



WAKA KOTAHI  
WELLINGTON CITY COUNCIL  
GREATER WELLINGTON REGIONAL COUNCIL

# Let's get Wellingtonians changing travel behaviour

10 May 2021  
Louise Baker, Technical Principal- Transport Planning and Advisory- WSP

[WSP.COM/NZ](http://WSP.COM/NZ)

Let's GET Wellington MOVING



Image source: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.mindfood.com%2Farticle%2Fwhat-does-it-mean-to-be-human%2F&psig=AOvVaw3S9E3loNk-wbxzCh2oHEkX&ust=1594942039851000&source=images&cd=vfe&ved=0CAMQjB1qFwoTCMimkLy00OoCFQAAAAAdAAAAABAE> last accessed 16/7/20



# The Let's Get Wellington Programme

## Our vision

- A great harbour city, accessible to all
- With attractive places
- Shared streets
- And efficient local and regional journeys

To achieve this we need to move more people with fewer vehicles

## Programme packages



## Programme objectives

Deliver a transport system that:



Enhances the liveability of the central city



Provides more efficient and reliable access to all users



Reduces reliance on private vehicles

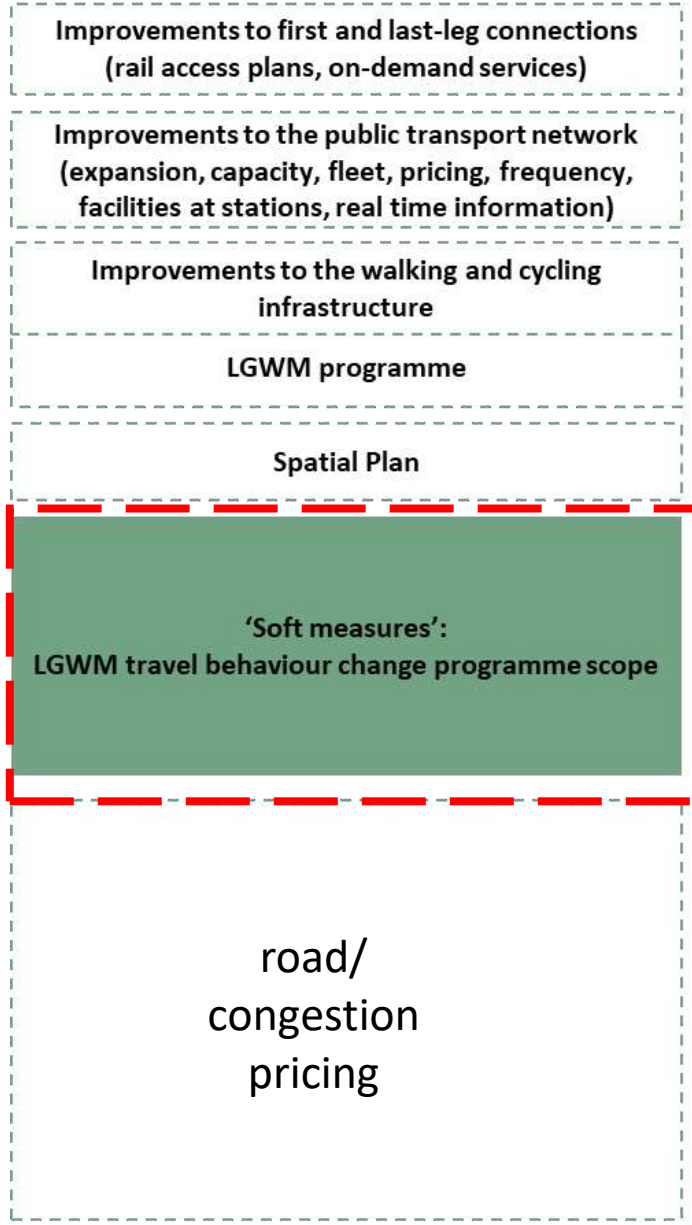


Improves safety for all users

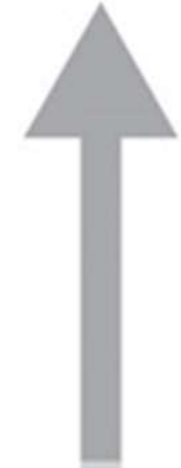


Is adaptable to disruptions and future uncertainty

