



STAFF REPORT

TO: Environment & Planning Committee

FROM: Jeremy Butler, Environment Education Officer

REFERENCE: E390

SUBJECT: **NOTIFICATION AND DISCUSSION OF ACTIVITIES FOR WORLD ENVIRONMENT DAY 2008 - REPORT EP08/04/06** - Report prepared for 24 April Meeting

1. PURPOSE

To outline planned activities and promotions for the Tasman District for World Environment Day.

2. BACKGROUND

World Environment Day 2008 takes place on Thursday, 5 June, and this year is being hosted by New Zealand. The day is being coordinated by the Ministry for the Environment, which has enlisted support from local government. The theme is 'working towards a low carbon economy' with a slogan of 'CO₂ – kick the habit'.

Activities to support World Environment Day should reflect this theme, and should work towards long term behaviour change. Accordingly the proposal is for Nelson City Council and Tasman District Council to combine resources to run a promotion to get people to think about private car use as a contributor to carbon emissions. Ministry for the Environment has agreed to support the programme through funding (\$8,780) with two councils contributing. TDC estimated costs of \$3,500 are split between the Environmental Education budget (\$1,500) and Road Safety (\$2,000). This provides an ideal platform for an educational message to our community about carbon emissions and ways to cut them.

This plan has been developed in consultation with Krista Hobday (TDC), Karen Lee (Environmental Coordinator, NCC) Marg Parfitt (Sustainable Transport, NCC) as well as Alec Louverdis and Penny Bloomberg also from NCC. Discussions have also taken place with the Ministry for the Environment, Department of Conservation and the District Health Board.

The project manager is Karen Lee, and the project team includes Jeremy Butler, Marg Parfitt and Krista Hobday.

3. EVENT FORMAT

A free bus service will be provided for the day between Richmond and Nelson through SBL, with emphasis on the provision of additional buses during peak travel times. No new bus routes are to be added. In Richmond the normal Queen Street bus pick up point is considered suitable. Some people may choose to use the large carpark there as a park-and-ride. However, it is considered that there is suitable parking to accommodate these cars.

One possibility being explored, if suitable buses are available, is to operate a free commuter's bus from Wakefield and Brightwater through to central Nelson at three cycles of the morning and the afternoon on the day. It is considered that there are a large number of commuters living in this area of the district who may be working either in Richmond or Nelson. This may be useful to gauge whether there is demand for such a service in the future.

As the objective of this event is to reduce the number of cars on the road on the day, and in recognition of the fact that many commuters may still chose to travel by car, a car pooling promotion will also be included in the programme.

In Nelson the four major car parks will have free parking for the day for cars containing more than one commuter. Entrances will be manned during the morning peak travel times (7.00 am – 9.00 am), with eligible commuters being given a free full day parking voucher. As parking is already free in Richmond, it is not considered that there is any need to duplicate this system here.

Vibrant street events offering free breakfasts for cyclists, will be set up across the region. A key hub will be upper Trafalgar Street/1903 Square which will be closed off for pedestrians – a big breakfast for bus passengers and cyclists will be staged at this venue (will also be a bus transit point). Simultaneous breakfast events would take place in Richmond, Motueka, Takaka and Murchison. The breakfasts will be run in conjunction with voluntary cycling support groups such as Bicycle Nelson Bays which is affiliated to CAN (Cycle Advocates Network NZ), as well as bicycle retailers.

As it is also Arbour Day Department of Conservation (DoC) staff may also be involved. We are investigating using DoC staff to speak in school assemblies and assist schools with planting a NZ World Environment Day commemorative tree.

Other organisations will be involved in this promotion with specific focus on walking on the day. Engagement with school programmes such as Feet First will take place, as well as liaising with organisations such as SPARC and the District Health Board to organise walking promotions.

4. PUBLICITY

The event will be extensively promoted in the two week period leading up to World Environment Day. As the project is being lead by the Nelson City Council, the NCC Comms department will be in charge of publicity. There will, of course, be an opportunity for TDC staff to vet and modify any material before it is published in Newsline.

5. BENEFITS

World Environment Day provides an ideal opportunity to engage our community in genuine actions to reduce carbon emissions, as well as showcasing our Councils' leadership role in moving the Tasman area towards a more sustainable future. The event also supports improved public transport use that both councils are picking up on and for TDC it can be seen as an ongoing part of the Council's promotion of walking and cycling.

6. RECOMMENDATION

That this report be received.

Jeremy Butler
Environment Education Officer