

Greater Christchurch **Urban  
Development  
Strategy**

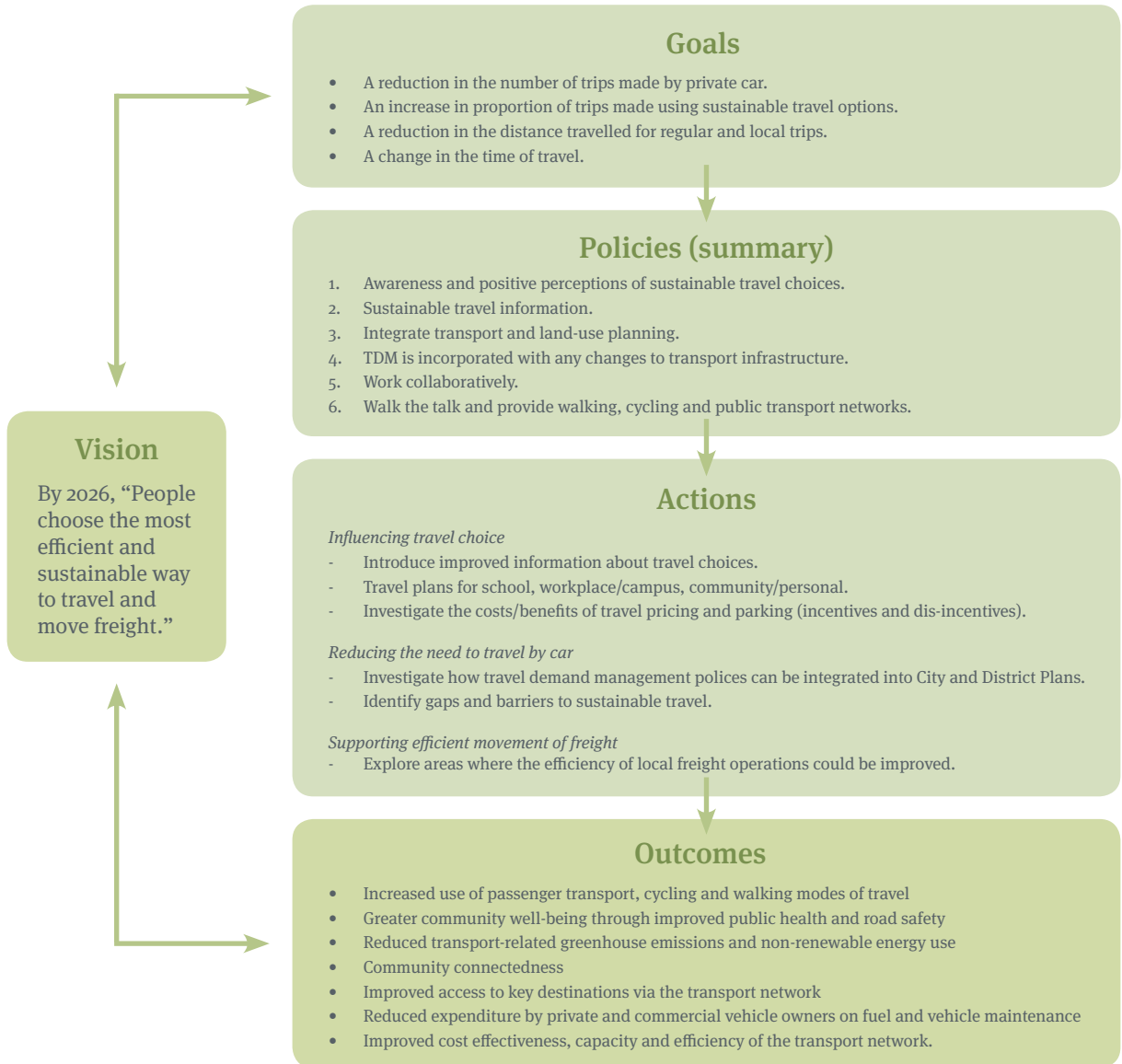
Greater Christchurch Travel Demand Management Strategy **Action Plan**



**smart choices**  
– travel your way



# Strategy Framework



# Policies

Travel demand management is about making the most of the existing transport network through greater use of sustainable travel. Understanding the particular needs of different communities in the Greater Christchurch area is essential to appropriately apply the policies and mix of actions – right policy, right action, right place.