# Outlining travel behaviour change scope



Pull



Behaviour Modification Programs



Push

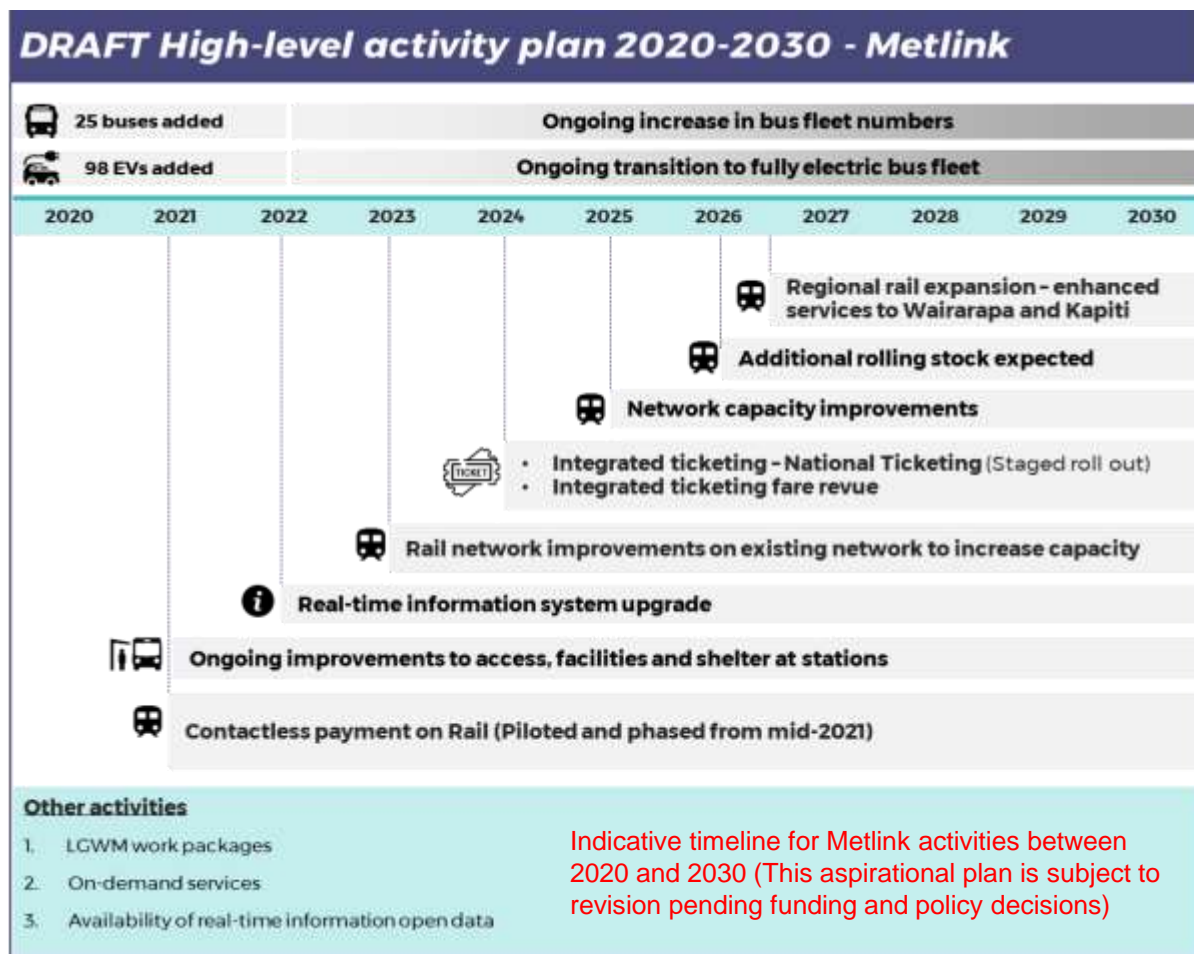
## Categories



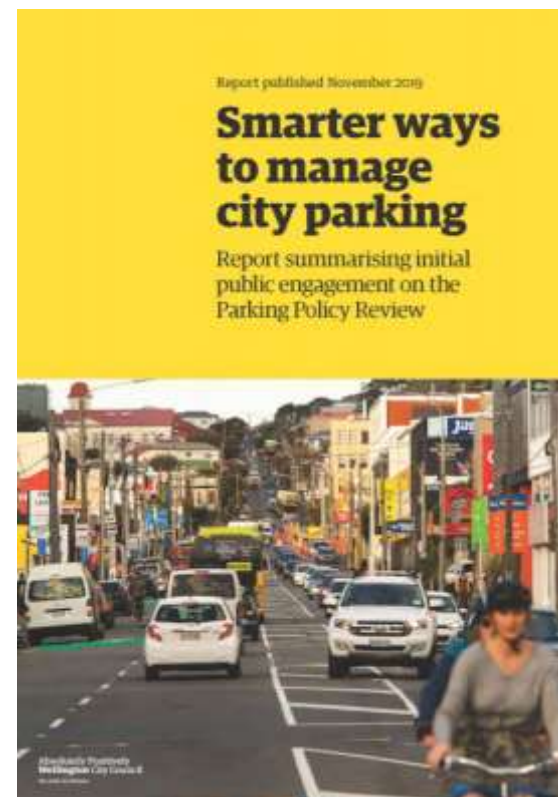
## Sub-categories



# Challenges



system improvements and network disruption is coming but there are high levels of uncertainty around timing of delivery and scope of system improvements



Timing and scope of congestion charging/ road pricing or similar uncertain



Covid-19 is impacting travel patterns



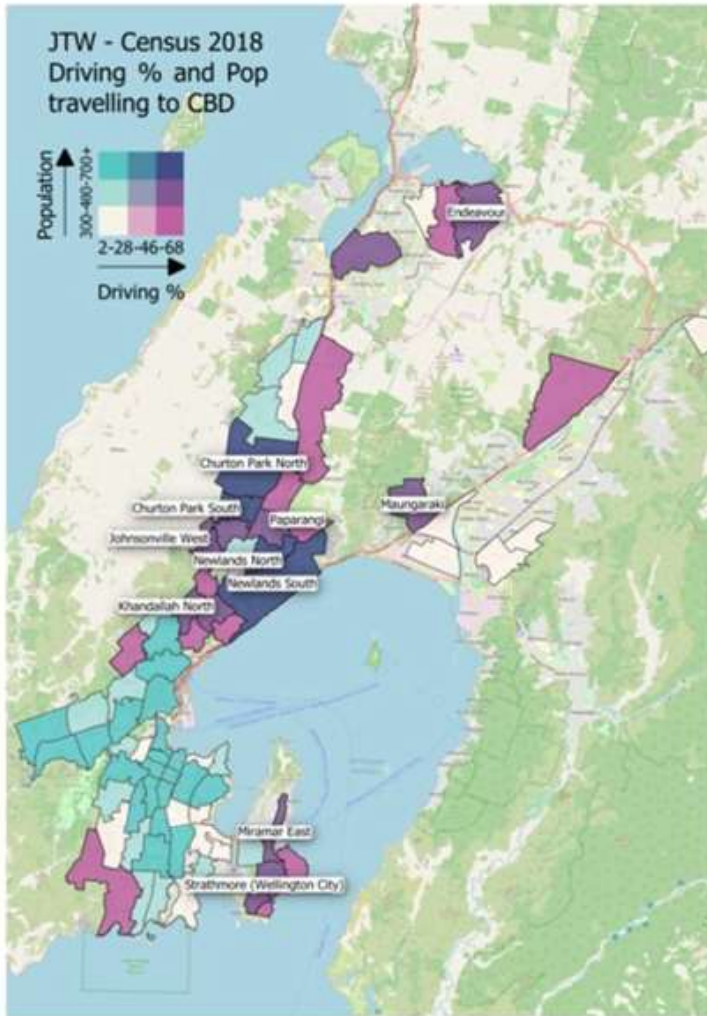
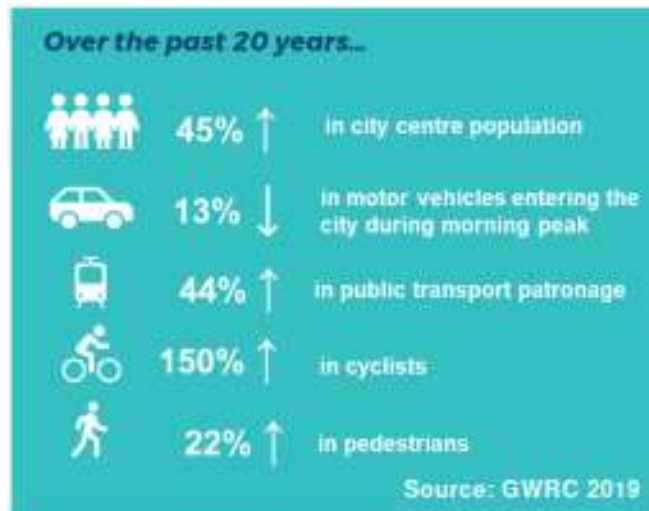


