Transit New Zealand, Nelson City Council and Tasman District Council

North Nelson to Brightwater Strategic Study
Travel Demand Management Discussion Document

April 2008
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<th>Quality Assurance Statement</th>
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1 Purpose

The purpose of this document is to report on the Travel Demand Management initiatives included within the ‘Preferred Package’ of the North Nelson to Brightwater Corridor Study in such a format that will enable Nelson City Council and Tasman District Council to use the information for their individual Travel Demand Management Strategies.

The North Nelson to Brightwater Corridor Study Consultant Team was originally tasked with preparing a single Regional Land Transport Strategy for the combined regions of Nelson City and Tasman District. Alongside the RLTS would sit a Travel Demand Management (TDM) Strategy and a Public Transport (PT) Strategy which were also to be prepared as part of the Study.

However, after Tasman District Council’s decision to pull out of both the Study and the combined Regional Land Transport Committee in August 2007, a combined RLTS was no longer appropriate. Consequently, the responsibility to produce individual RLTS (and the associated TDM and PT strategies) reverted back to the individual Councils.

Nevertheless, a significant amount of work on Travel Demand Management was undertaken throughout the North Nelson to Brightwater Corridor Study, and it is this information which is being presented in this discussion document.

While there was a high level of agreement from both Councils as to the Travel Demand Management measures proposed in the ‘Preferred Package’, it should be noted that the measures contained within the package have not been formally agreed to by either Council, and this report has not been reviewed by Council officers.
2 Introduction to Travel Demand Management

2.1 Evolution of Travel Demand Management

It is now widely acknowledged that unrestricted demand for travel by car alone within populated urban and suburban areas is undesirable and is not sustainable. This generally arises from a combination of financial constraints and concerns over the potential impacts of traffic on local communities and their environment.

Indirectly, some aspects of TDM have been in evidence for considerable periods of time. Such examples include the creation of towns and cities where houses were traditionally provided for workers close to places of employment.

There have also been mandatory schemes introduced through the shortage of fossil fuels, such as petrol rationing, which brought about significant reductions in vehicle usage and congestion. Increased awareness and concern over the effects of traffic upon the environment and particularly upon personal health, has brought about schemes in large urbanised areas which have either prohibited the access of the private motor vehicle or restricted their use to limited times of the day or week.

TDM strategies are now perceived as a package of measures or combination of system components which can be targeted at influencing travel behaviour or restraining the demand for a transport facility. These measures can be targeted at the type of user, time of day, mode of travel, spatial location, frequency, and cost.

The surge of interest in TDM has stemmed from the recognition of the adverse effects of traffic on the environment, the high cost associated with the provision of finding transport infrastructure, and the desire to have more integrated, balanced and sustainable transport systems to reduce the dependency upon car related travel.

2.2 What is Travel Demand Management?

TDM has become somewhat of a loosely defined term covering various strategies aligned at restricting or controlling travel demand or the desire to travel. However, given the context of this study and the public’s want of freedom of travel, Travel Demand Management can be focussed towards reducing the need for travel by car and particularly single occupant car.

Accordingly, a few of the more relevant definitions include:

“TDM aims to reduce the impact of travel on the road and transport system, and also the need for car travel. TDM attempts to address the congestion and environmental issues in a supply and demand framework” (James Luk, 1992).

“TDM strategies seek to reduce vehicle demand upon the transportation system through modifying travel behaviour” (Steele, Dulles Area Transportation Association).
“TDM programmes are designed to maximise the people moving capability of the transportation system by increasing the number of persons in a vehicle or by influencing the need to or time of travel” (Cosmis, 1993).

TDM is “any initiative that modifies travel decisions so as to reduce the negative impacts of road transport” (Travel Demand Management: A Resource Book, Austroads).

The issues which TDM are able to address include:
- travel choice (when people travel);
- mode choice (how people travel);
- urban form (where people travel); and
- behavioural aspects (why people travel).

Travel Demand Management methods include:
- influences upon travel behaviour (education, promotion and marketing);
- parking charges;
- road pricing; and
- land use planning.

A key role of demand management is to maximise the efficiency of the transportation system by removing the least productive activities or shifting them to times when there is less demand on the system. This ensures that the more productive trips are able to be made efficiently, thereby contributing to the economic development of the region.

