

**REPORT**

**Regional Land Transport Strategy  
Working Draft Travel Demand Management Plan**

Prepared for Tasman District Council

AUGUST 2009

This document has been prepared for the benefit of Tasman District Council. No liability is accepted by this company or any employee or sub-consultant of this company with respect to its use by any other person.

This disclaimer shall apply notwithstanding that the report may be made available to other persons for an application for permission or approval to fulfil a legal requirement.

## QUALITY ASSURANCE STATEMENT

<b>PROJECT MANAGER</b>	<b>REVIEWED BY</b>
Ray Firth	Mike Tottman and Phil Peet
<b>PREPARED BY</b>	<b>APPROVED FOR ISSUE BY</b>
Tim Cheesebrough	Ray Firth

### WELLINGTON

Level 1, 123 Taranaki Street, Te Aro, PO Box 9624, Wellington 6141, New Zealand  
P + 64-4-381 6700, F + 64-4-381 6739

## REVISION SCHEDULE

Rev No	Date	Description	Prepared By	Reviewed By	Approved By
A	Aug 09	Update for RLTC	PJP	RAF	RAF

# TASMAN DISTRICT COUNCIL

## Regional Land Transport Strategy Working Draft Travel Demand Management Plan

### CONTENTS

1	Introduction .....	1
1.1	Visions & Objectives for Land Transport in Tasman District .....	1
1.2	The Role of Travel Demand Management in Tasman District.....	2
2	Travel Demand Management Strategy .....	3
2.1	Key Policy Linkages to the GPS and LTMA .....	3
2.2	Proposed Travel Demand Management Strategy approach .....	3
2.3	Travel Demand Management Policies and Activities .....	4
2.3.1.	Influencing travel behaviour .....	4
2.3.2.	Integrated land-use and transportation planning.....	5
2.3.3.	Active Travel – Additional Activities.....	6
2.3.4.	Parking Control.....	7
	Appendix A: Description of Key Activities .....	9

# 1 Introduction

## 1.1 Visions & Objectives for Land Transport in Tasman District

The vision for Tasman District’s land transport network contained in the Regional Land Transport Strategy is:

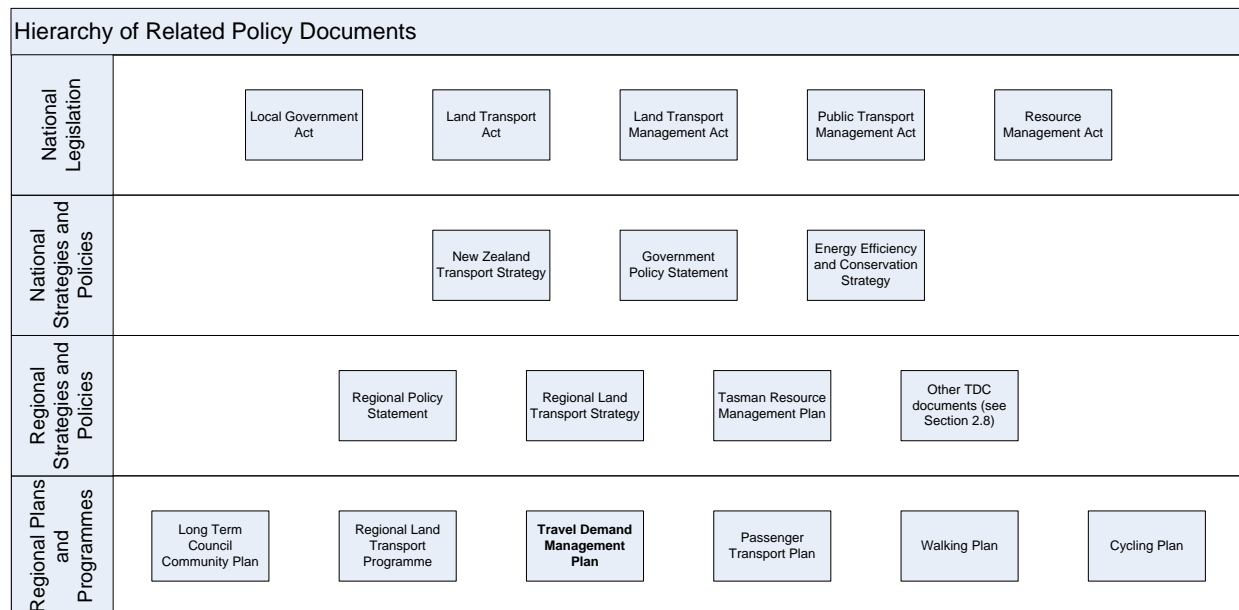
*‘To have a land transport system that will support a sustainable and prosperous economy, that is accessible by and serves the whole community, contributing to the better health, safety and wellbeing of those living within and visiting Tasman District.’*

