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Committee Regional Land Transport
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Draft Regional Travel Demand Management Strategy

1. Purpose

To present the Committee the draft Regional Travel Demand Management Strategy (**attachment 1**) for consideration and approval to release the draft for public consultation.

2. Significance of Decision

The matters in this report do not trigger the Council's significance policy or section 76(3)(b) of the Local Government Act 2002.

3. The Strategy

The draft Travel Demand Management Strategy has been developed with a technical group comprised of representatives from Greater Wellington Regional Council, the region's Territorial Authorities, Transit New Zealand (Wellington Region and National Office), Land Transport New Zealand (Wellington Region and National Office), the Ministry of Transport, The Energy Efficiency and Conservation Authority and Regional Public Health.

The vision of the draft Regional Travel Demand Management Strategy is "*to use Travel Demand Management initiatives in achieving sustainable outcomes for the greater Wellington land transport system*".

The purpose of the draft Travel Demand Management Strategy is to signal key regional intentions for travel demand management and set out a blueprint for improving regional travel efficiency.

The outcomes sought from the draft strategy are (in no particular order):

- reduced traffic demands (particularly single occupied vehicles at peak periods)
- reduced congestion
- improved access and mobility

- reduced land transport loading on regional air quality
- reduced CO₂ emissions
- reduced non-renewable fuel use
- minimised undesirable social, environmental and safety impacts
- improved economic efficiency; and
- no adverse impact on economic activity.

The draft Travel Demand Management Strategy frames demand management issues from a regional perspective and identifies key objectives and actions that are:

- directly aimed at resolving regional issues
- achievable at regional and local levels; and
- measurable, to enable an adaptive and ongoing strategy for demand management.

The objectives for the draft Travel Demand Management Strategy (in no particular order) are:

- ensure the most efficient use of existing transport infrastructure and services
- increase public awareness of Travel Demand Management and individual travel choices
- encourage integrated land use and transport planning that seeks to maximise transport efficiency
- encourage proactive advocacy that facilitates coordination among lead agencies.

Travel demand is influenced by a number of agencies at local, regional and national levels. The Travel Demand Management Strategy seeks to continue enhancing the proactive and interactive best practice culture which exists among agencies in the greater Wellington region. It does so by clarifying the roles of these agencies in the action programme in working toward the vision, objectives and outcomes. We expect to see positive outcomes over all indicators as a result of successful implementation of the interventions detailed in the action programme.

4. Indicators and targets

To meet the obligations set out in Section 175(2) of the Land Transport Management Act 2003, the Regional Land Transport Strategy (and any subsidiary Strategy's like the draft Regional Travel Demand Management Strategy) must:

(c) take into account any national land transport strategy and National Energy Efficiency and Conservation Strategy; and

(o) include a demand management strategy that has targets and timetables appropriate for the region.

The Draft Travel Demand Management Strategy's system-wide performance indicators and targets first identify desired outcomes which take account of (c) above, with the desired outcomes for vehicle kilometres travelled (VKT), CO₂ and fuel consumption in line with Kyoto Protocol targets at a regional level.

According to the National Energy Efficiency and Conservation Strategy, New Zealand is aiming for a 20% improvement in *economy-wide* energy efficiency (as well as reducing CO₂ emissions to 1990 levels), but does not require that any one particular industry or sector reach these targets in its own right.

It should be noted that the desired outcomes related to greenhouse gas emissions are ambitious and would undoubtedly have adverse impacts on the regional economy if Wellington was out of step with the rest of New Zealand's transport industry.

Taking account of this, and (o) above, the strategy sets a series of targets that are not as ambitious as reaching Kyoto Protocol levels. A major review of non-pricing TDM initiatives in the United Kingdom (UK DfT, 2004) found that a 10-15% improvement in related indicators could be achieved. The strategy targets optimistically seek to hold the line at the 2001 base levels. In some cases this would require an improvement of the Strategy's indicators of more than 15% compared with the 2016 forecasts.

The following table sets out the Strategy's system performance indicators, forecast outcomes, desired outcomes and targets. Highlighted is the strong interdependent relationship between vehicle kilometres travelled, fuel use and CO₂ emissions. The dramatic predicted increase in diesel usage, identified in the table, means that even with improvements in vehicle fuel efficiency, the impact of increasing VKT and fuel consumption will have an increasing adverse impact on CO₂ emission levels.

System performance indicator	2001 Base	Forecast outcome by 2016	Desired outcome	Strategy target by 2016
Reduced traffic demand Strategic roading network travel (annual million kilometres)	1,008	1,192	900 ¹	1,008
Reduced greenhouse gas emissions CO ₂ (annual kilotonnes)	1,065	1,345	877 (1990 level ²)	1,065
Reduced fuel consumption Petrol Sales (million litres per annum)	300	304	293 ³	300
Diesel Sales (million litres per annum)	142	245	77 ⁶	142
Reduced road congestion Strategic roading network travel time (annual million hours)	16.7	20.1	Better than now	16.7
Strategic roading network average speed (PM peak, kilometres per hour)	49	46	Better than now	49
Improved journey to work mode share Active	10%	9%	More active and passenger transport	Maintain PT mode share
Passenger transport	17%	18%		
Car	73%	73%		
Increased vehicle occupancy Vehicle occupancy (Wellington CBD cordon)	1.4	1.4	Increased	1.5
Increased resident satisfaction Perception of congestion	2004: 62% felt congestion had got worse	Significantly worse than now	Better than now	60%
More efficient land use	N/A	Awaiting WRS	Higher density, especially near PT nodes	To be determined
Economic development	N/A	Awaiting WRS	Outside scope of TDM Strategy	To be determined

Note: The data given in the above table are best estimates based on the best information available to GWRC's Transport Division, and due to the methodologies used to derive many of the numbers, they are best seen as estimates rather than firmly established figures.

The demand management initiatives set out within this strategy aim to achieve improvements in the forecasted levels of CO₂ emissions and road congestion by influencing the above indicators in a positive way.

¹ Calculated from fuel use, using standard conversion factors, driven by CO₂ target.

² As per Kyoto Protocol. 1990 baseline CO₂e target being the average of emissions during the 1998-2012 commitment period.

³ Calculated fuel use, driven by CO₂ target. Estimated by back casting from 1998 – 2003 sales data.

5. Timeframe

Draft strategy released pending approval by the Committee	7 June 2005
Submissions close	7 July 2005
Revisions considered by the technical group, strategy amended as necessary	8 July – 10 August 2005
Revised strategy received and considered by the Committee for adoption	18 August 2005

6. Communications

The strategy will be communicated to the public for consultation via:

- media release
- public notice
- news article in GWRC publication *Elements*
- GWRC website (strategy available as pdf)
- mail out to RLTC technical group and organisations listed in the Land Transport Act (1998).

7. Recommendations

That the Committee:

1. *Receives the draft Regional Travel Demand Management Strategy*
2. *Agrees that the draft Regional Travel Demand Management Strategy sets the desired direction for regional travel demand management interventions*
3. *Agrees that the draft outcomes and targets are appropriate; and*
4. *Releases the draft Regional Travel Demand Management Strategy for consultation.*

Report prepared by:

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Attachment 1 – Draft Regional Travel Demand Management Strategy