Demand management has the potential to ease congestion problems in the short-term at relatively low levels of expenditure. It may also defer or avoid altogether the need for some infrastructural improvements, resulting in expenditure savings and environmental benefits. The success of demand management measures is, however, reliant upon the willingness of the community to make behavioural changes in its patterns of travel and this makes the prediction of the impacts subject to uncertainty. For this reason, the Regional Land Transport Strategies need to couple demand management measures with improvements to public transport, walking and cycling, and a rigorous monitoring regime. This will allow the success of the measures to be identified as a precursor to the programming of any roading upgrades within the urban area.

2.3 Need for change

Both individuals and organisations have their own culture which often opposes the opportunity to change. For TDM to be successful there needs to be both a corporate and community acceptance of the need for change to occur. This will probably require incentives and/or cost changes to act as the catalyst for change.

The successful development and implementation of TDM strategy will need to overcome a number of hurdles, including:
- Community negative attitudes to travel restrictions and pricing.
- Concern over the equity of access.
- Little or lack of alternatives to change the journey to work.
- The cost of subsidies and cross-subsidies, which often hide the true cost of a transport facility from the user.
• Lack of ability to pay for certain transport services.
• Perception of some schemes as unattractive.
• Need for alternative, complementary packages of transport.
• Inflexibility or difficulty in changing work or school hours.
• Practical effectiveness of voluntary measures (e.g. carpooling).
3 Strategic Context

The overall framework for planning the land transport system includes three important elements;
- Government policy; the New Zealand Transport Strategy (NZTS) and the draft Updated NZTS.
- Regional land transport strategies and regional land transport programmes.

3.1 Government Policy

The New Zealand Transport Strategy (NZTS) was published by the Government in 2002, with the overall vision that;
‘by 2010 New Zealand will have an affordable, integrated, safe, responsive and sustainable land transport system’.

The NZTS sets out the key Government objectives for transport as;
- assisting economic development;
- assisting safety and personal security;
- improving access and mobility;
- protecting and promoting public health; and
- ensuring environmental sustainability.

This policy signalled a significant change in approach to the development and funding of the land transport system. The emphasis has moved from traffic to transportation by all modes, with a wider range of potential funding sources and increased public participation in the decision making processes.

As part of the draft update to the NZTS, the Government has announced a number of immediate (by 2015) and long term (2040) targets affecting transportation in New Zealand (MOT Discussion Paper, Sustainable Transport, December 2007). This includes the commitment to halve CO₂ transport emissions per capita by 2040 and a number of other targets concerning urban congestion, vehicle fleet composition, mode share and freight. These are the subject of a current LTNZ project which aims to clarify the targets and provide a breakdown into regional (and district) targets. Once finalised, these targets should have a significant impact on any TDM Strategy.

3.2 Legislation

Every regional council is required by Section 175(1) of the Land Transport Act 1998 to prepare a land transport strategy for its region.

The Land Transport Management Act (LTMA) came into force in 2003 to provide the legislative framework to give effect to the New Zealand Transport Strategy. This Act seeks to;
- provide an integrated approach to land transport funding and management which takes into account the views of affected communities;
• avoid adverse effects on the environment;
• give all relevant people and organisations opportunities to contribute to developing land transport programmes;
• ensure options and alternatives are given full consideration at an early stage in the development of programmes;
• improve long-term planning and investment in public transport;
• ensure that land transport funding is allocated in an efficient and effective manner;
• improve the flexibility of land transport funding, including provisions enabling new roads to be built on a tolled or concession agreement basis; and
• amend the Land Transport Act 1998 to require regional land transport strategies to be reviewed to take account of the objectives of the 2003 Act.

The Land Transport Management Amendment Bill was released for submission in late 2007. The purpose of this bill is to enhance New Zealand’s transport planning and funding system established under the LTMA.

3.3 Regional Land Transport Strategies

The current Regional Land Transport Strategy (RLTS) documents for Nelson and Tasman are dated 2001 and 2003 respectively and precede the enactment of the LTMA. New RLTSs for the region will need to reflect the change in national transport policy and the planning of the transportation network within this area.