In turn, this vision responds to the requirements of the Amended Land Transport Management Act (2003) and is embodied in the following high level objectives for the land transport system:

- *Assist Economic Development:* A transport system that contributes to economic growth and prosperity
- *Safety & Personal Security:* A transport system that is safe to use across all transport modes
- *Access & Mobility:* An efficient transport system that is integrated with land use planning optimising access and mobility for all
- *Public Health:* A transport system that encourages active modes of travel
- *Environmental Sustainability:* A transport system that optimises energy efficiency and ensures the sustainability of the natural and built environment
- *Economic Efficiency:* A transport system that is affordable and provides value for money.

This vision and objectives are consistent with the New Zealand Transport Strategy 2008 (NZTS 2008) and the Government Policy Statement on Land Transport Funding (2009/10 – 2018/19).

This plan is part of a suite of legislative and policy documents that impact on the Tasman land Transport system. The key influencing documents are outlined in the diagram below.



Travel Demand Management policies and programmes of activities for the Tasman District have the potential to make a direct and positive contribution to meeting both the short to medium term impacts of the GPS, alongside laying the foundations for positive gains to be made over the longer term towards the

NZTS 2008 objectives. Therefore this Travel Demand Management Plan for Tasman District, which forms a part of the Tasman District Regional Land Transport Strategy, has been determined from an assessment of those policy initiatives and activities that can make a demonstrable contribution to national and regional transportation objectives.

## 1.2 The Role of Travel Demand Management in Tasman District

Travel demand management has the potential to make a significant contribution to short, medium and long term transportation impacts in the Tasman District region, through policies, activities and programmes that seek to influence travel behaviour. These policies can be implemented in a way that maximises the effective deployment of transportation services and infrastructure, thus contributing to economic productivity and growth.

Many Travel Demand Management (TDM) policies and programmes devised by local authorities in New Zealand and internationally, have rightly acknowledged that a single TDM measure or activity is unlikely to bring about travel behavioural change to any demonstrable degree. The common theme in all however, is a focus on creating an improved capability for travel choice among all sectors of the community and an improved balance between the demand for travel and reasonably available and affordable transportation services and infrastructure supply.

Creating the climate for improved travel choice and delivering genuine alternatives to the high proportion of private journeys made by car offers the opportunity to create a more resilient transport network that permits continued economic and land use growth with a transportation network more resilient to external forces such as international fuel prices and availability, and wider climate and environmental concerns. The Government requires that land transport planning and evaluation take account of such issues.

The Government's recently published GPS therefore signals how the Government intends to prioritise its investments for the coming period, primarily in the supply of transportation infrastructure and services. This Travel Demand Management Plan is intended to respond directly to those intended impacts of the GPS. Therefore Travel Demand Management has a continuing and perhaps increased role to play in better managing demand for transportation networks and services, in order that maximum value can be gained from existing and committed transportation expenditure. Influencing travel behaviour thus has the capability of offering excellent value for money in reducing the short to medium term demand for infrastructure investment.

The geographically large area of the Tasman District, coupled with the relatively low population means that not all traditional Travel Demand Management measures are appropriate for this district. For example, there is very limited public transport services, especially outside of Richmond, and as providing such services is unlikely to be viable. Accordingly, encouraging large numbers of people on to public transport is not a feasible option.

