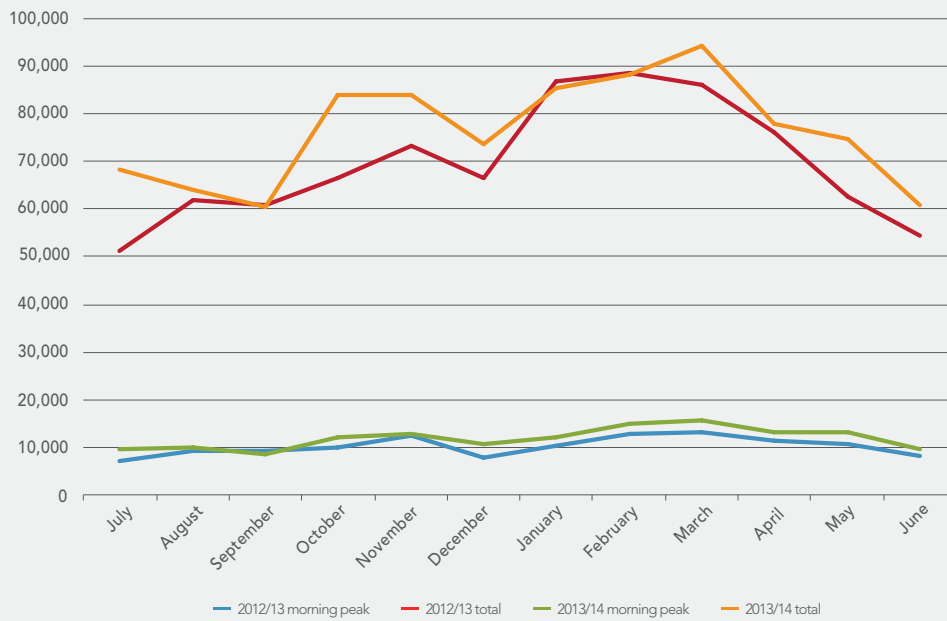


Figure 8: Cyclist movements comparison between 2012/13 and 2013/14

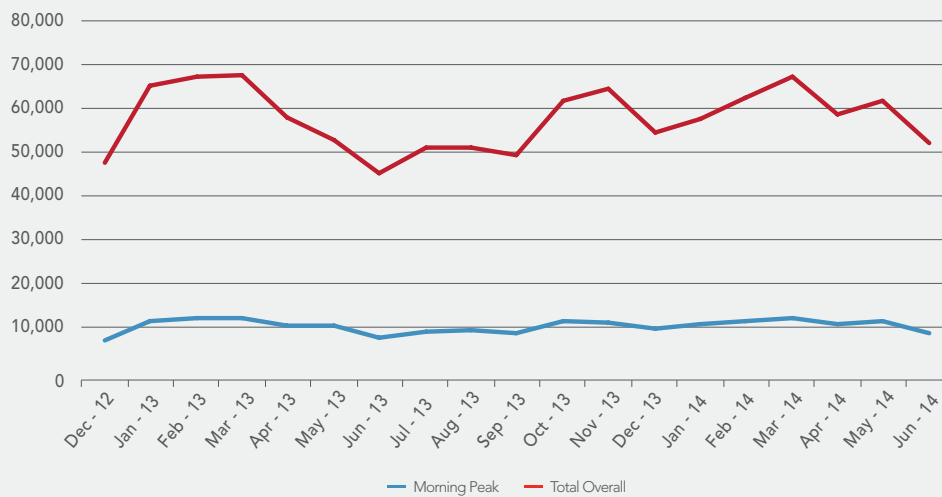


Figure 9: Long term trend of cyclist movements at seven new sites in Auckland region since December 2012