Figure 2-4 Trips to work in Wellington central city by population size and proportion of trips driven (GWRC analysis Census data)

The CBD attracts trips from the wider region



At times transport network operates at capacity



Population and employment growth will continue to increase travel demand

# Challenges



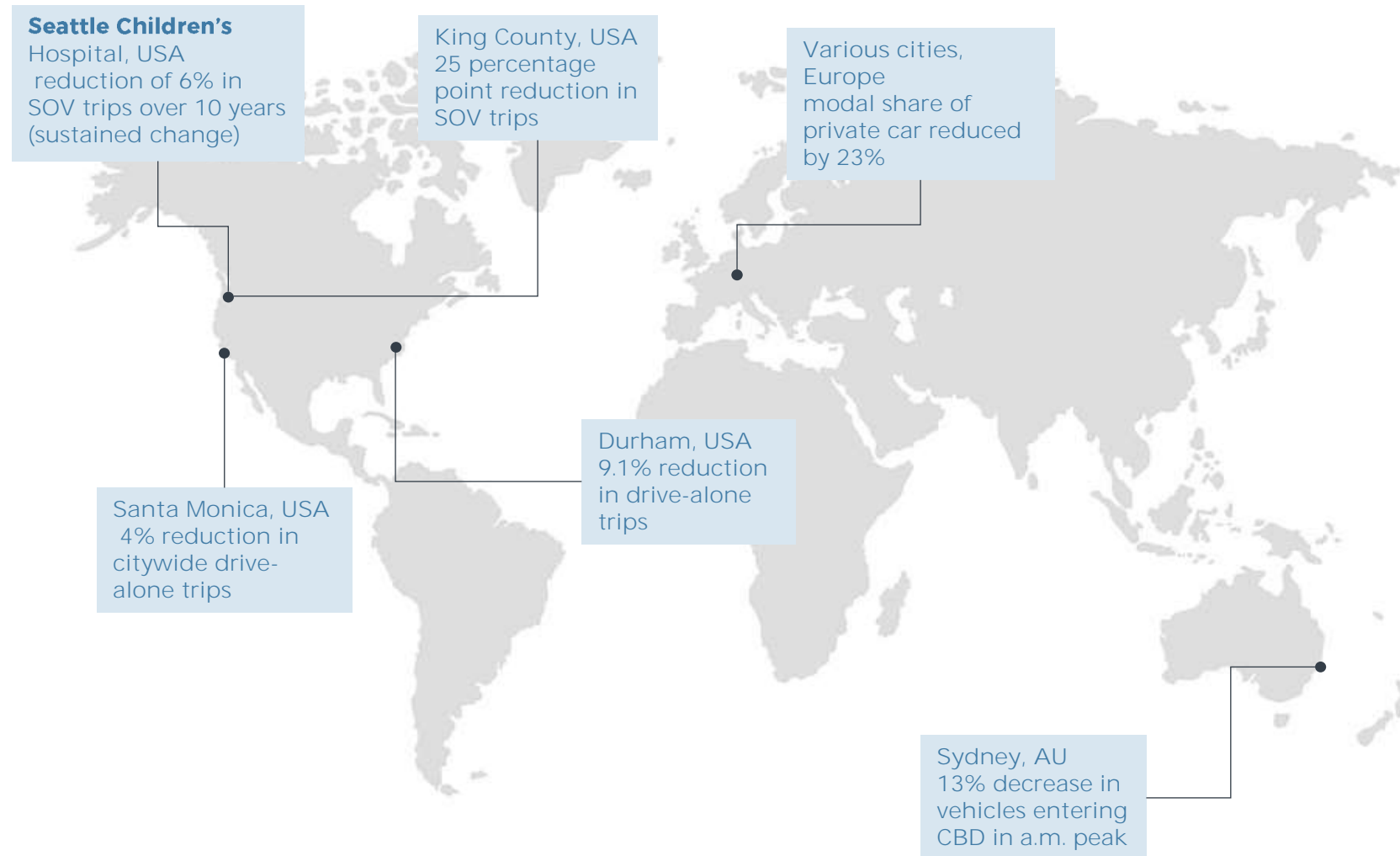
Propensity to change behaviour for individuals (image adopted from Lester, 2016)