## Six policies to guide implementation:

### 1. Awareness and Positive Perceptions

UDS partners will increase awareness and positive perception of sustainable travel choices by promoting their environmental, economic, health, and social benefits, using coordinated and consistent messages.

### 2. Information

UDS partners will provide travellers with current information that will assist them in making choices about how and when to travel using sustainable options.

### 3. Integration

UDS partners will integrate transport and land-use planning so that the distance between origin and destination of trips is smaller, public transport and active travel options are given priority, and these options are made accessible and convenient in new and re-developed areas.

### 4. Supply Linkages

UDS partners will ensure travel demand management is incorporated with any changes to transport infrastructure.

### 5. Collaboration

UDS partners will work collaboratively with each other, with other stakeholders, and the wider community to co-ordinate travel demand management initiatives; with particular regard to improving the relative affordability and accessibility of sustainable travel options.

### 6. Walk the Talk

UDS partners will provide walking, cycling, and public transport networks that are safe, accessible, convenient, connected, attractive and cater for all people.



## Action Plan - co-ordination, resourcing and evaluation

The Action Plan has identified projects for either short-term (2009/12) or medium-term (2012/15) implementation and completion. The Action Plan will be reviewed and updated regularly to coincide with the timing of government policy reviews and local authorities' LTCCP and annual planning and funding cycles. Therefore, the Action Plan will next be updated in 2011.

Implementation of the actions in this strategy are subject to available funding in each UDS partners Long Term Council Community Plan and the National Land Transport Programme. It should be emphasised that respective UDS partners' operational budgets already incorporate travel demand management projects. The implementation of the Action Plan tasks will be designed to ensure travel demand-focused projects link with key supply-focused infrastructure programmes.

The following implementation structure will manage and coordinate the delivery of the Action Plan and best utilise combined resources.

## UDS Implementation Committee (Political)



### UDS Transport Group (joint officer working group) will;

- manage and co-ordinate the delivery of the Action Plan;
- monitor the effectiveness of the Action Plan's implementation against agreed targets;
- report on implementation progress annually to the UDS Implementation Committee (annually), UDS Implementation Manager (three monthly) on progress and recommendations to resolve any failure of progress in the delivery of the identified actions.



### TDM Project Teams

- Christchurch (joint Christchurch City Council and ECan) project team
- Selwyn District Council project team
- Waimakariri District Council project team

These project teams will coordinate the delivery of actions to ensure appropriate resources are allocated and targets met. The role of each team is to optimise the effectiveness of travel demand management in their local area by;

- Championing travel demand management in their organisation.
- Resourcing the delivery the GC TDMS Action Plan.
- Collaborating with UDS partners on delivery of actions.
- Seeking input from community or sector groups as part of on-going implementation.
- Monitoring and evaluating progress.
- Ensuring travel demand management actions are included in activity management/work plans, and funding requirements are met.
- Reviewing major land development proposals to ensure relevant travel demand management policies are incorporated.
- Report implementation progress to the UDS Transport Group (three monthly).

