

Victoria University of Wellington
Travel Plan

Vic Commute

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1. Introduction

This report summarises the analysis of a range of travel initiatives and outlines the suggested actions. It promotes the use of sustainable transport to support the University's environmental objective of decreasing its environmental footprint, and ultimately becoming carbon neutral.

The Travel Plan has been branded as Vic Commute and was developed during 2007/08 in order to better meet the needs of Victoria University commuters and promote sustainable transport. A partnership was entered into with Greater Wellington Regional Council (GWRC) to help fund and guide the work on the Travel Plan. Opus International Consultants were engaged to assist with the technical analysis during the research and planning phases. A steering group including University representatives from VUWSA, Facilities Management, Human Resources, Finance and AUS and representatives from Opus and GWRC was instrumental in framing the details of the draft Plan. The Travel Plan was put out for consultation with staff and students, which attracted 149 submissions on the proposed actions. Following this consultation process, the final Plan was approved by SMT in August 2008.

1.1 Context

The New Zealand Transport Strategy encourages the use of sustainable transport through Travel Behaviour Programmes administered by the Regional Councils. This Travel Plan has been developed in line with the Greater Wellington Travel Demand Management Strategy.

Travel Plans are relatively new to New Zealand. A few organisations have developed Travel Plans or travel planning initiatives. Some examples of these include:

- Waitakere City Council, which achieved an 18% shift towards more sustainable transport modes as part of centralising its business activities in one new civic centre in combination with travel planning initiatives;
- Massey University, which established a free bus service from Palmerston North to the campus resulting in a reduction of 800 vehicles travelling to the campus;
- Capital and Coast District Health Board, which has implemented a range of travel planning initiatives resulting in a 4% reduction in staff car drivers at Wellington Hospital.

1.2 Objectives

- To improve the transport-related environmental performance of the university through maximum use of sustainable transport;
- To effectively manage the demands for carparking;
- To incorporate more effective transport options into planned campus developments;
- To improve the service level for students and staff by providing greater transport choice.

1.3 Preferred Travel Modes

The University needs to establish a hierarchy of preferred modes of transport. Based on the environmental impact¹ and the required facilities to support each mode of transport, the suggested order of preference is:

1. Walking / Running – 0 kg CO₂/km
2. Cycling - 0 kg CO₂/km
3. Public transport (bus/train/cable car/ferry) – 0.018 to 0.092 kg CO₂/km
4. Motorcycle / Scooter – 0.085 kg CO₂/km
5. Car Pooling – 0.11 kg CO₂/km (assuming 2 people per car)
6. Car – 0.22 kg CO₂/km (refer to Appendix B for a breakdown of emissions by fuel type and engine size)

NB: CO₂ emissions are an average for the transport mode.

When considering transport initiatives these preferences should influence the decision making to encourage a shift to more desirable transport modes.

¹ Refer to Appendix B for details of CO₂ conversion factors supplied by Opus International Consultants. Sourced from Environment Canada and Dept of Environment, Food and Rural Affairs UK

1.4 The Process

Following project set-up, substantial research was conducted to better understand what the existing commuting patterns, preferences and opportunities were. The research identified a number of potential initiatives, which were reviewed in the planning phase to determine which would be likely to be the most effective. The recommendations which followed the planning stage were endorsed in principle by SMT and then put out for consultation with staff and students. Following the consultation process the recommended actions were adjusted in light of the submissions received (refer to Appendix C for consultation results). As the Plan has now been approved by SMT, implementation can begin.

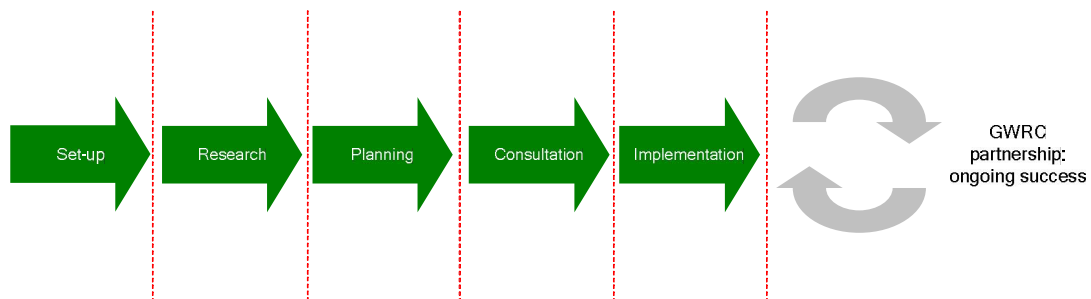


Figure 1: The Travel Plan Process

The development of the Travel Plan has followed the approved process established by GWRC to ensure that the objectives and outcomes are aligned with the regional travel demand management strategy.

1.5 Linkages

The development of the Travel Plan has strong synergies with:

- The Environmental Committee
- The Environmental Audit and Action Plan
- Existing Parking Related Processes
- The Campus Development Framework
- The Strategic Plan

1.6 Reporting

As part of the continuous improvement process it is important to monitor the progress and success of the Travel Plan. This requires the travel survey to be updated on a regular basis to gauge performance (NB: no further development of the survey tool and much less analysis will be required for the repeat surveys than was needed for the first survey). The Travel Plan is directed at encouraging behaviour that supports environmental benefits, so the suggested KPI is the mode split percentage, targeting a reduction in car driving and increase in the sustainable transport modes. The reporting should also cover the achievement of planned actions, any feedback regarding the

Travel Plan initiatives (particularly around parking) and recorded usage of car-pooling and short-term parking options.

2. Research Findings

The research phase included the following:

- **Sustainable Transport Access Review** – analysis of the where all staff and students live and the availability of sustainable transport options to them.
- **Travel Survey** – an online survey collecting data on current commuting patterns, to which a total of 2,141 staff and students responded to (7% of students and 18% of staff), which is considered sufficient to inform Travel Planning initiatives.
- **Focus Groups** – feedback sessions attended by 47 staff and 22 students discussing travel preferences, problems and opportunities
- **Scope Statement** – a summary of the research findings

All of these reports can be found on the CD associated with this report.

2.1 Staff and Student Residences

The majority of staff and students live in the Wellington Region, with most living in Wellington City.

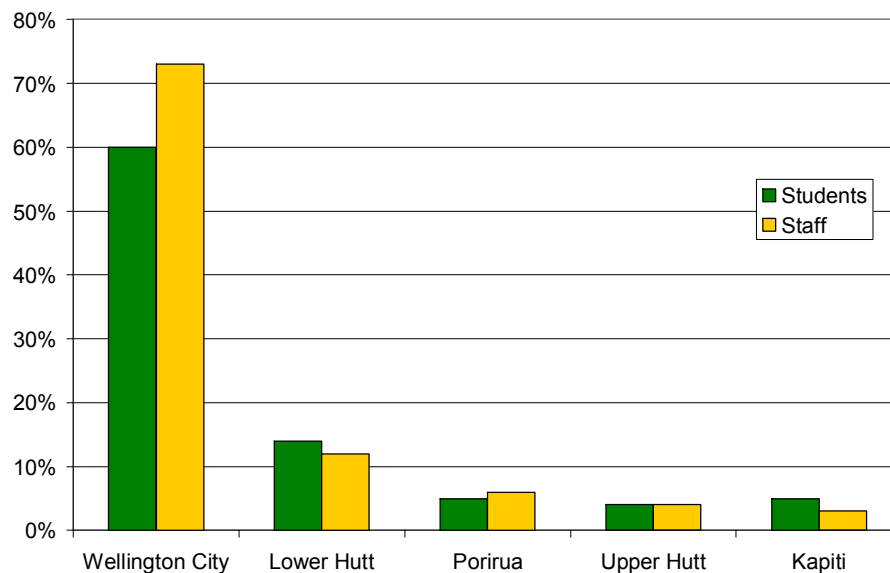


Figure 2: Staff and Student home locations

2.2 Current Patterns

The overall mode split for staff and student is shown in Figure 3. Mode split by campus for students and staff is shown in Figures 4 and 5 respectively.