However, there are many other practicable travel demand management measures available which could be used to great affect for travel within, to and from the urban areas. An integrated programme of activities making up a Travel Demand Management Plan for Tasman District is likely to include a combination of the following:

- Influences upon travel behaviour (through education, promotion and marketing to the community at large and particular sectors of the community such as schools and workplaces where the scope for change is highest);
- Improved integration of land use and transportation planning; and
- Network capacity measures, including parking management.

## 2 Travel Demand Management Plan

### 2.1 Key Policy Linkages to the GPS and LTMA

In order to offer the maximum synergy with the Government's desired GPS impacts for transportation, it is essential that the TDM plan and policies and activities within it, support the following desired impacts of the GPS for 2009/10 – 2018/19:

- Contribute to meeting the Government's key priority to increase national economic growth and productivity
- Achieving value for money
- Encouraging integrated planning
- Making best use of existing networks and infrastructure - implementing and fostering coordinated approaches
- Considering the impact of volatile fuel prices

**These are expressed as follows:**

- A** Improvements in the provision of infrastructure and services that enhance transport efficiency and lower the cost of transportation through:
  - A1** Improvements in journey time reliability
  - A2** Easing of severe congestion
  - A3** More efficient freight supply chains
  - A4** Better use of existing transport capacity
- B** Better access to markets, employment and areas that contribute to economic growth
- C** A secure and resilient transport network

**With other sought impacts including:**

- D** Reductions in deaths and serious injuries through road crashes
- E** More transport choices, particularly for those with limited access to a car, where appropriate
- F** Reductions in adverse environmental effects from land transport
- G** Contributions to positive health outcomes

At the same time, the Government also expects to see progress against the key aims of the Land Transport Management Act 2003, namely:

- a.** Assisting economic development
- b.** Assisting safety and personal security
- c.** Improving access and mobility
- d.** Protecting and promoting public health
- e.** Ensuring environmental sustainability

### 2.2 Proposed Travel Demand Management Plan approach

It is proposed that the Tasman District Travel Demand Management Plan adopt an approach of **Reduce, Manage and Invest** to guiding the delivery of TDM policies and activities, as follows:

**Reduce** – reducing the need to travel (and hence the level of demand on the transportation networks) by such measures as integrated land use and transportation planning; encouraging modal choice in favour of more sustainable and resilient networks and services; the better balancing of demand with available or committed capacity increases, as likely to achieve efficiency savings.

**Manage** – managing existing networks and transportation services to gain maximum efficiencies from those services and capacity.

**Invest** – enhancing services or infrastructure capacity where there is a demonstrable need to do so and where funding decisions can be demonstrated to show good economic efficiency from that project or programme.

## 2.3 Travel Demand Management Policies and Activities

In delivering against the proposed TDM approach of *Reduce, Manage and Invest*, key TDM policies and activities have been assessed against conformity with both the GPS and LTMA. This will enable the Region to seek appropriate support and funding through the GPS defined Activity Classes for Transportation.

### 2.3.1. Influencing travel behaviour

Measures that influence travel behaviour will necessarily focus upon desired impacts contributing to reduced congestion (and hence network capacity efficiencies) at peak travel periods, the encouragement of a greater use of healthy, active travel modes, greater use of available public transport and/or car sharing. Accordingly, the optimum effectiveness of these measures will often but not always rely upon improvements being made to the public transport system and to walking and cycling infrastructure.

School and workplace travel plans can be very effective in reducing single occupant car journeys and the high proportions of children taken to and from school by car. Maximising use of active healthy travel modes is good for the health and well being of the population as a whole and is increasingly recognised internationally as good for child health and development. Positive results in reducing the numbers of children driven to school can achieve demonstrable improvements to existing peak period congestion on road networks, thus helping free capacity and improve journey reliability for economically essential business travel needs and freight movements.

The value of travel promotion and education campaigns to gain improved community awareness and support of the need to carefully consider travel choice for a wide range of reasons cannot be under – estimated.

