



Land Transport **NZ**
Ikiiki Whenua Aotearoa

Changing travel behaviour in NZ: An update

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Overview

- Pt. 1 'Travel Behaviour Change' (TBhC): The context
- Pt. 2 Land Transport NZ's involvement with TBhC



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Pt. 1

Travel Behaviour Change: The Context

Policy context

- Land Transport Management Act
- NZ Transport Strategy
- National Energy Efficiency & Conservation Strategy

Wider TDM context

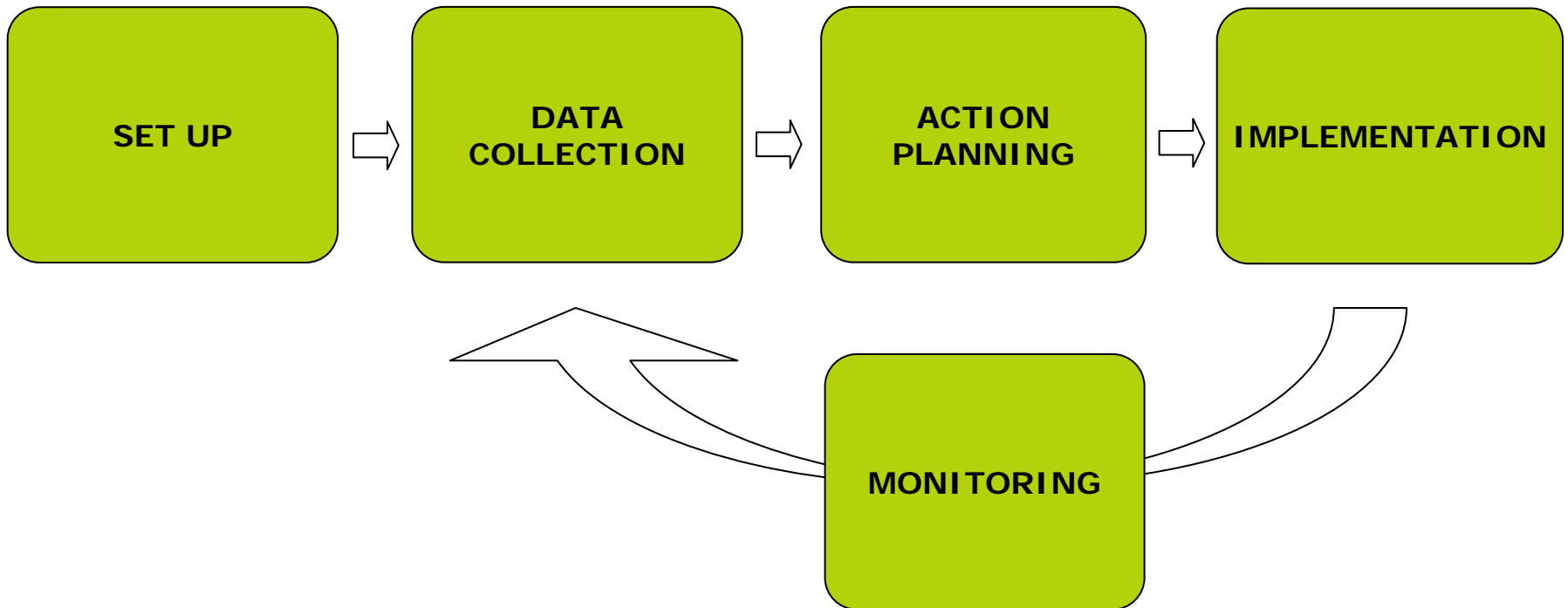
Travel Demand Management

<i>Strategies</i>	<i>Land use</i>	<i>Network for all users</i>	<i>Travel Behaviour Change</i>	<i>Pricing / taxes</i>
Definition	- Shaping community development	- Moving people & goods	- Voluntary mode shift	- Pricing - User charges - Taxes
Examples	- District plan changes - Zoning	- Traffic calming - PT - HOV lanes	- Travel planning - Personalised marketing	- Tolls - Electronic road pricing - Parking controls

Travel behaviour change

*...Travel behaviour change programmes aim to **encourage voluntary change** in personal or private travel behaviour by providing consumer information and encouragement for people to **utilise modes of travel other than the private car** and to reduce the overall requirement for travel.*

Five step travel plan process



Why bother?

- travel costs
- use of sustainable transport modes
- environmental impacts
- health benefits
- accessibility and choice
- congestion

A short NZ TBhC history

- Early programmes
- EECA lead role since 2003
- Land Transport NZ involvement

Stakeholders involved

- Land Transport NZ
- MoT, EECA, MfE
- Approved Organisations: ARTA (ARC), NSCC, GWRC, CCC, ECan, HCC, DCC, Transit NZ, etc...



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Pt. 2

Land Transport NZ's involvement
in TBhC

Transition to Land Transport NZ

- Agreement between CE's that Land Transport NZ take over EECA programme from 1 July

Community Focussed Activities

- Consultation recently completed
- Increase TBhC FAR to 75% from 2007/08
- Removal of TBhC as a separate work category
- New System Use activity class

Land Transport NZ's role in TBhC

- 2006/07 'transition year'
- Fund Approved Organisations (AOs)
- Assist and advise AOs through regional offices
- Monitor effectiveness of TBhC (mode shift and VKT)

Land Transport NZ's proposed work programme

- Gap analysis & International review
- Travel Plans for Land Transport NZ
- Cross Govt linkages
- Linkages to new Land Transport NZ sustainable and safe trends
- Develop future direction and guidance material

Interface with AO's

- First port of call: Land Transport NZ Regional Programme Teams
- The regional teams are here to assist and advise AOs with TBhC programmes (funding, process, etc)
- National office support for regional office teams

Key Regional Contacts



Northern Region

Coralie McDonald – Auckland Office
Tel 09 969 9800

Karen Sandoy – Whangarei Office
Tel 09 459 6314

Trish Rudolph – Auckland Office
Tel 09 969 9815



Midland Region

Laura Reedy - Hamilton Office
Tel 07 958 7840

Michelle Te Wharau - Hamilton Office
Tel 07 958 7840

Andrew McKillop - Hamilton Office
Tel 07 958 7840



Central Region

Denise Elers – Napier Office
Tel 06 974 5520

Roy Hitchcock – Wellington Office
Tel 04 931 8900

Barbara Broederlow - Palmerston North Office
Tel 06 953 6396



Southern Region

Bob Nettleton – Dunedin Office
Tel 03 951 3009

Wayne Osmer – Christchurch Office
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Conclusion

- Exciting times for all!
- Broadening remit to include sustainability
- Learning curve for everyone
- Continue to review & refine as we progress together

Questions?