Sustained behaviour change takes time

# Lessons learnt from case studies

- Meaningful results can be seen in a short amount of time, with a comprehensive package of complementary measures
- Mode shift is possible even in environments far less supportive than Wellington
- Localised initiatives, implemented by major employers, universities, etc., contribute to the collective impact
- Regulatory measures have more impressive results than voluntary programmes
- People respond to incentives, disincentives and pricing strategies
- Measuring, monitoring and evaluation is crucial to tracking progress, outcomes and overall impact

## Reduction in car trips/ car mode share





Shaping the package  
From long list to short list





**Momo waka**  
**Re-mode**

encourage a shift  
away from car driving



**Whāiti**  
**Reduce**

avoid unnecessary  
travel



**Wā tika**  
**Re-time**

travel outside  
of busy periods



**Ara tika**  
**Re-route**

avoid areas  
of construction

**Re-think your trip**

Whakahou i ngā whakaaro

# Responding to disruption

## Disruption Scenario 1

Let's GET Wellington MOVING wsp



### WHAT IS THE DISRUPTION?

The Golden Mile (Liondun Quay to Coatesway Place) is the heart of Wellington and has been identified as a key public transport route.

This area is being redesigned to make it better for people walking and on bikes, and give buses more priority.

Delivering these improvements will result in construction-related disruption.

This means there will temporarily be less space and standing on the footpath when walking on the Golden Mile.

There will be a net reduction in car parking during and after construction, caused by private vehicles not being able to park on the street, side streets will be closed, and loading zones and carstands will be relocated to side streets.

After construction, there will be more space for people on foot and on bikes, and buses will be better and more reliable.

ROAD CLOSED

### WHO WOULD BE AFFECTED?

People driving 6,500

People on buses 36,000

Walking routes 31,000

Cycling routes 300

15,500

90%

Around 6,500 people travel by vehicle along part of the Golden Mile on a typical weekday.

36,000 people travel by bus along part of the Golden Mile every weekday.

Around 31,000 people walk along part of it during a typical weekday.

Over 300 people cycle along part of the Golden Mile on a typical weekday.

In total, about 18,500 people drive in Wellington between the 600 peak of 07:00 - 09:00am.

90% of people driving to work will be affected by disruption.

**WHEN WILL THE DISRUPTION BE?**

2020/21

Likely start in the 2020/21 financial year. While delivery could last for 12 months it is expected that construction would be focused at localised sites progressing sequentially along the corridor.

## What does this disruption mean for customers?

Normal travel times will likely increase and become unpredictable

### PUBLIC TRANSPORT

Buses may take longer than usual to travel along the Golden Mile.

Journeys may be more unreliable.

Where people normally catch the bus may change (temporarily or permanently).

Buses may be rerouted.

### ACTIVE TRAVEL

There will be dust and noise from the construction at times.

While walks are underway at busy times of the day, footpaths may be more congested and you may have to queue up on the footpath.

There will be some temporary closures in place.

### TRAVEL BY CAR

Driving will no longer be a viable option for reaching the Golden Mile.