<b>Policy TDM1</b>	<p><b>Travel Behaviour Change</b>                  To undertake a comprehensive range of travel behaviour change programmes.</p> <p><i>This will include educational and promotional measures to reduce the use of private motor vehicles, especially for non essential and shorter journeys, where genuine alternatives are available. These measures will be especially targeted to educational establishments, larger employers and in network locations with traffic congestion problems. Alongside encouragement of healthy active travel modes for community health and wellbeing, there will be a focus on an improved balance of travel demands against network capacity through the day.</i></p>
--------------------	---

Activity	Activity Start	Contributes to GPS and LTMA Impacts														
		A 1	A 2	A 3	A 4	B	C	D	E	F	G	a	b	c	d	e
Promote School Travel Plans including measures such as provision of “walking school buses”, safety and transport environmental educational and training programmes and “safer routes to school” programmes.	Short Term and ongoing	✓	✓		✓		✓	✓	✓	✓	✓		✓	✓	✓	✓
Promote alternative forms of travel through media publicity campaigns, promotional events and information packs	Short Term and ongoing	✓	✓		✓		✓	✓	✓	✓	✓		✓	✓	✓	✓
Promotion of Workplace Travel Plans to significant employers, including measures such as encouragement of cycling and walking, suitable work base facilities, tele-working and flexible hours, together with improved provision and uptake of public transport,	Short Term	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Provide incentives for employers to support alternative forms of transport	Short Term	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Implement car-pooling scheme and begin promotion campaign	Short Term	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓

### 2.3.2. Integrated land-use and transportation planning

Travel demand is significantly affected by the location of residential, commercial and employment activities. The ability of new development areas to provide maximum local accessibility by walking and / or cycling to key services such as employment, shopping, health, education and key community facilities such as libraries, has a fundamental impact on both the underlying demand for travel and the choice of mode for short journeys. It has the ability to create vibrant, healthy communities in which people aspire to live.

Future demands on the transport network can thus be better managed by the improved integration of land use and transport planning, together with improved accessibility planning for key land uses and community facilities. Additionally, the placement of new land use developments to gain optimum access to existing transport networks that have sufficient projected capacity, also makes optimum use of existing transportation infrastructure and services.

<b>Policy TDM2</b>	<p><b>Land use and transportation planning</b></p> <p>The improved integration of land use and transportation planning to help minimise travel demands and encourage more sustainable travel choices for journeys.</p> <p><i>Promoting the location of housing, jobs, shopping, leisure, education and community facilities and services, to reduce the overall demand for travel and encourage the use of alternatives to the private motor vehicle, especially for local journeys.</i></p>
--------------------	--



Activity	Activity Start	Contributes to GPS and LTMA Impacts														
		A	A	A	A	B	C	D	E	F	G	a	b	c	d	e
		1	2	3	4											
A review of the Tasman Resource Management Plan to promote residential and employment land-use development around transportation hubs.	Short Term	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Review of Tasman Resource Management Plan design guides to ensure that planning proposals cater for mobility impaired transport users and help to provide improved accessibility for the more sustainable transport modes (i.e. walking, cycling, bus etc).	Short Term	✓	✓		✓		✓	✓	✓	✓		✓	✓	✓	✓	
Review engineering guidelines to ensure that designs are required to provide for convenient bus services and high standard walking and cycling networks.	Short Term	✓	✓		✓		✓	✓	✓	✓		✓	✓	✓	✓	
Develop accessibility planning guidelines and standards to be applied to all key community facilities, in order to maximise the proportion of the community with ready access to those facilities by affordable, sustainable transport modes.	Medium Term	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	

### 2.3.3. Active Travel – Additional Activities

The Tasman District Council has a vision to make the region a “safe and enjoyable place to walk and cycle”. Walking is a vitally important part of a transport system as it provides an essential mode of travel for those with limited access to a motor vehicle. It can also be an integral part of public transport journeys and even shared motor vehicle journeys. It is the most sustainable, efficient and economical method of travel for short journeys and it provides considerable health and environmental benefits. Cycling is also an active, relatively cheap and environmentally friendly mode of transport that has significant potential for use for many more short to medium distance trips than at present. Cycling often provides the fastest door to door journeys in congested areas. It provides many environmental benefits as it is pollution free, noise free and can significantly benefit congestion levels when cycling routes are convenient, direct and safe.