The Nelson and Tasman Regional Land Transport Committees (RLTCs) are responsible for the preparation and on-going development and implementation of the RLTSs for the two council areas. The committees include representatives of the respective councils, Transit NZ, Land Transport NZ and representatives of other agencies and organisations.

Responsibility for the delivery of the measures contained within the strategy falls with a number of agencies. Transit NZ has responsibility for maintaining and upgrading the State Highway network, including State Highways 6, 60, 63 and 65. Nelson City Council and Tasman District Council have responsibility for all of the other public roads within their administrative boundaries, for cycle and pedestrian facilities and the provision of infrastructure to support public transport facilities. These three road controlling authorities will need to work together to ensure the needs of the whole area are taken into account when advancing projects and measures.

3.4 Relationship with Other Projects

To complement the TDM strategy, the projects and measures contained within the strategy need to complement and be implemented concurrently with projects and measures within the local Public Transport, Cycling and Walking strategies. This will ensure that individuals have a greater range of alternative transport modes to consider when planning travel and will help reduce the demand placed on the transport system.

To ensure that these strategies are complementary, the North Nelson to Brightwater Corridor Study investigated the transport needs of the Nelson and Richmond areas and produced a strategy of projects and measures over a 25 year period to cater to this demand. Integral to this strategy were the TDM, public transport cycling and walking projects and measures. Nelson City Council, Tasman District Council and Transit New Zealand are now updating their individual strategies to reflect this study.
4 Developing a Strategy for Nelson and Tasman

4.1 Potential Methods

A wide range of projects, measures and actions can contribute towards the TDM objectives. Table 4-1 overleaf lists a number of these, grouped according to whether they address the supply or demand side of the travel equation. The table also outlines whether the measure is applicable to the study area.

What is certain is that no one individual measure can provide a solution to urban transportation problems. The North Nelson to Brightwater Corridor Preferred Package therefore combined projects and measures together in order to achieve the overall vision and objectives.

Packaging measures together can produce benefits in three main ways.

- Measures can be aligned with one another on the basis that they are complementary.
- Some measures can make other elements of the strategy financially feasible – i.e. parking charges could provide finance for other transport infrastructure.
- Some measures are likely to be more publicly acceptable if combined with others, this being particularly true for harder hitting TDM measures such as road or congestion pricing which can be softened considerably if the resulting revenue is invested in public transport service improvements.

Hence packaging measures and projects together provides greater benefits than that accrued from the sum of the parts as synergy is achieved.

The ‘Supply’ and ‘New Infrastructure’ measures within Table 4-1 are not discussed further in this Strategy as they are considered under ‘Roading’, ‘Public Transport’, ‘Walking’ or ‘Cycling’, which are all addressed by other strategies. However, the ‘Demand’ measures which are considered appropriate for Nelson and Tasman and which are included in the Preferred Package are discussed further below.
<table>
<thead>
<tr>
<th>Type of Measure</th>
<th>Type of Measure</th>
<th>Measure</th>
<th>Applicability to the Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply</td>
<td>Road Traffic Operations</td>
<td>Entrance ramp controls on motorways</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Traveller information systems</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Traffic signalisation improvements</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Motorway) traffic management</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Incident management</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Traffic control at construction sites</td>
<td>✓</td>
</tr>
<tr>
<td>Preferential Treatment</td>
<td>Bus lanes</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HOV lanes</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bicycle facilities</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pedestrian facilities</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Traffic signal pre-emption for buses</td>
<td>✓</td>
</tr>
<tr>
<td>Public Transport Operations</td>
<td>Express bus services</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Park and ride facilities</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Service improvements</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Public transport image</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>High capacity public transport vehicles</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Urban goods movement</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inner-city goods movement</td>
<td></td>
</tr>
<tr>
<td>New Infrastructure</td>
<td>New Infrastructure</td>
<td>Guided bus</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Light rail</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Heavy rail</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Terminals/interchanges</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Parking supply</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New roads</td>
<td>✓</td>
</tr>
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<td>Demand</td>
<td>Travel Behaviour</td>
<td>School Travel Plans</td>
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<td></td>
<td></td>
<td>Workplace Travel Plans</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Advertising and Promotion</td>
<td>✓</td>
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<tr>
<td>Communications Substitutes</td>
<td>Tele-commuting</td>
<td>(as part of Workplace Travel Plans)</td>
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<tr>
<td></td>
<td></td>
<td>Tele-conferencing</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(as part of Workplace Travel Plans)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tele-shopping</td>
<td></td>
</tr>
<tr>
<td>Traveller Information</td>
<td>Pre-trip travel information</td>
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<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Car pooling</td>
<td>✓</td>
</tr>
<tr>
<td>Economic Measures</td>
<td>Congestion Pricing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Parking Pricing</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Public transport and rideshare financial incentives</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Innovative financing</td>
<td></td>
</tr>
<tr>
<td>Administrative Measures</td>
<td>Transport partnerships</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trip reduction ordinances and regulations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Flexible/alternative working hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(as part of Workplace Travel Plans)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Car restricted zone</td>
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<td></td>
<td></td>
<td>Parking supply restrictions</td>
<td>✓</td>
</tr>
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<td>Land Use and Zoning</td>
<td>Land use and zoning policy</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Site amenities and design</td>
<td>✓</td>
</tr>
</tbody>
</table>