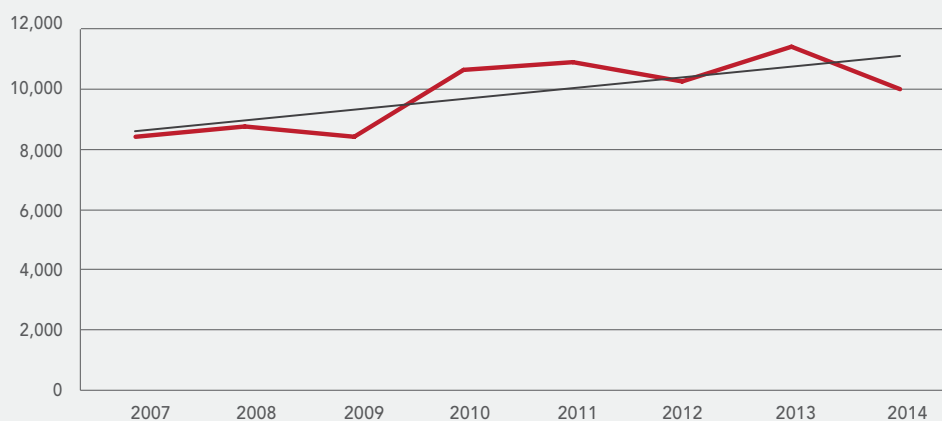


Figure 10: Number of cyclist movements manually counted at 60 sites since 2007

2.4 Road safety

Theme	% of 2013 DSI on all roads	Trend
Vulnerable Users	42%	Increasing as a percentage of all DSI from 2009 to 2013
Pedestrian safety Includes scooter, skateboard and wheelchair users	19%	Increasing from 2009 to 2013, most DSIs occur in the Urban Central and Urban South areas. Young pedestrians aged 5 to 24 years make up 47% of DSI, of which the 15 to 19 year age group are the largest number.
Motorcycle	15%	Reducing from 2009 to 2013, most DSIs occur in the Urban Central, Urban West and Rural North areas. The 20 to 49 age group make up 79% of DSI. Motorcyclists have the highest crash-risk exposure of all transport modes due to the combination of speed and vulnerability.
Cycle Safety	8%	Unchanged from 2009 to 2013, but hospitalisation data suggests an increasing trend. Most occurs in the Urban Central and Urban North areas on major urban roads. The 35 to 59 age group make up 50% of Cyclist DSI.
At risk age groups		
Young drivers (15 to 24 years)	14.4%	Reduced by 32% from 2009 to 2013, most occurs in Urban Central and Urban South. In 2013 Young Driver DSI increased by 5% and also involved a greater number of young passengers. Young drivers have a higher exposure to crash risk due to their lack of driving experience and still-evolving cognitive abilities. The recent tightening of regulatory conditions has positively reduced Young Driver DSI's.
Older Road users (74 years plus)	5.6%	Increasing slightly from 2009 to 2013. Older Road Users have a higher crash-risk exposure relative to the small amount of travel they carry out and are more physically susceptible to serious injury when involved in a crash. Older Road Users are a fast-growing and vulnerable road user group in the region.
School aged Road users (5 to 18 years)	16.7%	Reducing steadily from 2009 but increased in 2013 among pedestrians aged 5 to 9 years in Urban South. School-aged road users were involved in 33% of all Pedestrian DSI in 2013. School-aged road user crash-risk is increased by greater exposure to pedestrian and vehicle passenger crashes, along with greater physical vulnerability and still-developing cognitive abilities.

Table 10: Auckland Road Safety Themes

Leading Crash Causes

Intersection DSI	32%	Intersection DSI has been steadily reducing from 2009 to 2013, and was one of the few leading Safe System issues to see a reduction in 2013
Alcohol / Other Drug related	27%	Decreasing from 2009 to 2013, most occurs in Urban Central and Urban South. 44% of Alcohol/Other Drug DSI involved Young Road Users aged 15 to 24 years. Pacific road users make up 30% of all Young Road Users involved in Alcohol/Other Drug DSI and show an increasing trend over five years.
Speed	22%	Decreasing from 2009 to 2013, most occurs at night in the Urban Central and Urban South areas and to a lesser extent the Rural North. Speed is the primary severity influence in the survivability of road crashes. The chances of survival for an unprotected pedestrian hit by a vehicle diminish rapidly at speeds greater than 30 km/h, whereas for a properly restrained motor vehicle occupant the critical impact speed is 50 km/h (for side impact crashes) and 70 km/h (for head-on crashes). Auckland speed surveys (in free flowing conditions) show a small reduction in speeds on open roads from 2009 to 2013 but no change in urban speeds for the same period - 80% of drivers were exceeding the 50kph speed limit.