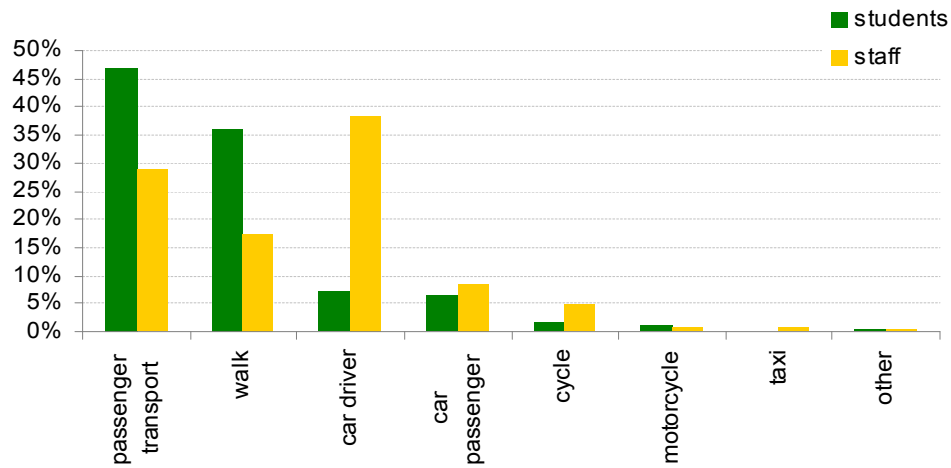


Figure 3: Mode split results, March 2007

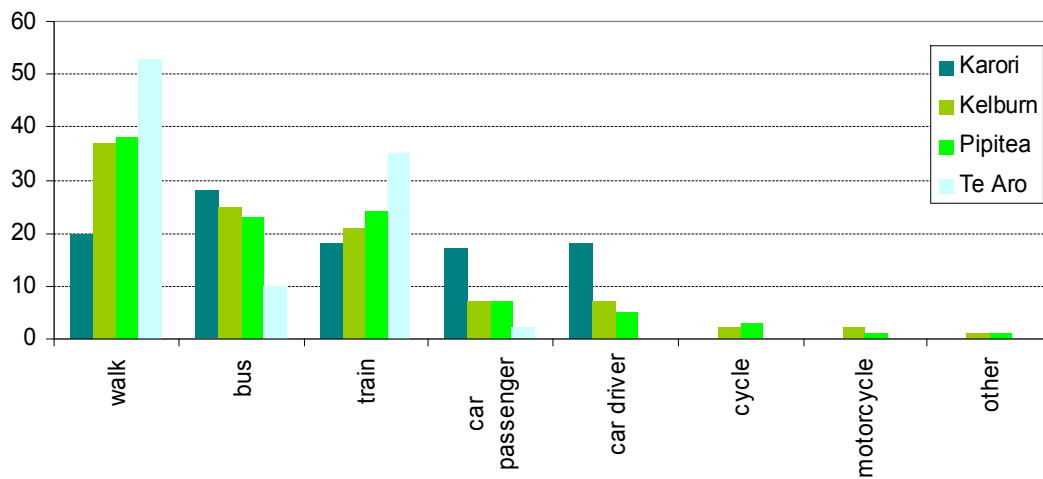


Figure 4: Student mode split by campus, March 2007

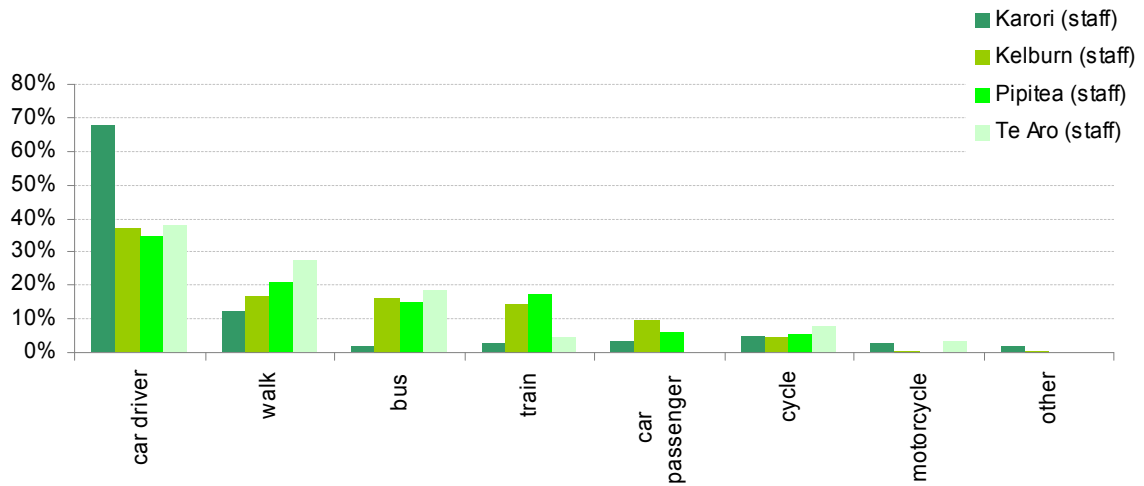


Figure 5: Staff mode split by campus, March 2007

The travel survey revealed a mode split that shows good use of the public transport network.

2.3 Potential for Change

Staff and students were asked what sustainable transport mode they would be most likely to use (excluding their current primary mode of transport). The results for all survey respondents are shown in Figure 6.

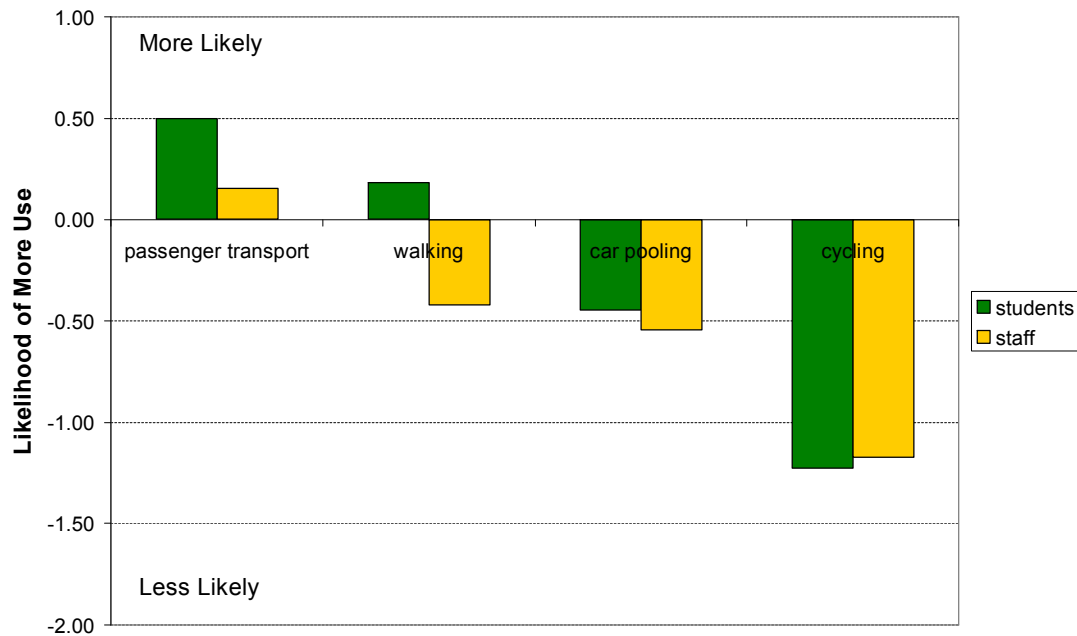


Figure 6: Likely mode change for all survey respondents

Staff perceive themselves as being less likely to change their transport mode than students.

Of all the transport modes public transport has the greatest chance of attracting greater usage, followed by walking and carpooling. Very few people are likely to make the change to cycling.

The sustainable transport modes most likely to be used by 'car drivers' is of specific interest, as this is the key group to shift to more sustainable travel modes. The sustainable transport modes they are most likely to use are shown in Figure 7.

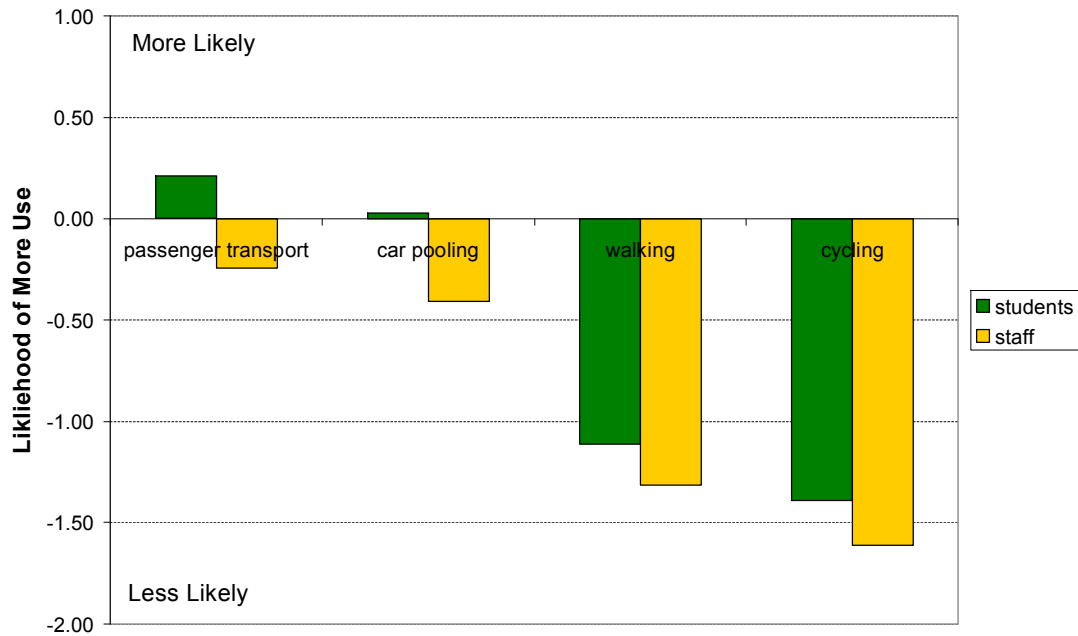


Figure 7: Likely mode change for current car drivers

Again public transport has the greatest chance of attracting more usage, and cycling is very unlikely to attract more usage.