Table 4-1: TDM Impacts and Applicability
4.2 Linking TDM with the Project Option List

A comprehensive list of options and alternatives was prepared as a fundamental component of the North Nelson to Brightwater Corridor Study. The actual list of individual options is contained within the Technical Report associated with the Study and includes roading options, traffic management, public transport, walking and cycling, and TDM measures as a means of alleviating the existing issues and network problems.

The resultant preferred package of projects and measures provides a balanced solution over a 25 year period that will meet the purpose and objectives of the LTMA. The package includes a number of projects and measures that will help provide a sustainable environment and complements these with roading improvements necessary to ensure a safe and efficient transport system.

The Travel Demand Management measures as agreed to in the strategy are discussed further in the following sections.

4.3 Policies and Activities

The Travel Demand Management policies and activities for the North Nelson to Brightwater corridor revolve around three main policy areas:

- influencing travel behaviour;
- parking control; and
- land use planning.

4.3.1 Influencing Travel Behaviour

Measures that influence travel behaviour tend to be at the ‘soft’ end of the scale; i.e. they encourage people to change their travel without implementing specific disincentives to travel by car. Accordingly, the effectiveness of these measures is often dependant on improvements being made to the public transport system and to the walking and cycling infrastructure. School and workplace travel plans can be very effective in reducing single occupant car journeys as they can provide additional options for travel such as walking school buses or car pooling.

| Policy TDM1 | Undertake travel behaviour change programmes, educational and promotional measures to reduce the use of private motor vehicles, especially in areas of traffic congestion. |
### Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timing</th>
<th>NCC</th>
<th>TDC</th>
<th>LTNZ</th>
<th>MoE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Promote School Travel Plans including measures such as provision of “walking school buses” and “safer routes to school” programmes to increase walking and cycling to school.</td>
<td>Short Term</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>1.2 Introduce “TravelSmart” programme - provide information on alternative travel modes and methods on an individual household basis.</td>
<td>Short Term</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>1.3 Promotion of Workplace Travel Plans including measures such as provision of public transport, car pooling, tele-working and flexible hours.</td>
<td>Short Term</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>1.4 Promotion of area wide car-pooling scheme.</td>
<td>Short Term</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Provide incentives for employers to reduce free parking for employees and/or support sustainable forms of transport</td>
<td>Short Term</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>1.6 Promote alternative forms of travel through media publicity campaigns, promotional events and information packs to coincide with other measures</td>
<td>to coincide with other measures</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>1.7 Participate as required by the Ministry of Transport in any development and feasibility work around road pricing as this occurs, and assess their application and potential impacts to Nelson/Richmond</td>
<td>Long Term</td>
<td>○</td>
<td>○</td>
<td>●</td>
<td></td>
</tr>
</tbody>
</table>

#### 4.3.2 Parking Control

The convenience and cost of parking are a factor in the decisions which people make when choosing to travel. Whilst the vitality of the Nelson and Richmond urban centres should be maintained through the provision of high standard parking facilities for shopper and tourist trips, the use of long-stay parking by commuters should be discouraged through the application of charges and controls. This requires balance between the conflicting demands for parking, and consistency between the existing urban centres.

