



# Travelwise Choices

A YEAR IN REVIEW - 2016/17

Travel Demand Team  
Highlights



## What is the Travelwise Choices programme?



The Travelwise Choices programme promotes the uptake of sustainable transport across the network - including walking, cycling, public transport, and carpooling - by helping to facilitate behaviour change and inform transport choices.

The Travel Demand team takes on the issue of congestion from a holistic approach, assisting large businesses and institutions right down to individual commuters.



The goal of the Travelwise Choices programme is to **reduce the number of Single Occupant Vehicle (SOV) trips trips in the morning peak.**



## Keeping Auckland accessible

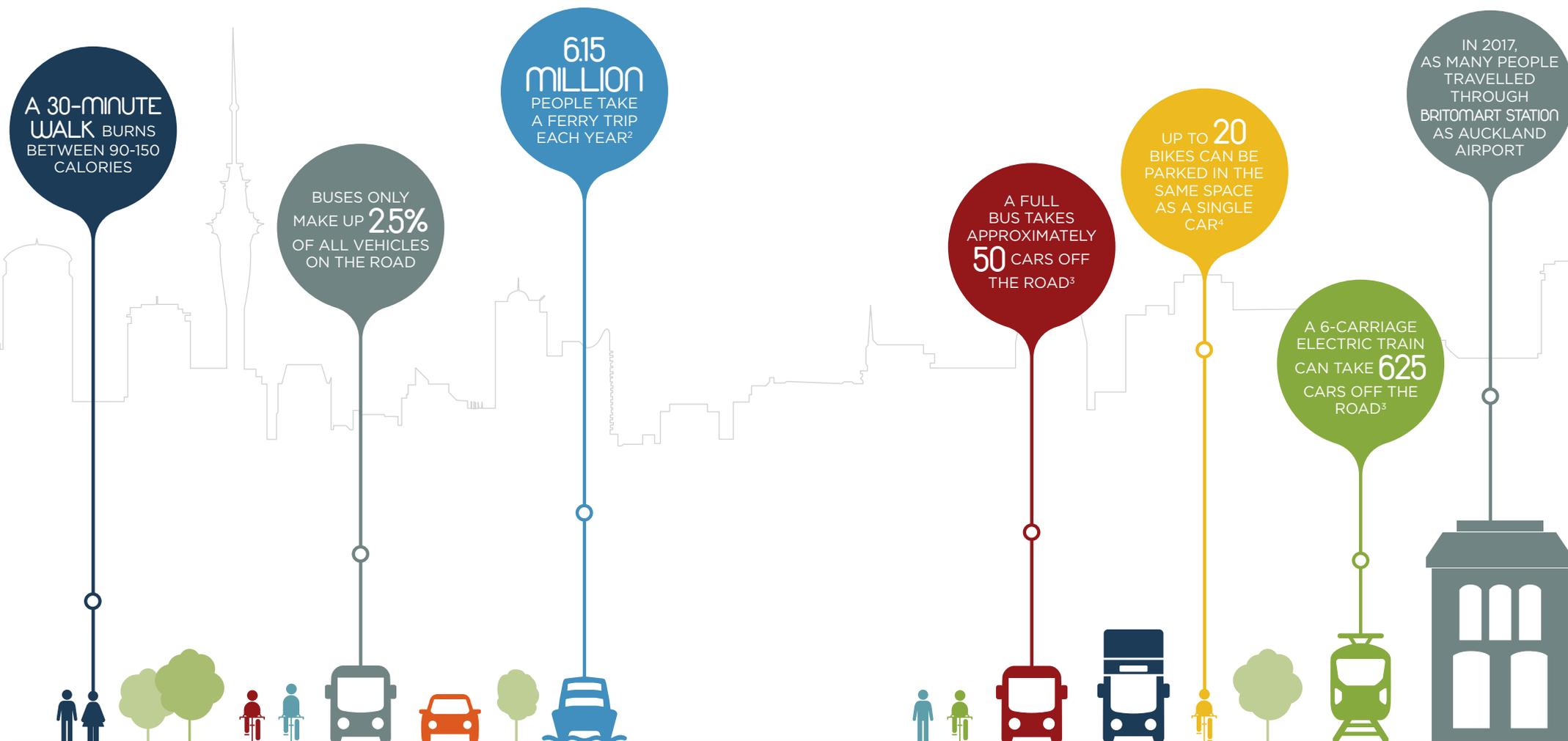
Auckland's population is projected to double over the next 25 years, expanding to roughly 2.5 million by the mid-2040s.<sup>1</sup>