Road layout will change frequently, it could be confusing and wayfinding may be challenging.

Private parking for local businesses may change.

### SERVICES & DELIVERY

Loading zone locations will move and will affect the way deliveries are managed.

### RETAILERS & CUSTOMERS

Customers who need parking may find it difficult.

People accessing shops and businesses may find it difficult to navigate the space.

## What is the targeted strategy for this disruption?

### PUBLIC TRANSPORT

Maintain current patronage

- Communicate the need to allow more time when walking and queuing.
- Encourage active travel where necessary for short trips instead of using the bus.
- Communicate about peak public transport times (07:00am - 09:00am and after 5:30pm).
- Communicate how bus route changes change in advance using route maps at least 2 weeks in advance of any changes.

### ACTIVE TRAVEL

First choice for short trips

- Communicate the need to allow more time for trips on foot.
- Run active travel campaigns, challenges.
- Partner with shared responsibility providers so that customers can find good routes and drop zones for e-bikes.
- Work with construction teams to embed a customer-centric approach to minimise disruption for people using active modes.

### TRAVEL BY CAR

Plan ahead and drive only if you have to

- Encourage people driving to plan ahead.
- Communicate preferred drop zones for parking and alternative parking options.
- Encourage to use side side streets, narrow by roads instead of the main road.
- Communicate where travel time to take-up driving and parking at construction sites.

Communications are key to managing the challenge of road layout disruption.

### SERVICES & DELIVERY

- Coordinate deliveries.
- Communicate new location of loading zones.

### RETAILERS & CUSTOMERS

- Clearly communicate through displays, brochures, social potential delays to customers, access issues and loss of on-street parking.



# Recommended Package

*Staged delivery of travel behaviour change initiatives in response to triggers/opportunities, with an incremental approach to delivering culture change and ripple effect*

## Stages of delivery

Scaling up current TBC, responding to disruption (Package A)

*Get more people in central Wellington and inner areas using shared and active modes*

Responding to first-last leg improvements (Package B)

*Connecting people with active and shared modes to rail stations in the outer areas so that people use public transport to travel to the central Wellington*

Responding to commuter parking levy (Package C)

*Flanking and boosting effectiveness of parking levy to reduce company car use and commuter parking in central Wellington*



## Boosting the travel behaviour change package

*Influencing mode choice for non-commute trips (Packages D and E) to create more willingness to use shared and active modes over time*

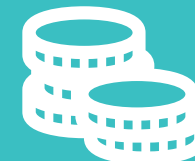
*Ripple effect/culture change*

*Incremental delivery using pilot, test and grow approach*

**Recommended package and staging implementation:**  
*Evolving package that responds to and prepares for triggers and opportunities*



Average FTE per year  
14



Total estimated cost over 10 years (including cost for FTE)  
**\$68M**

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**Women's Community**

Towards 50/50.

Bicycle Network's Women's Community program breaks down the barriers preventing more women from riding.

**East Gippsland Social Rides**

Join Bicycle Network this summer for three social rides as we explore the beautiful East Gippsland rail trail accompanied by our fantastic WARBYs.

**FUTUREFIT.**

**DISCOVER YOUR IMPACT ON THE PLANET**

**Mapumental Property – extra insight for househunters**

Posted by Myfanwy 10th November 2012

Mapumental Comments Off

If you're searching for a new home, give Mapumental Property a try. It narrows property results down, only showing you houses that fall within a decent commute time from the places you visit regularly - like work, school, or the shops. Here, [have a go](#) - it's fun.

**Irritation is the mother of invention**

Several years ago, some of our colleagues were looking for a house to rent.