# 1. Influencing travel choice

TDM Policies	Tasks	Timing and Priority	Output targets	Monitoring	Resources	Responsibility	
						Budget	Lead
Policies 1 and 2	<p>1. Develop and implement an overarching marketing strategy to –</p> <ul style="list-style-type: none"> <li>• Raise awareness and perception levels of sustainable travel.</li> <li>• Provide travellers with improved information that will assist them in making choices about how and when to travel using sustainable options (e.g. maps, websites of cycle and pedestrian routes and public transport schedule fares, connections, and services).</li> </ul>	2009-12 High	<p>Identify baseline awareness levels in 2009. Increase awareness levels per annum by 10-15% in the initial three years.</p> <p>Identify baseline positive perception levels in 2009. Increase levels per annum by 10-15% in the initial three years.</p>	<p>Initiate a baseline survey for awareness and perception levels of sustainable travel, and annually thereafter.</p> <p>Develop and implement evaluation process for marketing tools and campaigns.</p>	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC ECan	SDC, WDC and NZTA
Policies 1 and 2	<p>2. Investigate the use of multi-modal navigation tools, including signs, electronic devices and website that provide real-time to a particular destination.</p>	2012-15 Low	Provide a report on timing and the appropriate tools to implement .	Develop and implement evaluation process for marketing tools.	Include in Activity Management plans/Work Plans to inform LTCCP's and RLTP	CCC	ECan, SDC, WDC, NZTA
Policy 6	<p>3. UDS Partner lead by example</p> <ul style="list-style-type: none"> <li>• UDS partners to have a current travel plan and sustainable transport ethos before implementing workplace travel plans.</li> <li>• Implement travel plans for council supported major events as part of traffic management plans.</li> </ul>	2009-12 High	<p>UDS Partners' current travel plans by 2010</p> <p>Implement travel plans as part of traffic management plans for high profile events.</p>	Develop and implement evaluation processes for major events and monitoring for travel plans.	Include in Activity Management Plans/Work Plans to inform LTCCP's and RLTP	CCC, ECan.	SDC, WDC, NZTA , Living Streets, Spokes, Event organisers
Policies 1, 2, 4, 5 and 6	<p>4. Implement school travel plan programme</p> <ul style="list-style-type: none"> <li>• Key focus of school travel plan is to reduce the proportion of children travelling to school by car.</li> <li>• Requirement to provide timely infrastructure improvements.</li> <li>• Prioritise the delivery of school travel plans.</li> </ul>	2009-12 On-going	<p>Reach 20% of student population in first 3 yrs.</p> <p>80% of schools by 2019.</p> <p>Travel plans to achieve a 20% reduction in car travel to school.</p>	<p>Implement on-going evaluation process for school travel plans.</p> <p>School travel plans are supported with timely infrastructure improvements.</p> <p>Annually monitor how children travel to school, specifically schools with travel plans.</p>	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC SDC, WDC	ECan, NZTA, Schools Enviro-Schools Living Streets, Spokes

## 1. Influencing travel choice (continued)

TDM Policies	Tasks	Timing and Priority	Output targets	Monitoring	Resources	Responsibility	
						Budget	Lead
Policies 1, 2, 4 and 5	<p>5. Resource school travel plan programmes by:</p> <ul style="list-style-type: none"> <li>providing on-going support and resources for schools to implement initiatives to create safe active transport environments and develop active travel habits. Initiatives may include; sustainable travel information/maps, walking school buses, road safety wardens, cycle skill training and buddy programmes, parking management, and events such as Feet First</li> </ul>	2009-12 On-going	Set-up processes and resources to support implementation of these programmes.	Annually monitor travel plan support programmes to ensure targets are met.	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC, SDC, WDC.	Schools Living Streets, Spokes
Polices 1, 2 and 4	<p>6. Implement tertiary campus travel plan programme.</p> <ul style="list-style-type: none"> <li>Support travel plans with generic resources (sustainable travel information) and an adult cycle commuter programme.</li> </ul>	2009-12 Medium	<p>All Christchurch-based campuses to have travel plans by 2013.</p> <p>Travel plans to achieve between 10-15% reductions in car travel to and from campus.</p>	Annually monitor changes in travel behaviour following campus travel plans.	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC, SDC.	ECan, NZTA Tertiary Institutions
Polices 1, 2 and 4	<p>7. Implement work place travel plan programme.</p> <ul style="list-style-type: none"> <li>Support travel plans with generic resources (sustainable travel information/maps), trial an adult cycle commuter programme.</li> <li>Prioritise the delivery of workplace travel plans</li> </ul>	2009-12 Medium 2012-15 High	<p>UDS partners first, then Central City large workplaces following active and public transport improvements.</p> <p>80% of City Central businesses to have workplace travel plans in place by 2019.</p>	Annually monitor changes in travel behaviour following implementation of workplace travel plans.	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC	ECan, SDC, WDC, NZTA
Polices 1, 2 and 4	<p>8. Develop and implement community and personal travel plan programmes.</p> <ul style="list-style-type: none"> <li>Support travel plans with generic resources (sustainable travel information and incentives)</li> <li>Trial one or two personal/ community travel plans, linking these plans to key infrastructure improvements (bus priority), neighbourhood accessibility plans or to new residential developments.</li> <li>Create a priority list for future implementation of community/ personal travel plan programmes.</li> </ul>	2009-12 (Trial High)	Community or personal travel plans to achieve between 10-15% reduction in their usual car travel.	Over a 3 year period monitor changes in travel behaviour following the implementation of travel plans.	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC, ECan.	ECan, SDC, WDC and NZTA . Spokes and Living Streets