Emerging Risks

Distraction	7%	Reducing from 2009 to 2013. While it is an emerging crash factor in Auckland, it has the potential to increase as the demands of mobile technology grow within vehicles.
Restraint (not worn)	5.8%	Reducing from 2009 to 2013. While national safety belt surveys suggest that a high percentage of drivers and passengers are restrained in Auckland vehicles, local checking clinic results suggest restraint use is much lower and that 80% of child restraints are incorrectly fitted. Road Safety attitude surveys also suggest 54% of Auckland drivers believe 'that the risk of being caught not wearing a safety belt is small'.

Table 10: **Auckland Road Safety Themes**

The above table outlines 2013 Auckland DSI road safety performance for the various road safety themes along with theme performance over five years. The above percentages of 'Dsi on All Roads' are not cumulative, i.e. one death or serious injury may occur in the multiple areas of Vulnerable Road User, At-Risk Age Group, and Leading Crash Causes.

Police District	RSAP Area	Counties Manukau District		Auckland District	Waitemata District		
		Rural South	Urban South	Urban Central & Gulf	Urban West	Rural North	Urban North
High Priority	Intersections	High	High	High	High	High	High
	Alcohol/Drug Driving	High	High	High	High	High	High
	Rural Loss of Control, Head-on	High	High			High	
	Speed	High	High	High	High	High	High
	Young Drivers	High	High	High	High	High	High
	Motorcycles		High	High		High	High
Medium Priority	Pedestrians		High	High			High
	Cyclists		High	High			High
	Distraction		High				
	Heavy Vehicles		High				
Emerging Priority	Older Road Users			High			
	Restraints	High	High	High	High	High	High

Table 11: Auckland safe system themes for 2013/14 by police district and Road Safety Action Plan area (NZTA briefing notes using 2008-2012 DSI)

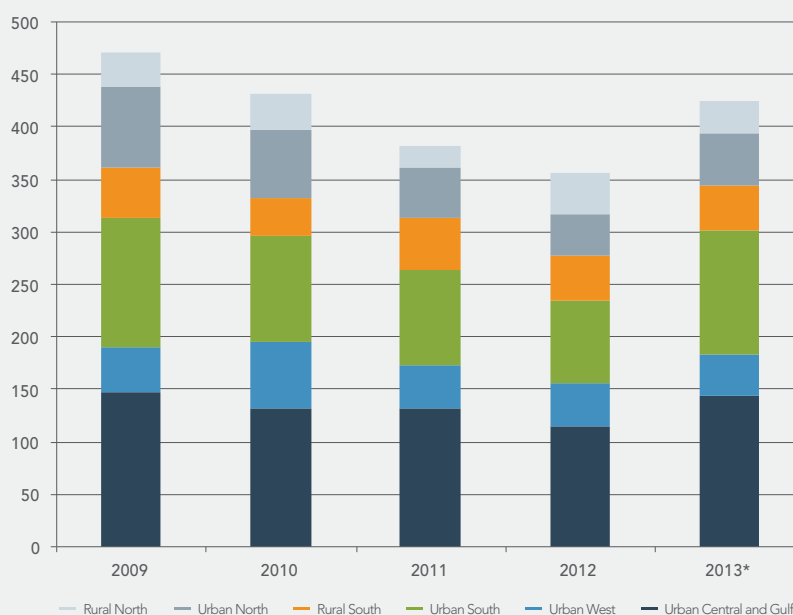


Figure 11: Number of deaths and serious injuries on Auckland's local roads by location

Data excludes deaths and serious injuries that occur on Motorways and State Highways.