Interestingly, the drivers are much more likely to consider car-pooling. This suggests that at least some of the ‘drivers’ would be happy to pick other people - or be picked up - on the way to University, but would still rather travel by car.

The likelihood of walking is much less for ‘drivers’ than for the general University population. Based on the analysis staff and student residences it is clear that for many drivers the distance of the commute is too great to walk within a reasonable time frame.

3. General Strategy

When implementing the Travel Plan it will achieve the best results if incentives for sustainable transport modes are used in combination with disincentives for non-sustainable transport.

It is important to address all modes of transport to ensure that improvements are balanced in all areas in order to minimise negative mode-shifts. This refers specifically to prioritising the preferred modes of transport. For example, it may be beneficial to create a car-pooling scheme, but it must be done in targeted manner so as not to convert too many commuters from ‘walkers’ into ‘car-poolers’; or from ‘cyclists’ to ‘bus-users’.

Throughout the development of the Travel Plan it has become evident that there is a significant opportunity to encourage the use of sustainable transport through better communication. It seems that many people are unaware or not fully informed of all the sustainable transport options available, their benefits, and how they could utilise them. It is a significant first step to ensure that staff and students are well informed with greater commitment to using sustainable transport. This can be achieved through effective communication strategies, which will be discussed further in Section 6.

4. Sustainable Transport

The University has committed to encouraging sustainable transport (ie: transport options with lower carbon emissions than a single occupant car). Walking / running, cycling, public transport and car-pooling are all sustainable travel options that should be developed in combination with car park management. Not only does sustainable transport reduce the environmental impact of travel, it can also have physical and mental health benefits, encourage community involvement and save money.

4.1 Walking / Running

Pleasingly, significant numbers of staff and students are already choosing to walk to University - currently 36% of students and 17% of staff. (NB: An acceptable walking distance is considered to be 1km or 15 minutes. The access review found that 7% of staff and 14% of students live within 1km of their primary campus, but a far greater percentage currently walk. This suggests people are willing to walk from further than 1km away, which is very positive). Walking should be encouraged as the preferred mode of transport to the University. It produces no direct carbon emissions and leads to healthier and more productive staff and students. As shown in Figures 6 and 7 walking has moderate potential to attract a mode shift, although it is far less likely for drivers.

The main motivators which would attract people to walking are:

Students:		Staff:	
Direct Routes	27%	More campus facilities	27%
More campus facilities	18%	Direct routes	20%
Safe crossings	14%	Safe crossings	15%
Pedestrian priority	14%	Pedestrian priority	12%

Table 1: Motivators for Walking

Options for Improvement:

1. Improve campus facilities

After reviewing the shower facilities at each campus it was found that there was sufficient existing capacity (with regard to both total numbers and distribution across the campus) to meet reasonable demand. However there was limited awareness of where the showers are located, and limited storage facilities associated with the showers (excluding the Rec Centre showers). NB: students can hire lockers through VUWSA, but these are not associated with showers.

Actions:

- Better promotion of availability of showers through effective communications.
- Remove the local ownership mentality by communicating that the showers are available for all staff and students.
- Install lockers in or near shower facilities and develop an appropriate allocation system.

Consideration:

- Upgrade shower facilities to make them more appealing for users.

2. Safer Pathways

Concerns were highlighted regarding the level of pedestrian safety from traffic and security at night-time.

Actions:

- Develop a night time safety standard for the key pathways including upgrading lighting and camera surveillance. The key pathways (based on pedestrian analysis for the Hub project) identified as needing improvement are: Mount Street and the pathways around Boyd Wilson field. NB: This project is underway and being funded separately to the Travel Plan.
- Continue working with Wellington City Council to improve security of neighbourhood pathways providing key linkages between campuses.
- Continue working with Wellington City Council to improve pedestrian / traffic safety at key locations around University.

3. Maps and Signage

It is important to ensure that staff and students are aware of all the pedestrian shortcuts around the University campuses. The campus maps do not show all the pedestrian links. Living Streets Aotearoa produces a map showing pedestrian shortcuts from the CBD to the Kelburn campus, however it covers a limited area. There is a shortage of signage marking pathways on and around campus.

Actions:

- Upgrade campus maps to show all significant pedestrian routes when they are next printed.
- Work with Living Streets Aotearoa to expand on pedestrian map, and distribute this to all new staff and students at orientation.
- Incorporate pathway signage at key locations into the review of all campus signage to develop a standard signage system.
- Implement a signage upgrade to be included in the safe pathways project with collaboration with Wellington City Council.

4.2 Cycling

Very few people choose to cycle to University at the moment – only 2% of students and 5% of staff who responded to the survey. It is also unlikely that many more people will take up cycling, probably due to the topography and street widths in Wellington. Cyclist safety is also an issue of concern to the University.

The key motivators which could potentially attract more cyclists are:

Students:		Staff:	
Cycle parking	24%	Safer routes	29%
Safer routes	24%	Considerate drivers	20%
Considerate drivers	15%	Shower facilities	16%
Info on routes	13%	Cycle parking	15%

Table 2: Motivators for cycling

Options for Improvement:

1. Safer cycle ways

The University has limited ability to improve cycle safety on the streets outside the University grounds. However, there is potential to work with the City Council to assist investigations into key cycle routes and relevant safety improvements.

Action:

- Work with the City Council to improve cycle safety on the streets including improved cycle routes.

2. Cycle parking facilities

There are 2 important factors relating to cycle parking.

Firstly, the type of cycle parking provided across much of the University is of poor design. Many of the cycle racks are ‘toast rack’ style, whereby the front wheel of the bike is inserted into the rack. This leads to potential damage to the spokes of the wheel and difficulties securely fastening the bike (ie: the bike may be stolen, leaving only the front wheel fastened to the rack). A better design is the ‘inverted U’ shape, currently in use by Scott House and the Rec Centre. This style allows the frame of the bike to be securely fastened to the rack.

Secondly, a few cyclists (particularly staff) expressed a desire to have even more secure storage – ie: covered and caged, or alternatively bicycle lockers.

Another consideration when reviewing cycling facilities is the storage of cycles in staff offices. The survey data suggests that over 100 staff use cycling as their primary mode of transport to University, however far fewer bikes than this are observed in the cycle racks, which suggests that many of the cycles are stored in offices. This poses concerns over the ability to maintain safe egress

in the event of an emergency, and it also increases maintenance requirements of floor and wall surfaces.

Actions:

- Replace toast style racks with inverted U style racks. To maintain the current number of cycle spots would require 90 racks across the University. It is expected that the current number of racks would be sufficient to meet demand.
- Further explore the provision of secure cycle storage either through cycle lockers or customised cycle storage areas.
- Commence more intensive policing of storing bicycles in offices. NB: Better cycle storage facilities outside of buildings need to be provided before proceeding with this.

3. Shower facilities

The improvements suggested for the shower facilities for walkers would also cover cyclists.

4.3 Public Transport

Already significant numbers of staff and students are choosing to take the train, ferry, cable car or bus to University - currently 47% of students and 29% of staff. As shown in Figure 6 public transport has the most potential to attract a mode shift, although a mode shift away from walking or cycling should be avoided if possible.

The main motivators which would attract people to public transport are:

Students:		Staff:	
Better value / cheaper	23%	More frequent	26%
More frequent	16%	Quicker travel time	18%
Quicker travel time	13%	More direct route	17%
Had info on savings	11%	Better value / cheaper	14%

Table 3: Motivators for public transport

Options for Improvement:

1. Continue working with Greater Wellington Regional Council (GWRC) and NZ Bus to improve the existing public transport network.

A number of the problems identified with public transport related to the level of service provided by the existing network. GWRC and NZ Bus are working to improve the service, and are managing the needs of users across the region. The University can present suggestions for improvement, and provide research to support the case for improvement, however to a large extent the improvement of the public transport network is beyond the control of the University.

Timetabling – The bus timetables for all routes across the city will be reviewed to ensure the timetable more accurately reflects the actual travel time of the buses. The University has highlighted the instances where bus timetables do not match lecture timings and instances where there are a lack of early morning or evening services for all University routes. These will be taken into consideration when reviewing the timetables. Already some of the timetables on the Number 17 route between Pipitea and Kelburn have been adjusted to suit lecture times.

New routes – The number of university staff and students living in suburbs without a direct bus route to the Kelburn campus have been presented to GWRC and NZ Bus so they can determine if it is viable to provide additional or extend existing services. Other options also include adjusting the routes of buses travelling in the opposite direction to most traffic during peak times, to provide access to more staff and students (eg: adjusting the journey from the CBD to Karori during the morning peak).

Smart Card ticketing – ‘Snapper’ is developing the swipe card payment technology to be installed on Wellington buses. This is currently being trialled on the Number 17 route, with all buses in Wellington planned to be equipped

with the technology later this year. The University should encourage the use of the Snapper card as widely as possible on the public transport network. It is not possible to incorporate this into the University ID card unfortunately.