This plan recognises the importance of walking and cycling and promotes a pedestrian and cycle -friendly built environment. Both walking and cycling routes should be well signed, connected, convenient, comfortable and convivial; by creating a pleasant environment necessary for a healthy, vibrant and connected community.

This plan also promotes for the first time the comprehensive and structured application of Non Motorised Road User Reviews and Audits (as promoted by the New Zealand Transport Agency) in the assessment of all significant transportation, land use and community facility developments. This will ensure that maximum value for money in supporting these sustainable modes is gained from all infrastructure investment.

<b>Policy TDM3</b>	<b>Support of Active Travel Modes</b>
--------------------	---------------------------------------

Ensuring that cycling and walking networks are well publicised and signed to generate maximum usage, and that all key infrastructure development and renewal is subjected to a structured Non Motorised Road User Review or Audit.

*Promoting maximum awareness and usage of cycling and walking networks along with optimum value from all transportation (and other) infrastructure investment, in support of active travel modes.*

Activity	Activity Start	Contributes to GPS and LTMA Impacts														
		A	A	A	A	B	C	D	E	F	G	a	b	c	d	e
		1	2	3	4											
Ensure that all key infrastructure programmes for transportation and community facilities are subjected to Non Motorised Road User Reviews and Audits with a particular emphasis on the needs of pedestrians with mobility impairments.	Short Term and Ongoing	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Provide a clearly definable network of walking and cycling routes to key destinations (such as schools, shopping districts, health facilities, Post Offices, places of work, open spaces) from local residential communities	Short Term and Ongoing	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Provision of maps showing walking and cycling routes and promote with publicity campaigns. Make information available by both paper copy and worldwide web.	Short Term and Ongoing	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Implement the TDC Regional Walking and Cycling Strategy	Short Term and Ongoing	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

### 2.3.4. Parking Management

The convenience and cost of parking are a factor in the decisions which people make when choosing to travel. Whilst the vitality of the Richmond and other urban centres should be maintained through the provision of high standard parking facilities for shopper and tourist trips, the use of long-stay parking by commuters should be discouraged through the application of controls and possibly charges. This will help support priority being afforded to commercially beneficial parking activity by shoppers, business visitors and deliveries to the commercial centres.

**Policy TDM4**

**Parking Management**  
 The effective deployment of parking controls to help manage travel in and around the Richmond and Motueka central business districts and maximise the efficiency of available parking in support of essential commercial activity and deliveries.

*Promoting a policy of ensuring priority is increasingly placed upon parking and access for commercially important activity (ie short stay parking), as opposed to longer stay commuter parking.*

Activity	Activity Start	Contributes to GPS and LTMA Impacts														
		A	A	A	A	B	C	D	E	F	G	a	b	c	d	e
		1	2	3	4											
Develop Richmond and Motueka central business district parking strategies to deter long stay commuter parking in favour of commercially important shopper and business parking and deliveries.	Short Term	✓	✓	✓	✓	✓	✓			✓		✓		✓	✓	
Consider parking strategies for other townships.	Medium Term	✓	✓	✓	✓	✓	✓			✓		✓		✓	✓	
Review the Tasman Resource Management Plan parking provisions to be consistent with policies in this TDM plan and the proposed CBD parking strategies.	Medium Term	✓	✓	✓	✓	✓	✓			✓		✓		✓		

## Appendix A: Description of Key Activities

A number of the key TDM Activities listed under the above Travel Demand Management Policies are discussed further below:

### **Activity Promote School Travel Plans**

School travel planning aims to encourage more families to use environmentally friendly transport options to get to and from school. Programmes include walking, school bus or cycle training, and infrastructure changes such as pedestrian crossings, traffic calming and cycle lanes as part of a 'safer routes to school' programme. They can also include provision of walking school buses.

School travel plans deliver a range of benefits, including:

- improved health and road awareness;
- reduced emissions and other environmental benefits; and
- economic benefits of spending less time in cars.

