**Let’s Get Wellingtonians Changing Travel Behaviour!**

|  |
| --- |
| The Let’s Get Wellington Moving programme includes a Travel Behaviour Change package. This package was tasked with designing an evidence-based travel behaviour change programme, working closely with stakeholders, to win people’s hearts and minds to encourage them to drive less often and shift towards using shared and active modes. A key outcome of the travel behaviour change programme will be to reduce car trips into the city by increasing the uptake of modes that emit less carbon. The LGWM programme, and its travel behaviour change package, are an important part of the city’s journey to becoming carbon neutral by 2050. In this presentation, we will describe how we designed a travel behaviour change package for Let’s Get Wellington Moving. We’ll talk about what we learnt by taking travel behaviour change through the Waka Kotahi Business Case Approach and we’ll describe some of the travel behaviour change interventions that will be implemented to get Wellingtonians ready for change, to minimise disruption during construction and ultimately, to achieve a long-term change in how people travel in New Zealand’s capital city. Louise BakerTechnical Director- Transport, WSPLouise.Baker@wsp.com  |