Integrated ticketing – Having one pricing and ticketing system across all types of public transport is being investigated, however it requires significant investment in new ticketing infrastructure. The University should continue to lobby GWRC and WCC for better integration and related discounts on all public transport options, including the cable car.

Real time bus arrival information – The technology is being investigated for Wellington, however it also requires significant infrastructure upgrades. GWRC have budgeted to develop this project in their annual plan.

Student discounting – There is a desire from GWRC to decrease the number of fare options (to make it easier to introduce the new ticketing technology), so a student discount is unlikely. However, it is likely that the bus fare structures will be simplified to peak / off-peak rates, which may benefit a number of students.

One week free trial – VUW has already successfully offered a one-week free trial on buses and trains to staff and students at the end of May to give people the opportunity to try public transport.

Action:

- Continue working on the initiatives described above.

2. Subsidise public transport for commuting staff and students

Providing subsidised public transport for staff and students will make it more financially attractive for many people. To fully subsidise public transport costs has been calculated at an average of \$102/month for staff and \$99/month for students (based on home location and the cheapest ticketing options for commuter travel to Kelburn). The cost that would be involved for different levels of subsidy and uptake has been estimated in Table 4:

Subsidy Option:	Staff		Students	
	\$/month	\$/yr	\$/month	\$/yr (9mon)
All public transport costs subsidised, offer taken up by all	\$204,000	\$2,448,000	\$1,683,000	\$15,147,000
All public transport costs subsidised, offer taken up by 60% of students and 40% of staff	\$81,600	\$979,200	\$925,650	\$9,088,200
50% of public transport costs subsidised, offer taken up by all	\$102,000	\$1,224,000	\$841,500	\$7,573,500
50% public transport costs subsidised, offer taken up by 55% of students and 35% of staff	\$35,700	\$428,400	\$462,825	\$4,165,425
20% of public transport costs subsidised, offer taken up by all	\$40,800	\$489,600	\$336,600	\$3,029,400
20% public transport costs subsidised, offer taken up by 50% of students and 30% of staff	\$12,240	\$146,880	\$185,130	\$1,514,700

Table 4: Costing of public transport subsidy options

NB: The increase in public transport usage corresponding to the size of subsidy is only a rough estimate which reflects that cost is a greater motivator for students than staff. The impact of applying subsidises is very difficult to estimate.

There may be potential to work with VUWSA as a joint venture to offer subsidised bus fares to students.

It is worth noting that if the University was to provide subsidised public transport to staff worth more than \$800/yr per staff member, or more than a total of \$15,000/yr for the organisation, then fringe benefit tax would need to be paid at 49%.

There is also a risk that by subsidising public transport it may promote more of a negative mode shift, by attracting more users from walking and cycling than it does from car driving.

If the University subsidised public transport had a good uptake, it would lead to less demand for car parking and provide opportunities for developing the land. It would also lead to a loss in revenue from car parking.

Action:

- Do not subsidise public transport for commuter travel. The cost is extremely high, it is unknown if it will have a positive effect and the anticipated new peak / off-peak ticketing structure from NZ Bus will be likely to benefit a number of students anyway.

3. Provide better public transport links between campuses

The first priority for improving public transport between campuses is the Pipitea-Kelburn link. The research found that there is significant dissatisfaction with the public transport service between Pipitea and Kelburn. Pipitea is at the transport hub of the city. In the morning many University staff and students arrive at Pipitea, either by train or bus, and then need to transition to another means of getting to the Kelburn campus (mostly by bus or walking). This leads to longer journey times, greater cost, and potentially more frustration with over-crowded and unreliable buses. These factors were often cited at the focus groups as reasons why people opted to drive to Kelburn rather than use public transport.

NB: There are 3 bus services connecting Pipitea and Kelburn:

- 17 – University (Rutherford House - Kelburn / Karori Park)
- 20 – Mt Victoria (Rutherford House - Kelburn / Highbury)
- 22/23 – Mairangi (north Lambton Quay – Kelburn / Northland)

Using data collected during the research phase, the number of Kelburn staff and students passing through Pipitea (including commuters and those travelling between campuses for lectures) was calculated and compared to the capacity provided by buses travelling up to Kelburn, as summarised in Table 5:

Hour	Pipitea - Kelburn				Kelburn - Pipitea			
	Potential Demand	# of Buses	Max capacity	Surplus / Deficit	Potential Demand	# of Buses	Max capacity	Surplus / Deficit
7:00 - 8:00	346	6	258	-88	126	6	258	132
8:00 - 9:00	825	9	387	-438	88	10	430	342
9:00 - 10:00	687	6	258	-429	124	6	258	134
10:00 - 11:00	44	6	258	214	67	6	258	191
11:00 - 12:00	59	7	301	242	83	6	258	175
12:00 - 1:00	44	7	301	257	44	6	258	214
1:00 - 2:00	65	6	258	193	89	6	258	169
2:00 - 3:00	74	7	301	227	86	6	258	172
3:00 - 4:00	72	9	387	315	156	6	258	102
4:00 - 5:00	17	11	473	456	749	8	344	-405
5:00 - 6:00	39	9	387	348	893	7	301	-592

Table 5: Supply and potential demand of Kelburn - Pipitea connection (during term time)

It is clear that many people must be choosing alternative means of getting up to Kelburn in the morning and returning to Pipitea in the evening. Given such a significant shortfall of services during peak hours, it is unsurprising that there are complaints about the quality of service.

The University currently subsidises 17 additional services on the number 17 route between Pipitea and Kelburn between the hours of 9:30am and 4:45pm, for 32 weeks a year, at a cost of \$33,440/yr. The University then provides free ten-trip tickets to staff and students needing to travel between campuses for classes, at a cost of approximately \$50,000/yr. (NB: despite the availability of this bus service, the University still spends about \$21,500/yr on taxis between

Kelburn and Pipitea). These services were established to provide an inter-campus rather than providing a service to commuters. VUW gets loading data on these services as shown in Figure 8:

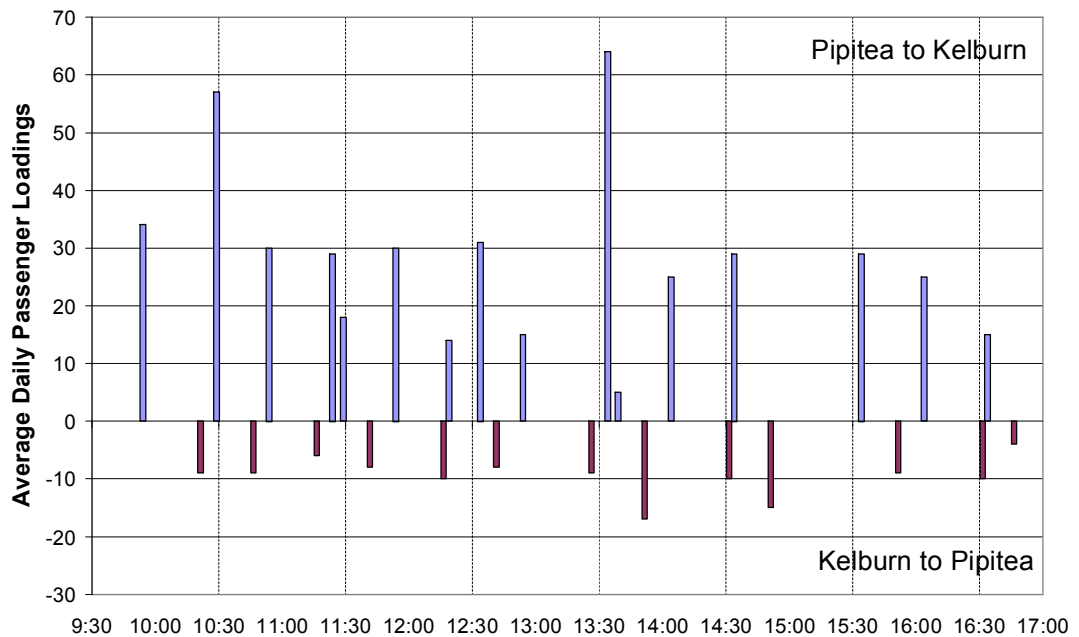


Figure 8: Passenger loadings on University subsidised route 17 buses in semester 1, 2007

Figure 8 shows that there is much greater demand for the bus going uphill, and that apart from 10:30 and 1:35 there is still capacity on the buses. VUW’s existing strategy is to allow services during the general commuter peak times to be operated by NZ Bus and GWRC on a commercial basis and to provide limited subsidies to selected services that run outside the times of peak commuter demand.

If the public transport service for commuters was improved between the campuses, it would be likely to have the following effects:

- Attracting commuters who would otherwise drive all the way to and from Kelburn;
- Attract commuters who may walk between campuses and
- Improve the service to commuters who currently catch the bus between campuses.

Overall, an improved Kelburn – Pipitea public transport service for commuters is thought to be beneficial.