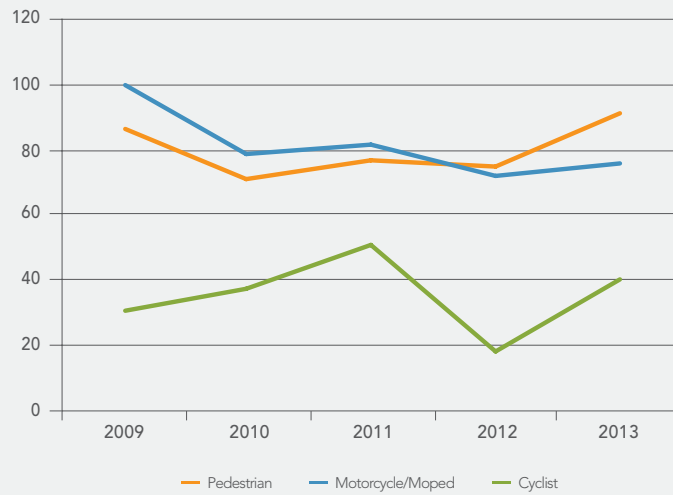


Figure 12: All Roads - Deaths & Serious Injuries (DSi) by Pedestrian, Motorcycle/Moped and Cyclist road user from 2009 to 2013

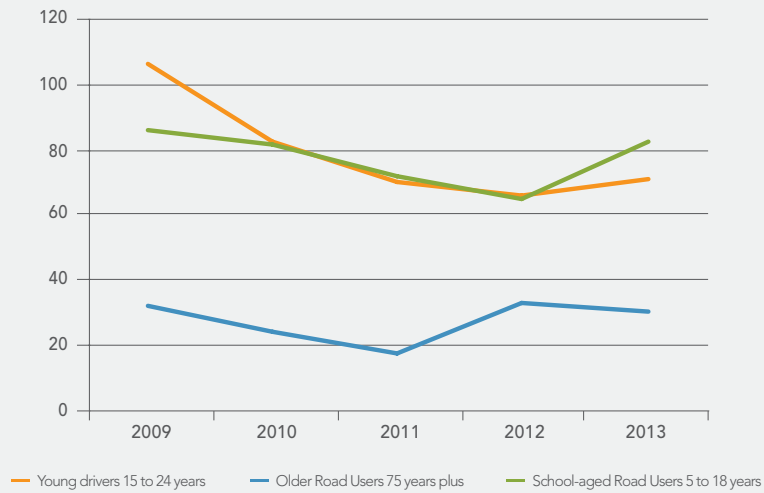


Figure 13: All Roads - Auckland Age-Group Deaths & Serious Injuries (DSi) by Young Driver, School - age and Older road user from 2009 to 2013

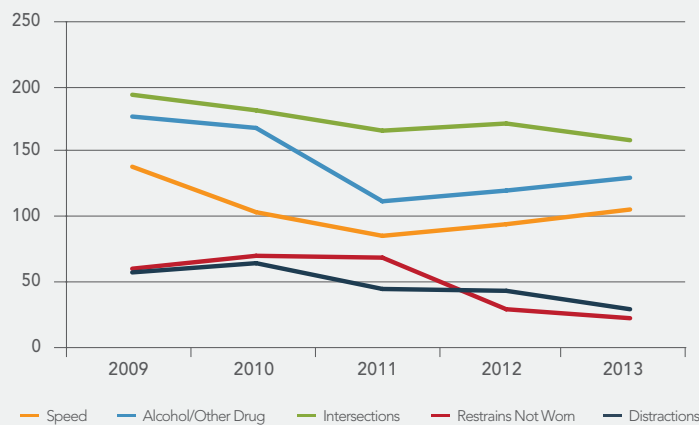


Figure 14: All Roads - Auckland Crash Factor Deaths & Serious Injuries (DSi) by Speed, Alcohol, Intersection, Restraint Not Worn and Distraction from 2009 to 2013

For all above - Includes deaths and serious injuries that occur on all roads i.e. Motorways, State Highways and Local Roads.