**AKTIVE**

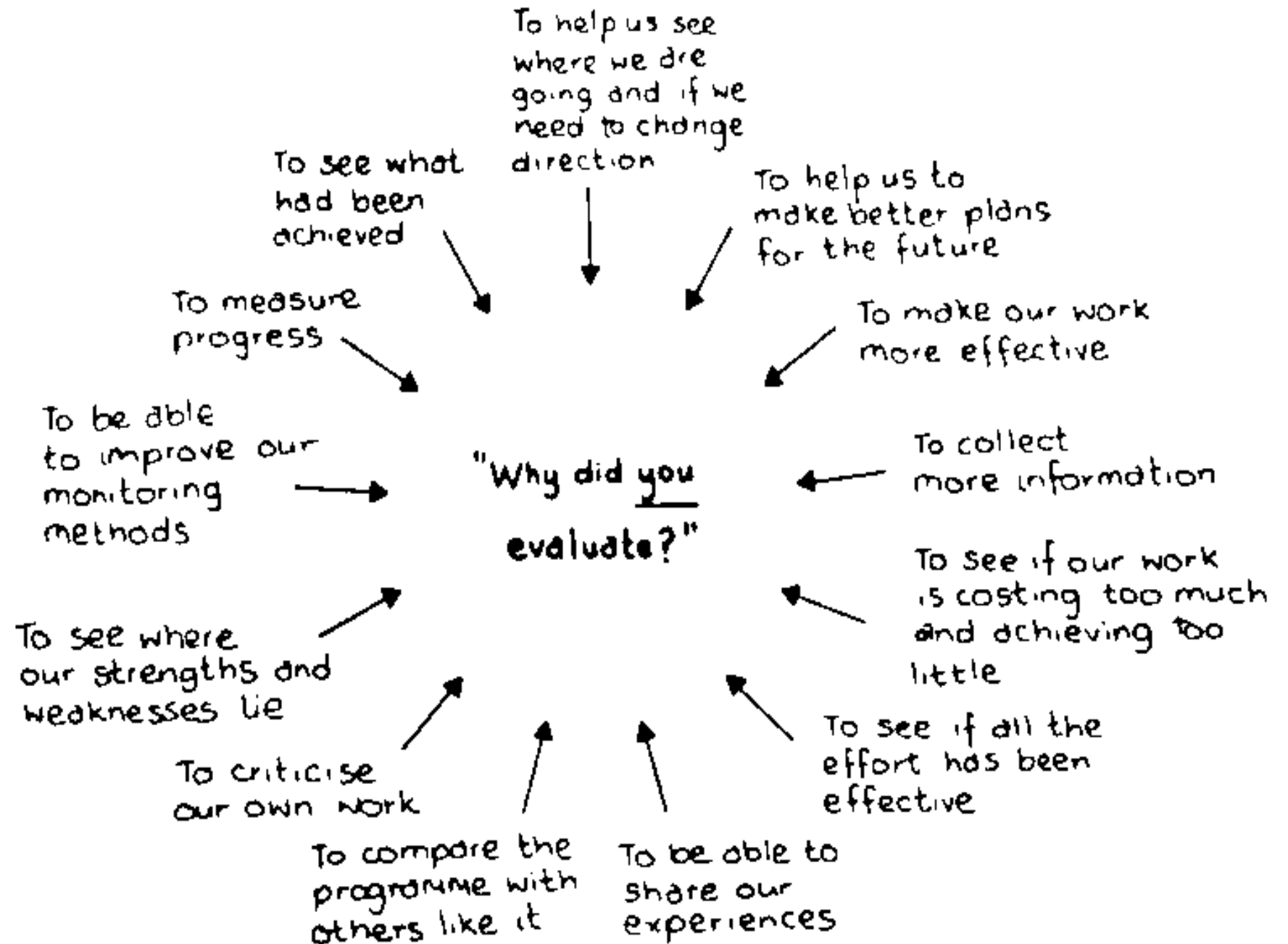
Who We Support What We Do Funding & Sponsors

**ActivAsian**

ActivAsian Great South Bay Women & Girls Greater Auckland Aquatic Action Plan No Orange Problems



**“Baking  
monitoring and  
data into the  
DNA of the travel  
behaviour  
change  
programme”**



## Wrap up

The SSBC has been written and is with Waka Kotahi- NZ Transport Agency for review.

It includes interventions across a number of categories:

- Policy, Partnerships and Advocacy
- Travel Plans
- Events, experiences and life choices
- Marketing, Communications, Incentives
- Supporting Services
- Supporting Amenities
- Evaluation, Research, and Reporting

What happens next?



wsp

150  
YEARS  
IN AOTEAROA