There is less demand for public transport links between the other campuses, however it is worth investigating if a circular shuttle services linking all four campuses together could be introduced effectively.

The options available for improving the inter-campus public transport are:

- Lobby GWRC and NZ Bus to provide a more reliable and frequent service between campuses. Adjust the timing of the services to run

more frequently during the peak commuter times and potentially introduce additional services at non-peak times. Noting that the majority of bus services in Wellington are not commercially viable and are subsidised by GWRC, it has been indicated that any additional services are unlikely unless subsidised by the University. As an indication of cost: to provide an additional six services during the morning and evening peaks between Pipitea and Kelburn would cost \$117,350/yr. Alternatively to run additional services during off-peak times would cost \$29,381/yr.

- Introduce a separate University shuttle service. This is likely to come at a greater cost to the University. It would provide a non-stop express service between campuses. The University could choose to offer the service for free, to entice more usage; or charge for the service, to offset the expenses. The University could contract the services to a transport company for specific times, or purchase/lease a vehicle and operate the service in-house (NB: contracting the service out would be the preferred option).

Actions:

- Work with GWRC and NZ Bus to find the most effective means of improving inter-campus public transport links considering the provision of additional University funding if required (this would be the best use of any additional revenue from carparking). NB: there may be opportunities to get some external funding in the same manner as the Massey University (Palmerston North) shuttle bus, which takes staff and students from Palmerston North to the Massey campus. The \$750,000/yr shuttle service is a joint project between Land Transport New Zealand (50%), the Regional Council (15%) and Massey (35%).
- Promote the availability of the free ten-trip tickets (or Snapper cards in the future) to staff to travel between the campuses on work related matters to reduce the expenditure on taxi fares.

4. Improve the quality of the bus stop shelters at University.

The research revealed that the quality of bus stops at the University (particularly Kelburn Pde and outside Rutherford House) provided insufficient capacity for the number of people waiting at the stops. Furthermore the style of shelters provided little protection from the elements.

These concerns have been highlighted with the WCC (who provide most of the city shelters through Adshel) and GWRC who build a few additional shelters where necessary.

There is potential to relocate the Kelburn Pde bus stops and shelters to the upper car park at Gate 7. This would require significant redevelopment of the car park area, which would need to be integrated with the campus development projects. An off-street bus stop at Kelburn would provide a more sheltered and welcoming area to come and go from buses, however it would require the loss of several car parks to give the buses room to turn-around, and would add disruption to the traffic flow around the round-about at the top of Kelburn Pde. This is being explored within the Master Plan project.

Actions:

- First, try to develop a suitable solution to the existing bus stops with WCC and GWRC.
- If a suitable solution cannot be found, then the University should investigate options for building its own bus shelters, with the possible location of gate 7 or enhancing the structure of the Kelburn Pde shelters.

4.4 Car Pooling

Only a few people come to University as a passenger in a car - currently 6% of students and 8% of staff. As shown in Figures 6 and 7, car pooling had limited support from the general University, but car drivers were more likely to be attracted to car pooling.

The main motivators which would attract people to car-pooling are:

Students:		Staff:	
Help finding people	42%	Help finding people	35%
Info about savings	22%	Info about savings	27%
Reserved carparks	21%	Reserved carparks	21%
Guaranteed ride home	15%	Guaranteed ride home	17%

Table 6: Motivators for car-pooling

NB: A car-pooling scheme would aim to get staff and students who would otherwise drive to University alone to share the ride with other staff or students who are *also coming to University*. Car sharing with people whose destination is not the University would not be considered part of the University car-pooling scheme. The car-pooling scheme is only for VUW staff and students who are driving with other VUW staff and students.

At the moment there is no formal car-pooling scheme operating at the University, however it is happening informally. From the analysis of where staff and students commute from, there is significant potential to develop an effective car-pooling scheme.

Options for Improvement:

1. Provide dedicated car-pooling permits and car parks for staff.

So that people commit to car-pooling, special car-pool permits should be made available. When applying for the permit, proof of their car pooling partners would be needed. The permit would then entitle the driver to park in one of the spots dedicated to car-pooling (NB: suggested space allocation to car-pooling is covered in Section 5.2). A suitable system of policing the car-pooling facilities would be required.

Actions:

- Establish a car-pool permit allocation system in parallel with the parking permit allocations. A car-pooling permit would not be issued to someone who has received an alternative parking permit.
- Establish dedicated car-pool parking spaces.

2. Help people find other potential car-poolers.

GWRC is considering purchasing rideshare software, which is currently being trialled in Auckland. If GWRC decides to purchase this software, it will become available for the University to use as an easily accessible platform for connecting potential car-poolers.

The University can still continue to informally develop car-pooling networks, through its communication channels, particularly with car park permit holders and those on the waiting list.

Actions:

- Commence a targeted communication campaign to establish car-pooling links within the University
- Await the outcome of the trial of the rideshare software.

3. Provide guidance on car-pooling

A document should be drafted to provide people with guidelines on what their obligations are, suggested distribution of costs, the system of applying for a permit, the benefits of car pooling and if it is suitable for them.

Action:

- Develop standard car-pooling guidelines.

5. Car Park Management

A better system of car park management is needed. The University needs to provide car parking, however there is potential to manage the parking in a manner which promotes the use of sustainable transport modes.

NB: Student carparking is managed through VUWSA and is not considered in this report.

5.1 Current Situation

Traditionally there have been significant waiting lists associated with parking permits. To some extent this is a reflection of an open application process, rather than a qualification based approach. This plan aims to reduce the demand for car parking through the encouragement of sustainable transport use.

Current levels of demand are perhaps a reflection of desire and habit around personal car use. In this context Table 7 presents existing data.

	Kelburn	Pipitea	Te Aro	Karori
Average Daily Demand (extrapolated from survey data)	581	141	35	102
Demand for Permits (permits issued + waiting list, excl. Tenants and Fleet)	713	225	35	214
On-site Supply (excl. Tenants, Fleet, Mobility, Visitor and Service Parks)	442	124	25	129
Number forced to park off campus (Average Daily Demand – Supply)	139	17	10	-27

Table 7: Supply v Demand for staff car parking, during term time

NB: The figures in Table 7 are from the pre-construction period, which reflect the likely position of carparking supply and demand post-construction.

During the research phase car parking was not identified as being as problematic as was anticipated. The majority of people didn't have any concerns with car parking. The lack of short term parking on campus was highlighted as the most significant issue.

The Karori campus has been operating its own system of parking management. It is suggested that the management of parking at Karori becomes aligned with the rest of the University, although the unique staff travel requirements of the campus must be considered to ensure the most effective transport options are adopted.

5.2 Type of Parking Spaces

The range of designated parking spaces at the moment includes:

- Staff Reserved
- Tenant Reserved
- Fleet Reserved
- Service
- Mobility
- Visitor
- Pay and Display
- Motorcycle
- Licence to Hunt

Options for Improvement:

- To achieve more equitable and flexible parking, the following changes to the parking designations were explored:
 - Staff Reserved – retain the current system of eligibility for reserved parking, limiting the extent to which reserved car parks are used as a negotiation tool during recruitment.
 - Tenant Reserved – increase the carparking charges to commercial rates and limit the number of parks available to a maximum of 1 per tenant when negotiating the leases. NB: The University is still required honour the terms of the current lease agreements with tenants – in particular the car parking provided to the Malaghan Institute for Medical Research.
 - Fleet Reserved – Keep the numbers of reserved fleet parking at status quo. Develop guidelines for fleet purchasing to prevent unnecessary purchases of vehicles. Where purchases are necessary, vehicle environmental performance standards should be considered, which will be developed as part of the Environmental Action Plan.
 - Service – keep numbers at status quo, with potential for change pending future campus developments. Investigate the potential for combining the service parks with the fleet parks.
 - Mobility - keep numbers at status quo. Legal requirements are currently met.
 - Bookable Visitor – keep numbers at status quo.
 - Pay and Display – Increase the number of car parks provided as part of the pay and display ticketing system. Lengthen the maximum stay duration to 10 hours so that users can park for a whole day if necessary. This would provide flexibility of parking for staff who do not come in everyday, and provide additional capacity for visitors. NB:

Pay and Display facilities are most needed at Kelburn – other campuses have greater off-campus parking options, however some pay and display parking at Pipitea would be beneficial (this would require some sort of staff permit to prevent general public taking up the spaces). Target a total of 25 pay & display parks across the University initially and monitor their utilisation adjusting their number to cope with demand.

- Motorcycle – expand the dedicated areas for motorcycles to allow for current demand and future growth.
- Licence to Hunt – the remainder of the parks would be left as licence to hunt.
- In order to best utilise the parking space available the number of licence to hunt permits issued should be 20% higher than the number of parks available across all campuses. This ratio has been proven to be effective in the past.
- Add some dedicated car-pooling parks at each campus. As demand for car-pooling is difficult to quantify at this time, the usage of the car-pooling parks should be monitored closely to determine if more or less car-pool parks are needed.

Action:

- Implement all of the changes to the designated car parking spaces detailed in the above options.