Campaign	Prompted Message Recall	Online Adverts i = impressions m = millions cl. = clicks CTR = Click Through Rate	Video & Cinema Views (vid) = Online video views (cin.) = Cinema views VTR = View Through Rate
Driver Distraction '2 Seconds to Kill': April - May 2014	45% prompted awareness of target audience 93% agreed that driver distractions are dangerous versus 83% who had no campaign recall. 64% said campaign helps them take action High number of responses that 'Distractions don't have to be long'	1.5 m. (i) 7,458 (cl.) CTR 0.49%	266,465 (vid) VTR 11% +429,000(cin.)
Pedestrian 'Check before you step' Pay attention or pay the price	49% of target audience 54% say campaign made them think before step	1.6m (i) 2,183 (cl.) CTR 0.13%	N/A
Sober Driver (backwards Video): Feb – May 2014	25% recall of target audience	6.9 m (i) 9,339 (cl.) CTR 0.13%	148,459 (vid) Xmas VTR 16.17% +189,000 (cin.) for Feb-May and Nov-Dec
Sober Driver (backwards Video): Nov – Dec 2013	Initial research (early 2014) showed 25% of target audience (Trueview = 37%)	744k (i) 4,008 (cl.) CTR (0.54%)	112,280 (vid) VTR 16.27%
Safety on Rural Roads: Non-signalised Intersections (Jun –Aug 2014)	20% Prompted Awareness of Target Audience 44% noted billboards as the most effective channel 87% showed support for the work	N/A	Trueview generated 38,286 views from the 'Take care at intersection' infographic
Spring Cycling's the Go Sep – Dec 2013	Spring & Summer joint campaigns achieved total prompted awareness of 19% and this was aimed at drivers and cyclists only. 60% supportive of campaign	2.86 m (i) 3,146 (cl.) CTR 0.11%	32,052 (vid) 2,771 (cl.) VTR 10.29%
Summer Cycling's the Go Jan – March 2014		4.7 m (i) 2,871 (cl.) CTR 0.07%	74,979 (vid) 6,861 (cl.) VTR 10.80%
Winter Cycling's the Go April to June 2014	25% total prompted awareness 75% supportive of the campaign with this figure rising to 93% among those that recalled seeing one of the campaign materials. 54% noted bus backs as the most effective channel	7.3 m (i) 2,610 (cl.) CTR 0.07%	N/A
Share the Road (cyclists and motorists)	55% Awareness (increase of 10% from 2012); 8/10 support campaign and 37% say they are now more aware of cyclists and safety	N/A	N/A
Red Light Running (Aug – Sept 2013) (Feb – March 2014)	35% (outdoor media, radio, plus online) 42% (increase from 35% in 2013 - bus backs and billboards)	3.1m (i) 7,401 (cl.) CTR 0.23%	N/A
Motorcycles (Dec – Apr 2014)	26% awareness (recall campaign aimed at motorists); 88% supportive of the campaign overall (49% very supportive) 44% had seen the educational video that was part of the campaign	3.2 m (i) 13,147 (cl.) CTR 0.41%	123,248 (vid) VTR 13.41%

Table 12: Recall statistics on road safety campaigns

Note: This is an indicative 'snapshot' of some key metrics. Each campaign will be evaluated differently depending on specific objectives of each. Impressions bought is a reflection of efficiency of ad spend. Click through rate reflects ad targeting and creative execution and will be affected by the marketing mix. Full campaign evaluations were undertaken for each campaign and need to be seen in the context of objectives (e.g. not all were to get the viewer to the website). Video and cinema views reflect only the specified campaign period. For example video hits for a year on YouTube will be far higher.

Impressions = number of times the advert appears to selected target audience (Google Display Network)

Click = number of clicks on the advert, in some cases leading to further information including the AT website

CTR = Click Through Rate is the number of times a click is made on the advert divided by the total number of impressions (expressed as a percentage of total impressions)

VTR = View Through Rate is the number of people viewing for 30 seconds or more (Trueview a video advert played on YouTube) or sometimes through On Demand. The online video view totals reported have already had the VTR applied.