**Policy TDM2** Encourage use of parking controls to manage travel in and around the Nelson and Richmond central business districts

### Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timing</th>
<th>NCC</th>
<th>TDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Develop Nelson/Richmond commuter parking strategy consistent with upgraded public transport facilities, including Park and Ride facilities.</td>
<td>Short Term</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>2.2 Increase parking pricing to deter long stay commuter parking without discouraging off-peak shopper parking</td>
<td>Short Term</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

#### 4.3.3 Land Use Planning

The location of employment, shopping and recreational activities relative to housing areas can affect the demand for travel. Conversely, the quality and cost of travel can be influential in locational decisions for these activities. The integration of land use with transport provision has the potential to significantly affect the overall levels of demand upon the transportation network.
The policies which follow seek to both reduce the overall volume of travel required and promote the use of alternatives to the private motor vehicle. In this way, the functionality of existing infrastructure can be maintained with benefits in terms of costs, safety and environmental amenity. Whilst such policies may take many years before achieving the desired outcomes they remain an important and integral component of addressing the growth in transportation demand.

<table>
<thead>
<tr>
<th>Policy TDM3</th>
<th>Promote the location of housing, jobs, shopping, leisure, education and community facilities and services to reduce the overall demand for travel and encourage the use of alternatives to the private motor vehicle</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timing</th>
<th>NCC</th>
<th>TDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Review District Plan rules with a view to intensifying residential and employment land use development around transportation hubs to minimise commuter travel distances and maximise travel by ‘active modes’ and/or public transport.</td>
<td>Short Term</td>
<td>●  ●</td>
<td></td>
</tr>
<tr>
<td>3.2 Revise sub-division engineering guidelines to ensure that designs are required to provide for convenient bus services and high standard walking and cycling networks.</td>
<td>Short Term</td>
<td>●  ●</td>
<td></td>
</tr>
</tbody>
</table>
5 Activities

5.1 Activity 1.1 Promote School Travel Plans

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

School travel plans deliver a range of benefits, including:
- improved health and road awareness;
- reduced emissions and other environmental benefits; and
- economic benefits of spending less time in cars.

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

5.2 Activity 1.2 Introduce ‘TravelSmart’ programme

The TravelSmart programme was first developed by the State Government of Western Australia in the mid 1990s. TravelSmart works directly with individuals in their households to help them make informed travel choices about how to get to places using their cars less and walking, cycling and using public transport more. TravelSmart also works with local communities, including local governments, schools, universities, hospitals and workplaces, to help them self-manage the process of change.

The TravelSmart process starts with the team telephoning almost every household in an area to identify those interested. The household is asked what information they would like to receive about walking, cycling and public transport and they are then delivered a personalised package of information specific to their situation (e.g. local bus service timetables and local walking and cycling maps).

In some situations, the team may even visit their home, talk to them about using public transport and offer incentives for new users of public transport. They can also arrange a personal visit by someone with practical skills and knowledge of cycling and bicycle maintenance and could even provide discount vouchers from local bike shops to help get bikes back in working order. Those people who are already using public transport, cycling or walking regularly are encouraged to continue this behaviour by rewarding them with small incentives.
5.3 Activity 1.3 Promotion of Workplace Travel Plans

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

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

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

5.4 Activity 1.4 Promotion of area wide car pooling scheme

Car pooling has been trialled in Nelson previously, without much success. However, if it is combined with other Travel Demand Management measures, specifically TravelSmart, workplace travel plans and parking price increases, it is likely to be much more successful. It would also be a necessary part of these other Travel Demand Management measures as another alternative to single occupant car trips.

5.5 Activity 1.5 Employer Incentives

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

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

The Councils should also consider changes to the car parking requirements in the Resourse Management Plans to lower the minimum number of required car parks and specify a maximum number of car parks.

5.6 Activity 1.6 Promote alternative forms of travel

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

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

5.7 Activity 1.7 Participate in road pricing investigations

‘Road pricing’ refers to a number of available tools, including cordon charges, congestion charging, permit schemes and tolls. Currently, road user pricing applies through the application of Road User Charges and taxes on fuel. However, this is a crude form of charging which does not reflect the roads which are used or the timing of trips.