Consideration:

- To achieve the flexibility of parking, the options of providing designated car parking for part time staff and morning only and afternoon only carparking were considered. However, it was agreed that increase the pay and display capacity would provide sufficient flexibility of parking with much less administrative resources.

5.3 Pricing of Permits

There is clearly a cost to the University in providing staff carparking. The amount charged has been static for some years. A licence to hunt currently costs staff \$295/yr and a reserved park costs \$590/yr. This can be compared to other parking pricing (as at 2008):

- Auckland University:

Uncovered parking	\$1,066/yr
Covered parking	\$1,401/yr
Reserved parking	\$2,600/yr
Pay and Display	\$4/hr or \$12/day

- Otago University:

Uncovered Reserved	\$667/yr
Covered Reserved	\$889/yr

- Massey University (Wellington):

Licence to Hunt	\$150/yr
Reserved	\$200/yr

- Massey University (Palmerston North):

Licence to Hunt	\$297/yr
Reserved	\$466/yr
Metered Parking	50c/hr
Casual Parking	\$2/day

- Waikato University:

Licence to Hunt	No charge
Reserved	\$200 one off charge

- Canterbury University:

Licence to Hunt	\$92/yr
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- VUWSA parking
- Coupon Parking in Wellington
- Bolton St Car park Building

While it is acknowledged that parking charges could be assessed on a ‘cost’ basis, a ‘market’ based approach has been taken in the current review. Colliers International was engaged to assess the market value of reserved parking and licence to hunt parking at Kelburn campus, taking into account similar city fringe locations, on-street parking and the chance of getting a park. Its valuation for parking is:

- Reserved: \$1,430/yr
- Licence to Hunt: \$1,170/yr

Research by Victoria Transport Policy Institute (Canada) suggests that for every 10% increase in the cost of parking, the demand will drop by 1%.

Options for Improvement:

- Increase the cost of parking.
 - This would act as a disincentive to driving, and will make sustainable transport more economically viable for many people.
 - It would have significant negative impact on University staff (especially those with lower incomes), and may influence their decision to work at VUW, as expressed in many of the submissions received during the consultation process.
 - The valuation of \$1,170/yr is significantly higher than the current \$295/yr. Applying the rule of a 1% reduction in demand for every 10% increase in cost suggests this would cause a drop in demand of 39.7%; however this rule is unlikely to be applicable for such a large increase in price.
 - It is recommended that any increase in price occurs over a three period so that sufficient time is provided to staff to make alternative travel arrangements if they choose to do so.
 - In the future the price of parking should include a CPI adjustment each year.
 - Consideration was given to 3 options for increasing parking charges over 3 years.

- Option 1 (\$100 increase per year):

A consistent increase each year, which acknowledges that the current prices are very low, but still keeps the price well below market value: 50% of market value for licence to hunt and 58% of market value for reserved. Lowest impact of the 3 options for staff.

	Permit Price		Additional Revenue / yr
	Licence to Hunt	Reserved	
2008	\$295	\$590	-
2009	\$395	\$690	\$74,100
2010	\$495	\$790	\$148,200
2011	\$595	\$890	\$222,300

- Option 2 (staggered increase per year):

A greater increase towards market value increasing by \$100 in the first year, \$150 in the second year and \$200 in the second year. The staggered increase in price allows staff time to

organise alternative transport arrangements before the larger price increases commence. The price is still below market value: 64% of market value for licence to hunt and 68% of market value for reserved.

	Permit Price		Additional Revenue / yr
	Licence to Hunt	Reserved	
2008	\$295	\$590	-
2009	\$395	\$690	\$74,100
2010	\$545	\$840	\$185,250
2011	\$745	\$1,040	\$333,450

- Option 3 (full increase to market value):

A quicker increase towards full market value, increasing linearly by \$292/yr for licence to hunt permits and the staggered increase in price allows staff time to organise alternative transport arrangements before the larger price increases commence. The price is still below market value: 64% of market value for licence to hunt and 68% of market value for reserved. Greatest impact of the 3 options for staff.

	Permit Price		Additional Revenue / yr
	Licence to Hunt	Reserved	
2008	\$295	\$590	-
2009	\$587	\$870	\$215,612
2010	\$879	\$1,150	\$431,223
2011	\$1,170	\$1,430	\$646,835

- It is recommended that the price of parking permits at Te Aro and Pipitea should match the price of permits at Kelburn.
- Given the availability of free on-street parking around the Karori campus, the pricing of the car-parking at Karori should be structured so as not to cause a public nuisance by prompting staff to park on the street rather than in University carparks. The market value of parking at Karori was found to be \$0. It is therefore recommended that parking at Karori remains free, although it is acknowledged that there is still a cost to the University. The ease of parking currently experienced at Karori helps to maintain a positive relationship with the surrounding community and students and perhaps compensates for the somewhat extended experience of getting to Karori Campus by bus. Furthermore, any pricing structure introduced at Karori must reflect the occasional but unavoidable usage of personal vehicles for work travel.
- It is acknowledged that there are cases where the provision of parking at current rates is included in the contracts of staff.

- Use any additional revenue generated by the increased parking costs to fund other initiatives promoting sustainable transport. This would provide balance to the ‘carrot and stick’ approach. The sustainable transport initiatives which should be funded from car parking revenue include:
 - Inter-campus public transport links
 - Guaranteed ride home and administration for car-pooling scheme
 - Locker facilities
 - Cycle storage
 - Increased administration of proposed parking permit system

Action:

- Adopt Option 1 and increase the price of parking permits at Kelburn, Pipitea and Te Aro by \$100 per year (plus CPI) to reach 50% of market value over the next 3 years (then review) and use any revenue from carparking to fund sustainable transport initiatives.

5.4 Permit Allocation

The issuing of licence to hunt permits has historically been on a ‘first in, first served’ basis. This approach does little to encourage sustainable transport and there are examples of staff obtaining permits ‘in case’ they need to bring their car. The current system of permit allocation is detailed in Appendix A.

A prioritised system of permit allocation could discourage car driving for people where there are more sustainable options easily available. Further work, including more staff consultation, is needed to develop the detail of such a prioritised system. A range of criteria are being considered and a points based system. Applicants would have to be trusted to provide honest and accurate information, although managers approval may be required in certain circumstances. Possible criteria are:

- The proximity of the individual’s residential address to the University.

It is suggested that people living within a 1 zone bus trip of the particular campus be of lower priority to receive a parking permit. Living this close provides people with a number of sustainable transport options – walking, cycling or public transport – which they should be encouraged to use instead of driving. To assess the impact of this the suburbs that staff permit holders live in were analysed, as summarised in Table 8:

	Kelburn	Pipitea	Te Aro	Karori
Percentage of permit holders within 1 bus zone of campus	15%	4%	9%	?

Table 8: Permit holders living close to University

NB: It is expected that roughly the same percentage of people currently on the car park waiting list would live within 1 bus zone of the University.

- If the individual takes other passengers with them when they drive.

A number of staff members take other passengers with them when they drive. Many of the passengers may not come all the way to University; they may be children being dropped off at school, neighbours getting a lift to work etc. While this is not car-pooling amongst University commuters, it is still more sustainable than travelling in single occupant vehicles and should be given priority. During the travel survey, drivers were asked if they took passengers in the car with them. Of the 195 staff drivers that responded to the survey 30% took passengers.

NB: VUW staff members that drive to work with other VUW staff members would be eligible for a Car Pooling permit. This criteria for allocation is targeted at staff bringing non-VUW members into the city.

- How frequently the individual uses the vehicle for work purposes.

During the consultation process some staff indicated that they used their personal vehicles to conduct University business during the working day, which was of benefit to the University and should be recognised with priority for a permit. Manager's approval would be needed to claim these points.

- The engine size of the vehicle.

To encourage the use of smaller more fuel efficient vehicles engine size should be taken into consideration when applying for a permit.

- Contractual requirements to work outside normal business hours.

Some staff, as part of their job requirements, are required to start early or work late. At these times it may be dark (and therefore less safe to walk or cycle) and there may not be public transport options available. As such these staff members should be given some priority for receiving a parking permit. Manager's approval would be needed to claim these points.

- Special individual or family circumstances

An assessment process for such a criteria would need to be developed.

- Length of time on the waiting list.

To recognise the people who have been on the waiting list for a lengthy period, it is important to provide some weighting to this. It is has been suggested that the points system could balance the above preferential criteria with a waiting list time of around 18 months.

NB: VUWSA currently operates a prioritised parking allocation system, which considers: health difficulties, children in pre-school care, distance from University, Non-availability of public transport, car pooling, work requirements and other special circumstances.

Action:

- Develop a suitable prioritised permit allocation system through further staff consultation,

5.5 Policing

The recent loss of carparks at the south end of the Kelburn campus due to the accommodation project was expected to cause major problems with excessive demand for carparking. To mitigate this impact a security guard has been used to monitor Gate 7 in the mornings and then patrol the campus in the afternoon, issuing tickets where appropriate. This higher level of policing has led to many more infringement notices and clamps being issued and greatly softened the impact of the lost carparks. As a result empty car parks are still regularly available, which suggests that many vehicles were being parked illegally before.