As the city grows, further strain will be put on Auckland's transportation network.

To keep up with rising demand, it is important to provide a single, connected transportation network that is safe, functional and accessible for everyone.

Through the **Travelwise Choices programme**, Auckland Transport's Travel Demand team is tasked with **reducing congestion** and **improving travel time** and **journey reliability** on Auckland's transport network.

In order to move more people more efficiently, we need to offer convenient, affordable and reliable travel options. Taking more cars off the road and balancing trips between various modes not only helps to reduce congestion, but can also save money and increase personal well-being. This in turn creates a more healthy, vibrant and liveable city.



## 2017 Programme

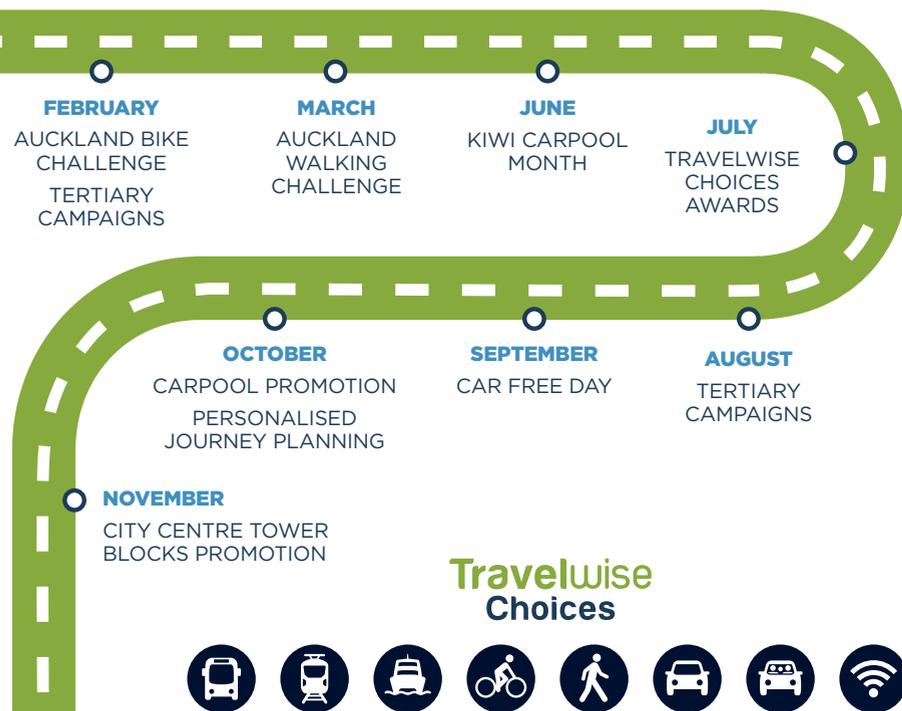
Travelwise Choices runs an annual programme of campaigns which we encourage our partners to support.

This year has seen increasing success for Travelwise Choices campaigns and initiatives, exceeding targets and increasing engagement from previous years.

Our walking and cycling campaigns and the introduction of innovative technology with the launch of the new 'Smart Travel' carpooling app have been particularly successful.

Our initiatives have been gaining traction, with 20 new organisations signing onto the Travelwise Choices programme this financial year. We were also selected as a finalist for the 2017 Sustainable Business Network Awards.