Road pricing is concerned with pricing for the full economic, environmental and social costs of road use and has an objective of reducing congestion whilst also raising revenue. It is not legislated for in New Zealand at the current time. Road pricing involves motorists paying directly for driving on an existing roadway, or within a particular area.

In the longer term, road pricing offers a more equitable means of allocating the use of road-space, which would allow charges to reflect the demand for the use of the network, in a manner similar to charging for air travel, or for telecommunications. In this way, the intensity of peak period demands can be reduced, resulting in a more efficient use of the available resources.

Road pricing approaches are in their infancy in New Zealand, but with the availability of the necessary technology their use in the long term is inevitable. It is acknowledged that their application in the Nelson/Tasman region would not occur until well into the future whilst at the same time there is a need to identify the potential offered by road pricing as a means of constraining growth in travel demands.

Nelson and Tasman should participate as required by the Ministry of Transport in any development and feasibility work around road pricing and as this occurs, assess their application to Nelson/Richmond and their potential impacts.

5.8 Activity 2.1 Develop Nelson/Richmond commuter parking strategy

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

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

5.9 Activity 2.2 Increase all-day parking pricing

The objective of increasing the cost of all-day parking pricing is to deter long stay commuter parking and thereby encourage travel by other modes, or car sharing. Not all parking pricing should be increased as
increasing short term parking costs could have a negative effect on off-peak shopper parking and hence the local economy.

5.10 Activity 3.1 Review Resource Management Plan rules

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

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

While the Nelson Urban Growth Strategy and the Richmond Development Study provide a strategy for intensification and preferred growth areas, these may not go far enough towards having a noticeable impact in reducing the dependence on the private car. Further reinforcement of intensification and development around transport hubs needs to be developed through rules in the Resource Management Plans.

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

5.11 Activity 3.2 Revise sub-division engineering guidelines

The physical characteristics of new developments need to be designed in accordance with local engineering guidelines. It is therefore important that these guidelines include information and standard specifications to ensure that the layout and design of new developments cater for the potential provision of bus services and high standard walking and cycling networks, with both a traffic engineering and personal safety and security viewpoint.
6 Implementation and Monitoring

This discussion document recommends that the activities above be implemented in the short term, i.e. before 2016, and ideally as soon as possible. The exception to this is the promotion of alternative modes, which should be undertaken in conjunction with the recommended improvements to the public transport system, and road pricing which should be investigated as a measure to be implemented in the medium to long term.

The two Councils may need to further refine these TDM measures to suit their individual networks as part of the process of developing individual Travel Demand Management Strategies and Regional Land Transport Strategies. In doing so, it is recommended that the two Councils work together as much as possible on the TDM initiatives as there is a large amount of overlap between responsibilities, especially in regard to the commuter movement from Tasman to Nelson City.

As with many measures and initiatives, promoting TDM will require an ongoing commitment from both Councils. If implemented without subsequent promotion, monitoring or fine tuning, the impact on travel behaviour will diminish. Furthermore, many of the measures could require a long period of promotion before a significant take up is achieved.

It is recommended that a monitoring programme be set up to determine the effectiveness of the TDM measures implemented. While it may not be easy to quantify the exact impact many of the measures are having, qualitative monitoring will provide excellent feedback as to which measures are being supported by the community and which need further refinement. Monitoring should also measure other effects which influence or have an indirect impact on the uptake of TDM (for example fuel process, vehicle ownership, public transport patronage, regulation changes etc.).

The exact form of the implementation, monitoring and ongoing promotion of the TDM initiatives should be determined by each Council prior to finalising their TDM strategies.
7 References

3. Steele, Dulles Area Transportation Association
4. Crisn, 1993
5. Travel Demand Management: A Resource Book, Austroads, 2002
6. New Zealand Transport Strategy (NZTS), 2002
8. Land Transport Act 1998
9. Land Transport Management Act 2003
10. The Land Transport Management Amendment Bill 2007
15. Land Transport New Zealand Website: http://www.landtransport.govt.nz/sustainable-transport/
17. MWH Workplace Travel Plan for Auckland Office
18. Nelson City Resource Management Plan
19. Tasman District Resource Management Plan