There is also anecdotal evidence of staff leaving the University, but having their licence to hunt permit kept active for use by other staff, thus jumping the currently long waiting list. Tighter policing in the administration of the permit allocation is needed to prevent this.

Action:

- Maintain parking enforcement procedures and increase patrolling on all campuses (with particular focus at Pipitea).

Consideration:

Barrier arms were considered, but given the cost, the multiple access points to the University and the number of visitors to the University these were not considered a viable option.

5.6 Implementation

It is important that the implementation process is conducted smoothly with maximum support from staff. The actions endorsed by SMT in this report will be implemented in the following timeframe:

Actions	Completion
Walking / Running	
Better promotion of availability of showers	ongoing
Install lockers in or near shower facilities	Dec-08
Upgrade campus maps	Next revision
Work with Living Streets Aotearoa to expand on pedestrian map	Oct-08
Develop signage standard for pathways	Oct-08
Implement signage upgrade for safe pathways	ongoing
Develop a night time safety standard for the key pathways	completed
Work with WCC to improve security of neighbourhood pathways	ongoing
Work with WCC to improve pedestrian / traffic safety	ongoing
Cycling	
Work with the City Council to improve cycle safety on the streets	ongoing
Replace toast style racks with inverted U style racks	Dec-08
Further explore secure cycle storage	Dec-08
Commence more intensive policing of storing bicycles in offices	Mar-09
Public Transport	
Continue work with GWRC and NZ Bus on bus improvements	ongoing
Adjust the timing and frequency of the subsidised services on the number 17 route	Mar-09
Explore options of a shuttle connecting all campuses	Dec-09
Promote the availability of the free ten-trip tickets to staff	ongoing
Work with WCC and GWRC to improve bus stop shelters	Jun-09
Car-Pooling	
Establish a car-pool permit allocation system	Dec-08
Establish dedicated car-pooling spaces	Dec-08
Establish car-pooling links within the University	Dec-08
Await the outcome of the trial of the rideshare software	N/A
Develop standard car-pooling guidelines	Dec-08

Actions	Completion
Car Parking	
Reorganise designated carparking spaces	Jan-09
Add car-pooling carparks	Dec-08
Increase cost of permits	Ongoing – start 2009
Use additional revenue from parking to fund sustainable transport	Jan-09
Use security at Gate 7 and increase patrolling on all campuses	Jan-09
Develop a formal car parking policy	2009
Develop a prioritised permit allocation system	2009

6. Communications

Communication has been mentioned several times in this report. All the initiatives identified rely on effective communication to make sure that staff and students are aware they exist, can get the information they need and become interested and committed to using sustainable transport.

There are some very significant projects in this report. Staff and Students have already had input during the research phase and the consultation phase of the Travel Plan. Their views have been incorporated into the recommended actions in this report, and have lead to significant adjustments of the proposed actions to better reflect their needs.

The reasoning behind the final actions to be implemented needs to be clearly explained along with details of how the consultation process influenced the plan.

Ongoing communication will be needed to promote the adopted initiatives. A full communication plan is suggested, which will take into consideration the regular communication channels, as well as capitalising on the promotional opportunities of special travel focussed events and orientation for staff and students.

Actions:

- The final outcome of this report should be communicated back to staff and students, clearly explaining the reasoning of the decisions made.
- Develop a communication plan to promote the initiatives.
- Develop website content and ensure it receives appropriate exposure
- Communication should note that the Travel Plan's priority is on improving access to and usage of sustainable transport and that any additional income from parking will be re-invested in environmentally sustainable initiatives for the University.

7. Summary of Actions

Actions	Estimated Cost
Walking / Running	
Better promotion of availability of showers	N/A
Install lockers in or near shower facilities	\$350 each
Upgrade campus maps	N/A
Work with Living Streets Aotearoa to expand on pedestrian map	\$12,500
Develop signage standard for pathways	N/A
Implement signage upgrade for safe pathways	~ \$10,000
Develop a night time safety standard for the key pathways	N/A
Work with WCC to improve security of neighbourhood pathways	N/A
Work with WCC to improve pedestrian / traffic safety	N/A
Cycling	
Work with the City Council to improve cycle safety on the streets	N/A
Replace toast style racks with inverted U style racks	\$400 each
Further explore secure cycle storage	~ \$20,000
Commence more intensive policing of storing bicycles in offices	N/A
Public Transport	
Continue work with GWRC and NZ Bus on bus improvements	N/A
Adjust the timing and frequency of the subsidised services on the number 17 route	~ \$120,000
Explore options of a shuttle connecting all campuses	N/A
Promote the availability of the free ten-trip tickets to staff	N/A
Work with WCC and GWRC to improve bus stop shelters	N/A
Car-Pooling	
Establish a car-pool permit allocation system	N/A
Establish dedicated car-pooling spaces	N/A
Establish car-pooling links within the University	<\$1,000
Await the outcome of the trial of the rideshare software	N/A
Develop standard car-pooling guidelines	N/A

Actions	Estimated Cost
Car Parking	
Reorganise designation of carparking spaces	<\$5,000
Add car-pooling carparks	<\$1,000
Increase cost of permit	-
Use additional revenue from parking to fund sustainable transport	N/A
Use security at Gate 7 and increase patrolling on all campuses	>\$20,000
A formal car parking policy should be developed	N/A
Improve sustainable transport prior to car parking changes where possible	N/A
Develop a prioritised permit allocation system	N/A
Pricing increases introduced over a 3-yr period	N/A

NB: An estimated cost of N/A refers to projects where there is no capital cost or the budget is provided through other projects.

Appendix A: Parking Permit Table

Category	Note	Reserved Car park Provided on request	Permit Provided on Appointment (on request)	Visitor Car park Permit	Waiting List
Vice Chancellor	5	Yes			
Senior Management Team (SMT) member	5	Yes			
SMT (Allocated at SMT Member Discretion)	4 & 5	Yes			
Head of School, Head of CSU or other direct report to SMT Member	5		Yes		
Staff with Disabilities (must have needs assessed by Occupational Health Nurse and show Mobility card)	1 & 5	Yes			
All other Permanent Staff	5				Yes
University Vehicles		Yes			
Commercial Tenant	2	Yes			
Service Contractors (Short Term)				Yes	
Visitors				Yes	
Construction Contractors	3	Yes			
Contract Staff	5				Yes

Notes:

1. Must have needs assessed by Occupational Health Nurse prior to parking permit being issued and must show mobility card at all times
2. Generally issued as part of terms of lease, commercial rental paid for car park
3. Temporary permit only for duration of contract
4. One permit only per SMT member in addition to SMT members own reserved park permit. The SMT member cannot allocate their own reserved permit to another person if they do not want it themselves
5. All parking permits are subject to the respective parking permit fee. Reserved parks are charged at a higher rate than the "licence to hunt permits"

Appendix B: CO₂ Conversion Factor

CO ₂ Conversion Factor Table		
Mode	kg CO ₂ per passenger km	Source and Assumptions
walk	0	-
cycle	0	-
bus	0.0176	Used conversion factor from Environment Canada http://www.ec.gc.ca/soerree/English/Indicators/Issues/Transpo/Tables/pttb04_e.cfm
train	0.092	Used conversion factor from Environment Canada http://www.ec.gc.ca/soerree/English/Indicators/Issues/Transpo/Tables/pttb04_e.cfm
ferry	0.0088	Used same as buses, but divided by 2 to reflect greater numbers on board (Checking with MfE)
car driver	0.22	Used conversion factor from Department for Environment, Food and Rural Affairs (DEFRA - UK) for a medium petrol car http://ww.defra.gov.uk/environment/business/envrp/gas/10.htm
car passenger	0	Assume these staff are travelling with the car drivers, so their CO ₂ emissions are already accounted for
motorbike	0.085	Used conversion factor from DEFRA for a small petrol car divided by 2

Refer to Staff and Travel Survey Results Report for further details.

Vehicle Type	Petrol (kg CO ₂ /km)	Diesel (kg CO ₂ /km)	Hybrid (kg CO ₂ /km)
Small car (1.5 l)	0.147	0.116	0.101
Medium car (2.0 l)	0.165	0.149	-
Large car (3.0 l)	0.262	0.223	-
SUV	0.198	0.236	-

Source: Land Transport New Zealand: www.rightcar.govt.nz

Appendix C: Summary of Consultation Process

Vic Commute Travel Plan Submission Review

Introduction

Following the development of the Vic Commute Travel Plan it was put out for consultation with staff and students. The Travel Plan will have at least some impact on the daily life of everyone at University. It was important to gather feedback from staff and students so that any initiatives that get implemented are effective and well supported. This review summarises the responses received during the consultation process.

Background

Vic Commute has been developed to promote the use of sustainable transport. In 2007 staff and students were invited to participate in a survey and focus groups about their commuting patterns and preferences. 2,141 responses were received for the survey and 69 people attended the focus groups.

During this research phase most of the feedback related to the public transport network – primarily its reliability and cost. It was expected that car-parking would be raised as a major area of concern during this research process, however car-parking received little comment in both the surveys and the focus groups.