This year, **the programme reduced Auckland's morning peak traffic by an estimated 7,348 vehicles per day.**



“It was good to have Auckland Transport involved and assisting us find solutions to get our staff out of their cars and switching to public transport.”

AUCKLAND DISTRICT HEALTH BOARD EMPLOYEE

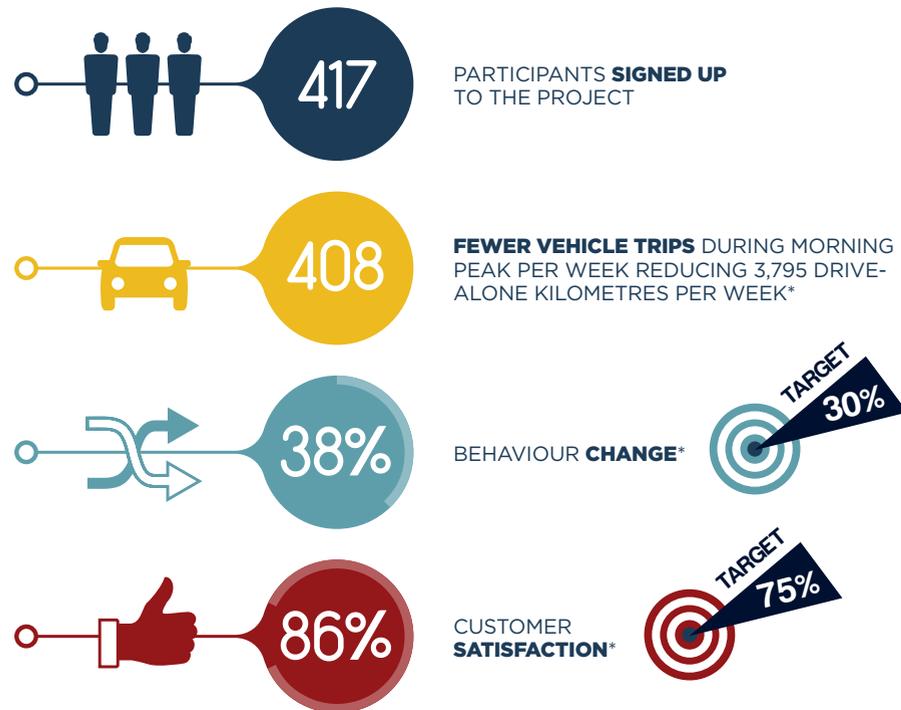


## Personalised Journey Planning

Personalised Journey Planning (PJP) is offered to communities through the Travelwise Choices programme. PJPs promote travel behaviour change within a community and involve one-on-one engagement to provide journey planning and advice to individuals currently driving.

To maximise benefits from recent infrastructure improvements, PJPs are typically tailored around areas in close proximity to public transportation or access to sustainable modes of travel. To date, the Travelwise Choices programme has initiated 10 PJPs in locations across Auckland.

In 2016/17, a **PJP project** was undertaken in the Unsworth Heights / Totara Vale area. The **Benefit Cost Ratio (BCR)** of the project was estimated at 6.6, demonstrating **excellent return on investment**.



\*Based on 293 participants evaluated

## Car-Free Day

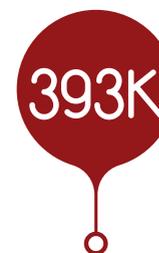
Each year, International Car-Free Day is celebrated around the globe on 22 September to promote traveling by alternative transportation. In 2016, the Travel Demand Team trailed a promotion with six Auckland businesses to encourage staff to 'leave their car at home' for Car-Free Day. Promotional material, movie vouchers for a prize draw and an online questionnaire was provided to workplaces that registered to participate, as well as information about the benefits of choosing an alternative to driving.



\* Based on 353 responses from staff survey

## Cool your love affair with your car

Initially rolled out on social media in 2016, the campaign in 2017 combined five short videos that promote public transport, walking, cycling, carpooling and flexi-working.