## 1. Influencing travel choice (continued)

TDM Policies	Tasks	Timing and Priority	Output targets	Monitoring	Resources	Responsibility	
						Budget	Lead
Policy 4	<p>9. Investigate how to implement long-stay car parking prices, car park management policy in the Central City and Christchurch City key activity centres.</p> <ul style="list-style-type: none"> <li>Implement parking and pricing mechanisms to coincide with to public transport and active transport infrastructure improvements.</li> </ul>	2009-12 On-going	Complete long-stay parking pricing investigation by 2011.	Following implementation monitor changes in travel behaviour following implementation of travel price incentives and disincentives.	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC	ECan, NZTA.
Policy 4	<p>10. Investigate road pricing jointly with ECan as a possible mechanism for the future.</p>	2012-15 On-going	Complete road pricing investigation by 2011.		Include in Activity Management plans/Work Plans.	ECan	CCC, SDC, WDC, NZTA

## 2. Reducing the need to travel by car

TDM Policies	Tasks	Timing and Priority	Output targets	Monitoring	Resources	Responsibility	
						Budget	Lead
Policies 3,4 and 5	<p>1. Investigate how TDM policies can be integrated into City and District plans.</p> <ul style="list-style-type: none"> <li>Require re-developments and new urban developments to have good access for all transport modes and provide information about sustainable travel options.</li> <li>Influence and control the development of high traffic-generating activities to ensure they are accessible by a range of transport modes (walk, cycle and public transport).</li> </ul>	2009-12 On-going	Incorporate TDM Policies; 2, 3, 4 & 6 into District and City Plans by 2012.	Monitor new or re-developments to ensure implementation of TDM policies – following inclusion in the District or City Plans.	Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC, SDC, WDC	ECan
Policies 5 and 6	<p>2. Investigate and implement tools to ensure walking, cycling, and public transport networks are; safe, accessible, convenient, connected, attractive and cater for all people.</p>	2009-12 On-going	Mechanism developed and implemented	Develop a process to audit walking, cycling and public transport improvements	Include in Activity Management plans/Work Plans to inform LTCCP's and RLTP	CCC, SDC, WDC	ECan
Policy 5	<p>3. Identify gaps and barriers to sustainable travel in existing areas and/or for specific population groups in order to inform planning for walking, cycling and public transport provision (e.g. neighbourhood accessibility plans)</p> <ul style="list-style-type: none"> <li>Create a priority list for potential target areas</li> </ul>	2009-12 On-going	Implement actions on identified priority areas		Include in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	CCC, SDC, WDC, ECan	Local community, Spokes, Living Streets

### 3. Support the efficient movement of freight

TDM Policies	Tasks	Timing and Priority	Output targets	Monitoring	Resources	Responsibility	
					Budget	Lead	Support
Policy 6	<p>1. Explore areas where the efficiency of local freight operations could be improved.</p> <ul style="list-style-type: none"> <li>Identify barriers that exist to the promotion of more efficient and sustainable road freight operations.</li> </ul>	2012-15 Low	Identify key actions to improve efficiency of freight.	Monitoring programme to be developed	Ensure travel demand management tasks are included in Activity Management plans/Work Plans to inform LTCCP's and RLTP	ECan in conjunction with the Freight and Network Efficiency working group.	CCC, SDC, WDC

### 4. Coordination, Monitoring and Evaluation

TDM Policies	Tasks	Timing and Priority	Output targets	Monitoring	Resources	Responsibility	
					Budget	Lead	Support
Policy 6	<p>1. Establish a travel demand management implementation working group (all UDS partners include rural perspective) to coordinate the Action Plan delivery.</p> <ul style="list-style-type: none"> <li>Deliver Strategy progress reports, and ensure progress reports are available to key community forums</li> <li>Establish respective travel demand management coordination teams at each partner Council to ensure actions, resources, and targets are met.</li> </ul>	2009-12 Immediate	<p>Establish travel demand management coordination teams August 2009.</p> <p>Provide 3 monthly progress reports to the UDS Transport group and UDS Implementation group.</p> <p>Provide annual reports to the UDS Implementation Committee and Strategic Partners, first report Feb 2010.</p> <p>Triennially review and update the Action Plan to coincide with the LTCCP cycle.</p>	Establish a monitoring programme of all actions to track progress against the agreed targets	Ensure travel demand management tasks are included in Activity Management plans/ Work Plans to inform LTCCP's and RLTP	All partners lead agency CCC	