Land Transport New Zealand can assist in producing School Travel Plans as can some City Councils and Road Safety co-ordinators. More information about these travel plans, including guidelines for a school travel plan co-ordinators and guidelines for walking school bus co-ordinators and a walking school bus resource kit can be found on the Land Transport NZ website.

### **Activity Promotion of Workplace Travel Plans**

Workplace travel plans are a package of measures produced by employers to encourage staff to use alternatives to single-occupancy cars.

A workplace can choose to develop a travel plan at any time, or could be required to develop a travel plan as a condition of planning consent for an expansion or new development. Typical actions in a workplace travel plan include improving facilities for pedestrians and cyclists (showers, lockers and cycle parking), promotion and subsidy of public transport, and encouraging car pooling, working from home, flexible hours and teleconferencing.

Land Transport New Zealand can assist in producing Workplace Travel Plans. More information about these travel plans, including guidelines for a workplace travel plan co-ordinators and workplace travel plan resources can be found on their website.

### **Activity Employer Incentives**

Tasman District Council should provide incentives for employers to reduce free parking for employees and/or support sustainable forms of transport. This is a necessary part of workplace travel plans, but can also be undertaken separately, especially in small or medium size businesses.

Incentives could take the form of provision of vouchers for discounts at cycle shops, free passes to community facilities such as swimming pools and discounts of public transport passes to pass onto employees.

The Council could also consider changes to the car parking requirements in the Resource Management Plans to lower the minimum number of required car parks and specify a maximum number of car parks.

### **Activity Promote alternative forms of travel**

Individuals need to be given the appropriate information in regards to travel options before they are able to change towards more sustainable modes of travel. Information can help increase the acceptance of travel demand initiatives by assisting understanding as to why measures are being introduced and why there is a need to consider changing travel behaviour where possible.

Promotion of alternative forms of travel through various mediums should be undertaken regularly. Specific forms of promotion could include publicity campaigns, promotional events and information packs. An ideal time for promotion is prior to a travel demand management related scheme to provide information on the purpose of the measure and help to negate any potential opposition. It is also important to communicate the benefits that have been gained from travel demand initiatives once they have been implemented, as people can often be sceptical of benefits materialising.

### **Activity Develop Richmond parking strategy**

A commuter parking strategy is necessary to ensure a consistent and sustainable approach to parking across the region, and in particular throughout the CBD. It should establish objectives for the effective management of parking that is consistent with Government and local policies on travel choice and sustainable development. Such objectives could include:

- regulating the availability and possibly cost of public spaces to give higher priority to short stay parking in the CBD to support the local economy;
- controlling the supply of parking in new developments in order to support travel without using a car;
- encouraging a reduction in workplace parking, particularly by promoting alternatives to the car through Travel Plans;

### **Activity Review Resource Management Plan Rules**

The Tasman Resource Management Plan contains rules to achieve integrated and sustainable management of natural and physical resources. These plans dictate rules in regards to the type of land use that can occur within different parts of the region.

In order to reduce the impact that the increasing population will have on the transportation network, it is recommended that the Resource Management Plan rules be altered with a view to intensifying residential and employment land use development around transportation hubs, in order to minimise commuter travel distances and maximise travel by 'active modes' and/or public transport.

While the Tasman District Council Growth Strategy provides a plan for intensification and preferred growth areas, these may not go far enough towards having a noticeable impact in reducing the dependence on the private car. Further reinforcement of intensification and development around transport hubs needs to be developed through rules in the Resource Management Plan.

These could include, amongst others, specific rules in regards to green field development, relaxed rules for intensification and requirements for workplace and community travel plans for larger developments.

### **Activity Revise sub-division engineering guidelines**

The physical characteristics of new developments need to be designed in accordance with local engineering guidelines. It is therefore important that these guidelines include information and standard specifications to ensure that the layout and design of new developments cater for the potential provision of bus services and high standard walking and cycling networks, with both a traffic engineering and personal safety and security viewpoint. It is also important to take into account the urban design protocols to provide an environment that is pleasant and possibly encourage mixed development and better transport links between these areas.