APPENDIX 3: COMMUNITY TRANSPORTS 2013/14 KPIS AND TARGETS

Programme / Teams	KPIs and targets	2013/14 progress	
School Transport	5% reduction from single occupant vehicle (SOV) trips in the morning peak	✓	14.7% reduction from 2012 12,736 SOV trip reduction
	Increase the number of Travelwise schools by at least 50	✓	56 schools brought onto the Programme
	Maintain 80% of existing Walking School Buses and grow the number by 60 ⁴²	✓ & ✗	80% of buses were maintained An additional 33 buses joined the programme
	Increase participation and engagement in events and activities at schools	✓	214,519 participants ⁴³
	Contribute to 2% reduction of serious and fatal crashes for vulnerable road users aged between 5-18 years	✗	27% increase (21% reduction in crashes involving school age pedestrians and cyclists was found at schools with a Safe School Travel Plan, compared to a 5% reduction at schools without a Safe School Travel Plan ⁴⁴)
	Customer perception of road safety in and around schools is improved	✓ ⁴⁵	
	85% customer satisfaction rating for the Travelwise programme	✗	76.5% ⁴⁶
Road Safety	Increased engagement, targeting 100,000 participants in campaigns and events including online	✓	83,665 at events 2.49 m online & cinema views ⁴⁷
	Contribute to the regional target of a 2% reduction of fatal and serious crashes on the Auckland network	✗	21% increase in DSI 10% decrease 2009-2013
Travel Planning	Reduction in single occupant vehicle trips in the morning peak (equivalent to 3,800 trips)	✓	3,851 SOV trip reduction
	Increase the annual reduction in vehicle kilometres travelled (VKT) to 12 million per year, and the CO2 emissions to 3,900 tonnes per year (Commute and Schools) <i>Previously written as; 7% reduction in CO2 emissions and vehicle kilometres travelled – target hasn't changed.</i>	✗	11.9 million VKT per year 3,864 tonnes saved
	Increase number of businesses and employers exposed and awareness of Commute	✓	23 new organisations joined the Commute programme
	Increase engagement and participation in the travel planning programme i.e. events, activities, and packages	✓	Direct engagement with over 4,000 employees through Commute programme 10,017 Commute website page visits 16,022 Auckland Let's Carpool website page visits
	Increase carpooling registrations to 4,000 and uptake of carpooling	✓	5,348
	Increase levels of TDM in Auckland Transport projects	✓	Met with representatives from many AT departments

	85% positive satisfaction response from Commute customer engagement surveys	✓ & ✗	86.8% ⁴⁸ for PJP participants 73.7% ⁴⁹ for organisations on Commute programme
	100% response to resource consent and plan changes with travel planning and TDM elements within timeframe	✗	Not recorded
Walking & Cycling	Walking trips into the CBD in the morning peak - 5,400 trips	✗	5,330 Increased by 10% from previous year
	10% increase in cycling trips across the region to 129,300 in the morning peak per year and 871,000 all day per year	✓	Increased by 16.1%
	Contribute to the 2% reduction in DSI's for cycling and walking	✗	47% increase
	10km of the Auckland Cycle Network (ACN) implemented	✗	5.3km of ACN implemented ⁵⁰
	10,000 people trained to cycle safely	✓	10,290
	3,000 people participate in cycle / walking events	✓	6,001 instances of participation in our events ⁵¹

⁴² Measured using 348 walking school buses as at December 2012.

⁴³ Compared to baseline data (July – December 2012), of 129,090 participants.

⁴⁴ Flow Transportation Specialists. (2014). Safe school travel plans and road safety research update. Auckland: Commissioned Report.

⁴⁵ Travelwise Lead teachers and Principals were asked whether they felt Travelwise had made a difference to congestion and safety outside their school. 44.7% of Lead Teachers believe Travelwise has had a positive or very positive impact on the safety of children around their school. 31.2% of Lead Teachers believe Travelwise has a positive or very positive impact on congestion around the school.

⁴⁶ Mean percentage calculated using the Walking School Bus volunteer coordinator engagement survey (78% high, very high rating) and Travelwise Lead Teacher survey 2013 (75% high, very high rating).

⁴⁷ Refer to Appendix 2.4, Table 12: Recall statistics on Road Safety campaigns. The 2.49 m does not indicate number of participants engaged as one individual may have viewed an online video more than once, though given the scale of through rate, it is fair to assume that in combination with the event engagement total, over 100,000 participants have been engaged.

⁴⁸ Average score of 4.2 out of 5 from the evaluation survey with PJP participants, rating on a 1-5 scale.

⁴⁹ Average score of 3.7 out of 5 from customer satisfaction survey with Commute workplace coordinators, rating their level of satisfaction on a 1-5 scale.

⁵⁰ Reporting covers facilities on the Auckland Cycle Network provided by Auckland Transport and NZTA.

⁵¹ Instances of participation is the combined number of attendances at all events. We cannot record this as number of participants, as individuals can attend or participate in more than one event. This figure excludes Ciclovía attendance numbers as no official count was conducted.

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2013/14 COMMUNITY TRANSPORT EVALUATION REPORT