

Incentivising lower carbon travel



**Auckland
Transport**
An Auckland Council Organisation



Reduced carpark

— From 205 in Greenlane to 18 in Wynyard Quarter



Image Capture: Genesis Energy, April 2021

Genesis & Zilch, Daldy St, Wynyard Quarter

Supported the transition to different travel modes

— Genesis and Auckland Transport educate staff on travel options

Cycling

See what's accessible within a 15 minute bike ride.



Walking

See what's accessible within a 15 minute walk.



Eastern Shuttle Trial

Completion of the [Eastern Busway project](#) is some time away and are giving our staff who would normally use the eastern busway an option to use their shuttle service.



AT Journey Planner

Use the AT Journey Planner to plan your trip on all buses, trains and ferry services.



AT Bus Network

Check out the map to see the routes for the Auckland Bus Network. See how it changes.



AT Ferry Network

Check out AT Ferry routes operating from Auckland City Terminal. See how it changes.



AT Train Network

Check out AT Train routes operating from Auckland City Terminal. See how it changes.



Discounted Carsharing



Discounted E-Bikes



Trialled a new AT Hop Card Subsidy Scheme

— Genesis offer a 25% staff subsidy on Public Transport



A lovely morning ride! Thanks Marc England for the coffee

cc: Marc England



Opinion: Companies and individuals need to be the change

Narrow Neck resident and Genesis chief financial officer Chris Jewell offers an example of how firms and workers can make a difference

Over the last six months, I've become a regular on the morning ferry to the city. Most often, I'm the one with the black backpack and the foldable electric scooter. My new commute takes me less than 10 minutes from closing our front door in Devonport to sitting at an office desk in Wynyard Quarter.

The change came after Genesis moved offices from Greenlane to Wynyard, in October. But it has been far more than a change of location. Committed to putting sustainability at the heart of our business and a determination to walk the walk, the move came with a raft of changes for all of us.

The biggest of them was removing every staff car park and replacing our corporate EV car-share service.

EV car-share service, car parks, put on our people by facilities to help them with travelling and showers in the change room, drying room and to choose to bike, walk or use the train or bus. We've set the tone by taking his bike to work, leaving on the escalator have made similar

We've seen a 36 per cent saving to work by car, 23 per cent increase in with the remainder on scooter. As well, we've number of staff who are and less stressed.

But we - as individuals a business - are doing to combat emissions. One of the problem is not makes up 40 per cent of our emissions. In 2019, it was the biggest of it's list. Auckland alone



Leading by example... Peninsula local and Genesis CFO Chris Jewell

change. We took the bold step of no car parks for anyone, because it was the right thing to do and contributes to helping get Auckland moving.

It's too easy to make an excuse that my life is different - I am an exception and need a car park.