**COMBINED VIEWS** OF THE 'COOL YOUR LOVE AFFAIR WITH YOUR CAR' VIDEOS ON YOUTUBE\*



\*Based on total from November 2016 and May 2017 promotions

## Workplace migration

When an organisation moves to a new area, this is a great opportunity to re-evaluate travel options and encourage employees to use more sustainable modes.

The Travel Demand team currently assists companies that migrate to a new office by offering travel planning, advice, and personalised journey planning to affected staff.

This financial year, we assisted over 5,000 staff at six businesses moving to new office locations, including Fonterra, Datacom and Auckland Transport's own office move.



### CASE STUDY

#### DATACOM

Datacom relocated 1,200 employees to a new office in Wynyard Quarter. Significantly fewer car parking spaces were available to staff at the new building. The Travelwise Choices team assisted with company and personalised travel planning to help employees investigate travel options for their new commute. The migration resulted in a 50% reduction in drive-alone trips, with a significant increase in public transport and cycling.



11 Travel Expos were held

327 staff engagements

81 Give-it-a-Go public transport trials completed

Based on travel surveys before and after the move

## Flexible working

Flexible working is a great way to optimise the network capacity by re-timing or reducing staff travel.

The Travelwise Choices programme promotes flexible working to Auckland organisations and businesses by introducing and helping to organise pilot programmes in workplaces, offering advice and solutions.

Flexible working is already working well for thousands of people in New Zealand and it's getting more popular as employees and employers learn about the benefits.

The Travel Demand team undertook a flexible working trial with several central Auckland businesses with the initial trial being within Auckland Transport.



BOOST PRODUCTIVITY & ENHANCE WELLBEING



IMPROVE STAFF COMMITMENT, REDUCE STAFF TURNOVER



SAVE TIME BY COMMUTING OUTSIDE PEAK HOURS

### CASE STUDY

With the transition to a new office building this year, Auckland Transport (AT)'s Human Resource department developed a flexible working policy that enables staff to work from home or change the time they travel.



Available to all staff, the programme's most popular options include working from home one or two days a week and flexible start and finish times. AT uses the latest technology to make it easier for employees, managers and team members to communicate remotely. AT is continuing to trial new flex arrangements with different business units.



“For us, flexible work needs to be flexible to work. This means there are times when our customers' needs have to be prioritised, and we're all responsive to this. It's part and parcel of an approach to work that delivers, among other benefits, better work-life balance and wellbeing for our employees, and better staff performance and productivity for the business.”

SIMON HARVEY, CHIEF PEOPLE OFFICER, AT

## Cycling promotions

Over the 2016/17 period, the Travelwise Choices programme promoted cycling as an alternative travel mode in Auckland by working with organisations to offer cycle packages including bike hire, fleet bikes, promotion, electric bike and cycle trainings, workshops & guided rides throughout the city.



**AUCKLANDERS WERE ENGAGED** THROUGH JOURNEY PLANNING EXPOS AND BIKE-FOCUSED EVENTS **PROMOTING CYCLING AS AN ALTERNATIVE TRAVEL MODE**

### CASE STUDY



The District Health Boards (DHBs) across Auckland are invested in staff travel planning and promotions.

The Travel Demand team provides DHBs with ongoing hospital-wide communications, promotions, and travel surveys to assist with sustainable staff travel. This year, our initiatives included the development of Travel Smarter Guides for North Shore Hospital, Waitakere Hospital, Middlemore Hospital, and the Mason Clinic containing transport options and walking and cycling maps. We also engaged with staff by delivering various events including two cycling events, four carpool events, and 13 Travelwise Choices expos.