Based on the feedback during this research phase the proposed initiatives were developed for Vic Commute to best meet the needs of staff and students while also promoting more sustainable travel.

Process

The consultation period ran from 17 March to 18 April. Notices were posted on Vic News, My Victoria, Salient, the FM webpage and the VUW ‘What’s out for consultation’ intranet page. Given the potential impact of the proposed initiatives on staff car drivers, parking permit holders were notified directly via email. The email to permit holders generated a lot of interest in the plan and sparked vigorous debate.

Workshops were also held at each campus (2 at Kelburn and Pipitea, 1 at Karori and Te Aro) to present all aspects of Vic Commute and allow staff and students to ask any questions and engage in discussion about the proposed plan.

68 people attended the workshops (50 in Kelburn, 15 at Pipitea, 3 at Te Aro and 0 at Karori) which generated 56 hand written submissions. 93 formal submissions were received by email. In total 149 submissions were received, mostly from staff. This represents about 0.6% of the University or 7.5% of full time equivalent staff.

All of the submissions have been reviewed and are summarised in the following.

Common themes

The majority of the submissions received were concerned with the changes proposed for the management of car-parking. This is not surprising as the car-parking initiatives try deterring staff from driving cars to University, while all the other initiatives offered improvements to commuters travelling sustainably. Furthermore, parking permit holders were more aware of the proposed plan due to the direct email alerting them to the consultation.

Table 1 shows the most common issues raised in the submissions.

Number of submissions to refer to the issue	Most Common Issues	Recommended Action
51	Proposed pricing for parking is too high, given the pay rates at University	Minimise the amount of the price increase to keep it below market value (Option 1 move to 50% of current market value over 3 years)
45	Proposed parking changes will make it difficult to recruit / retain staff	Minimise price rise and allow current permit holders to retain the permits
41	Need to improve public transport service	Refer to actions listed in this report
27	Too many reserved parks (including tenant parks)	Reserved parking should not be used as a negotiating tool. Limit tenants to 1 carpark where lease agreements allow
26	Proposed parking permit allocation system should give more consideration to family care requirements	Carry out further consultation to develop details of system
26	More car parking should be provided	Carparking will be provided as part of the Teaching and Research Building and Te Puni Village.
25	Proposed parking permit allocation system criteria too restrictive	Carry out further consultation to develop details of system
21	Support for the introduction of a shuttle connection between campuses	Deliver improvements to inter-campus connections
20	Any changes to the parking permit allocation system should only be applied to new applicants, not existing permit holders	Allow existing permit holders to retain their permits
17	Sustainable transport options are not available / safe / convenient for staff or students starting early or finishing late	Include early start / late finishing time as a criteria for permit allocation
16	Sustainable transport cannot match the flexibility of travel provided by personal car use	Work to improve sustainable transport options
15	Public transport for University users should be free or subsidised	Very expensive – not a cost-effective option for the University
14	Support for flexible parking options to allow for intermittent or short-term parking	Recommend more flexible parking options

11	Staff productivity will reduce if sustainable transport options are used rather than car travel	Work to improve sustainable transport options
11	Staff use their private cars for work travel during the day	Include work use of vehicle as a criteria for permit allocation
10	General support for the proposed plan	No action needed
9	The proposed parking permit allocation system will be very difficult to administer and could potentially be abused	Carry out further consultation to develop details of system
8	Support for the proposed car-pooling scheme	Introduce car-pooling scheme
8	General support for the concept of prioritised allocation of parking permits based on need	Introduce prioritised allocation scheme
7	Focus should be on encouraging sustainable transport rather than discouraging car use	Work to improve sustainable transport options
6	The Karori campus should pay the same amount for parking as the other campuses	Not a practical solution as it would cause on-street parking congestion
5	Need to improve support for 'Work from Home' option	Section deleted
5	Support for increased parking security	Increase patrolling of car parking
5	An increase in the price of parking is reasonable	Increase the price of parking as above
5	Car travel is needed to transport materials for classes	Carry out further consultation to develop details of system

Table 9: Most common issues mentioned in submissions

Car Parking Issues

Pricing

- The substantial price rise was the biggest concern amongst the submissions. For many staff on lower incomes such a large price increase would have significantly effect there standard of living and could pose problems of staff recruitment and retention for the University.
- There was some confusion around what 'market rates' represent. Many took this to mean similar pricing to a carparking building in town. However, the intention was that for each campus a valuer would assess the market value of licence to hunt permit and a reserved permit (taking into account the location within the city and the chance of getting a park).
- Many staff (from Kelburn, Pipitea or Te Aro) felt it was unfair that Karori staff did not have to pay for parking.
- Staff at Pipitea cited that when the relocation from Kelburn took place an agreement was reached that parking prices would be consistent at both campuses.
- Some staff indicated that VUW pay rates were below market rates, which was offset to some extent by the provision of low cost parking.
- Some recognised that the cost of staff parking is currently quite low and provides an incentive for staff to drive to work, so an increase in price would be fair.

- Several submissions expressed concern that the additional revenue from the increased parking would not be used to promote sustainability initiatives and would instead go into the University's general funds.

Parking Designation

- Many submissions were in favour of reducing the number of reserved carparks. The number of parks allocated to tenants was often cited as a source of frustration. It was also felt that senior management should be 'leading by example' in support of this plan and relinquishing their reserved parks.
- It was highlighted that the right to a car-park is written into the employment contract of some staff. Therefore, any change would need to be negotiated to reach mutual agreement.
- It was cited that traditionally tenants have only been offered 1 reserved carpark.
- Increasing the supply of parking was often suggested as a solution to the challenges of managing the car parking. Options of using VUWSA parks and Westpac Stadium parking or constructing a carparking building were suggested.
- There was good support for the introduction of more flexible parking options to allow for short term and intermittent parking.

Permit Allocation

- The proposal of introducing a prioritised system for permit allocation based on need was met with a mixed response. Some felt the current system was fair and equitable and should not be changed. Others felt the idea of needs based allocation was worthwhile.

- There was some confusion around the proposed criteria.
 - The criterion of distance from the University does not promote living further away. It places those that live within 1 bus-zone (and therefore have good sustainable transport options available) at a lower priority than everyone else. For example someone that lived on the Terrace would have less priority than someone that lived in Island Bay. As a second example someone that lived in Upper Hutt would have the same priority as someone who lived in Karori.
 - The criterion of taking passengers in the car is not restricted to other University staff. The passengers could be neighbours, children or flatmates for example, who could be dropped off at a crèche, another workplace or school.
- Many felt the proposed criteria were too limited. Suggestions for additional criteria included: more specific reference to family care requirements, the availability of public transport services, the start and finish times of work, the need to carry materials for classes, health difficulties and the engine size of the vehicle.
- Some staff use their own vehicles for University work during the day and cited this as a need to retain a parking permit.
- There was support for the idea of grand-parenting parking permits so that staff currently holding permits would retain them, but any new permits issued would be on the basis of the prioritised allocation system.
- A prioritised permit allocation system will be more complicated and it has been highlighted that it will require more work for the applicant, more resources to manage the permits and could encourage people to cheat the system.

General

- Many feel that any changes that discourage staff from driving to University (ie: increased cost, lack of parking space or difficulty getting a permit) could lead to difficulties with staff recruitment and retention.
- Some feel that staff productivity will be affected as the hours of work will be limited by the availability and speed of sustainable transport options.
- There was support for ongoing policing of the parking. The need to police weekend parking at Pipitea in particular was highlighted.

Public Transport Issues

- No one opposed the suggested improvements to the public transport service, however it was acknowledged that improvements are needed for both existing users and to attract new users.
- The areas needing improvement suggested in the plan were confirmed by the submissions received. The lack of public transport in the early morning and later at night was raised as an issue which had not been highlighted previously.
- Some stated that public transport (or other sustainable transport) was not suitable as it did not provide the level of flexibility they required.
- The option of introducing a University shuttle between campuses was well supported.
- Some requested that public transport be free or subsidised for University staff and students.

- The timetabling of lectures could be restricted by the availability of public transport. Transport options are more limited for evening lectures and tutorials. There needs to be reliable transport between campuses so that staff and students can arrive on time.

Other Sustainable Transport Issues

- The proposed initiatives to improve the sustainable transport options were supported. There was general support for the objectives of the plan.
- Some submissions suggested that discouraging car drivers was not the most effective way to reduce the environmental impact. The change in travel behaviour should be promoted by encouraging sustainable travel.
- The proposed car-pooling scheme was well supported.
- The work from home option was highlighted as needing greater support from management.

Adjusting the Plan

Most of the content of the Travel Plan appears to be acceptable to the University community. The proposed improvements for sustainable transport are well supported. The major issues are based around the proposed changes to car parking management. Before any final implementation plan is agreed to careful consideration will need to be given to how best to manage the car-parking in a manner which meets the University's objectives and is satisfactory to staff.

Following the feedback from this consultation process the steering group will review all aspects the travel plan to discuss the best method of incorporating the issues raised in the submissions. SMT will then be presented with an amended travel plan with recommended actions for approval.