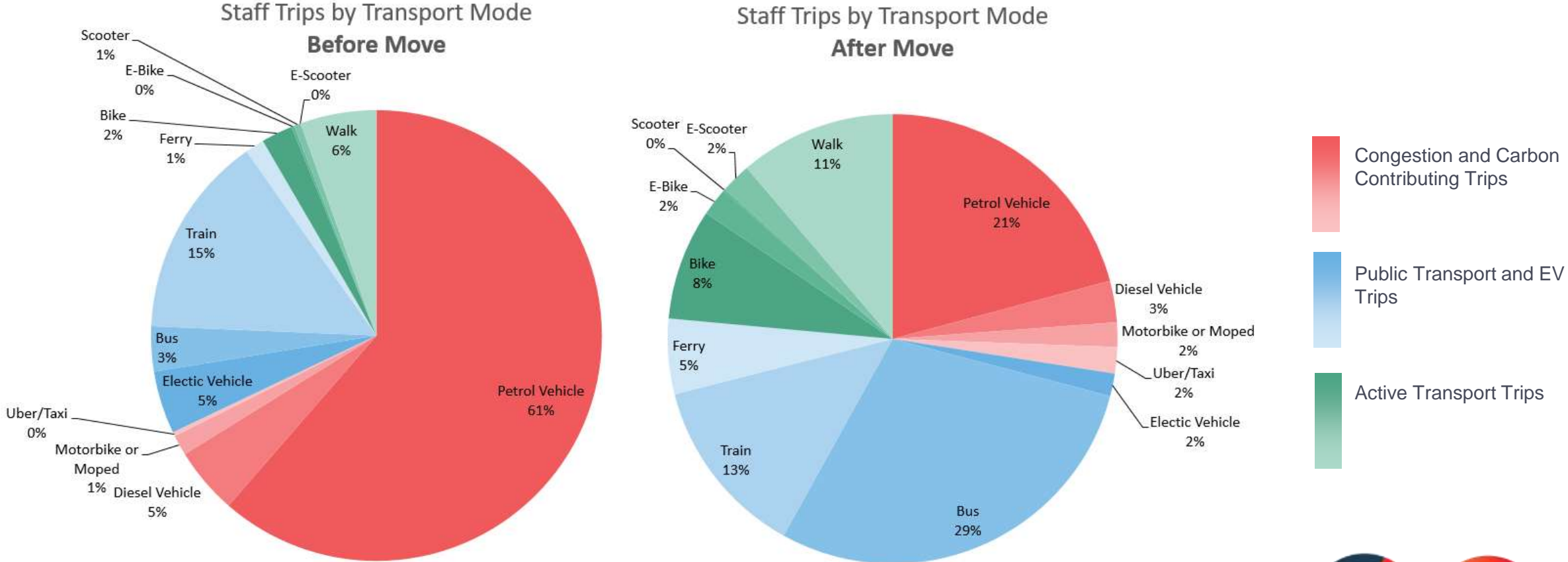
There are parallels from our experience that leaders in the Devonport community can consider. There is an alternative to the daily grind down Lake Rd and then going bumper-to-bumper on the motorway to your car park in the city.

Trust me, it works a treat on multiple levels.

Let's ask questions at work and in our community: How can we do things differently? Why do we need staff car parks? How can we make it easier for our teams to take alternative transport? And, locally, why does the Navy still allow hundreds of cars every day onto its base, clogging up Lake Rd and putting our kids at risk?

Carbon emissions reduced by 3.05t pa

— 71% less congestion and carbon contributing trips per week



Staff Commutes by Transport Mode

A comparison of the number of trips travelled by staff by transport mode per week.



AT Hop Subsidy costs are low

— With a low cost per person compared to other incentives

AT Hop Subsidy — 25% of AT Hop travel paid by Genesis

81%



~\$2,590 / month

Give-it-a-Go — Two week trial of AT Hop Bus & Train travel

61%



~ \$1,420 / month

End of Trip Facilities — Bike parking, showers & lockers

47%



~ \$6,300 / month

Eastern Shuttle Service — Daily direct shuttle into the city

8%



Discounted Carsharing

3%



Discounted Memberships

2%



Discounted E-Bikes

1%



Information and processes must be easy

— But it takes longer for staff to commute to work

The incentive and subsidy information was easily available



The subsidy sign-up process was easy



The subsidy encouraged travel by public transport more frequently



The commute times are longer



More support needed to setup subsidy scheme

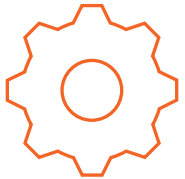
— While a fully automated system is a key enabler



Financial Modelling



Privacy



Automation

Incentivising lower carbon travel

Reduce carparks

Support the transition to different travel modes

Offer an AT Hop Card subsidy



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How does the AT Subsidy Work?

— An automated simple system

- It is remotely loaded on to the HOP card following a simple transfer of data - HOP card number and registered email address.
- Subsidy applies Mon to Fri on all services except Waiheke Ferry.
- The employee pays 75% of the full Adult HOP Fare, the remaining 25% is collated in to a monthly invoice to Genesis.



What's next?

— Further trials and developments

- Yellow have recently commenced a 6 month trial
- New product profiles for 25%, 50% or 75% subsidy
- Sizing the opportunity – what might the demand be from other organisations?
- Currently reviewing the customer journey to see opportunities for improvement
- Plan to scale up and offer to more Auckland businesses through AT's Travelwise Choices programme

A banner with a green background on the left and a dark blue background on the right. The text "Travelwise Choices" is written in white and dark blue. The right side features a graphic of diagonal lines and circles in shades of blue and green.

**Travelwise
Choices**



Get in touch

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