The Travel Demand team supported:

- New Waitemata DHB travel plan
- New cycle parking facilities at Middlemore Hospital
- New cycle parking facilities at Manukau Super Clinic



“ I love biking or running to work. I feel energised when I get there, and more prepared for my day’s work. I only live about 4 kilometres from work, so the distance is not far. I would walk, bike or run to work whether it be sun, rain, wind or snow.”  
 WAITEMATA DISTRICT HEALTH BOARD EMPLOYEE

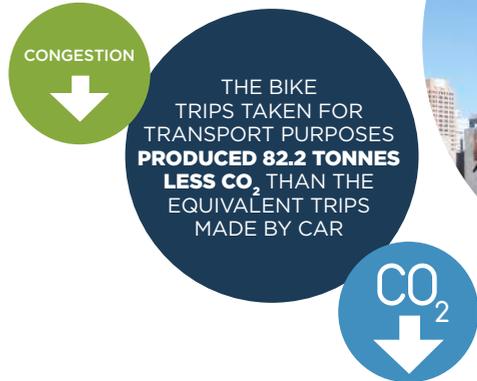
**DID YOU KNOW:**  
 AN ELECTRIC BIKE CAN TRAVEL APPROXIMATELY 5KM IN 10 MINUTES



The Auckland Bike Challenge is a month-long annual workplace event that aims at getting more people cycling in Auckland. The 2017 Auckland Bike Challenge built on the success of the previous two years and exceeded the targets set by the 'Love to Ride' online challenge platform\* for the second year running. Due to the success of AT's 2016 Auckland Bike Challenge, NZTA ran the challenge nationwide in 2017 as the 'Aotearoa Bike Challenge'.

This year, participation levels were among the highest of any local programme in 'Love to Ride's decade-long history of running campaigns across the globe.

“This challenge actually motivated me to buy a bike and take part – I have since found that I really enjoy cycling as a recreational activity at the weekend and hopefully it will improve my fitness.”  
NEW RIDER



**324 organisations** and **3,784 individuals** (including **981 new riders**) took part in the 2017 Auckland Bike Challenge.



**CASE STUDY**

**Participating in the Auckland Bike Challenge has become an annual tradition for Jasmx.**

This year, 121 employees took part, many of them new riders inspired to give biking to work a go. Together they clocked up over 14,000 kilometres on their bikes. Cycle maps provided by AT encouraged employees to organise lunchtime and weekend rides trying out different cycle paths across the city.



“It was surprising to see how accessible the city is by bike from west Auckland. I decided to borrow a bike, so I could take part in this year's challenge. “I also set myself a goal to bike into work at least once during the challenge. It's a 15-kilometre ride from Te Atatu Peninsula to Parnell using the Western Cycle Path. For a new rider like myself it was a daunting task, but it ended up being really nice way to start and end a working day.”  
DAWN MCMATH, JASMAX EMPLOYEE

## Workplace travel plans & expos

With over 150 Travelwise Choices members across Auckland, the team provides support with everything from parking advice, travel plans for development consents, company travel plans and staff journey planning.

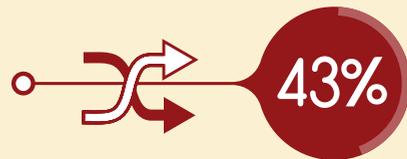
As part of the Travelwise Choices programme, annual travel expos are held in the lobbies of 13 City Centre high-rise office buildings. The aim of the campaign is to promote travel options to reduce City Centre congestion.

This year's campaign resulted in 8,500 engagements with commuters.

### GIVE-IT-A-GO PUBLIC TRANSPORT TRIAL

The Travelwise Choices 'Give-it-a-Go' public transport promotion gives peak-time drivers the opportunity to trial public transport via bus and train. Eligible drivers are provided with journey planning information and an AT HOP card to trial their journey to work or study over a 2-week period.

The trial is promoted at Travelwise Choices workplaces and through Personalised Journey Planning (PJP) projects.



BEHAVIOUR CHANGE OVER  
THE LIFE OF THE PROGRAMME  
\*Measured through unique card top-ups  
from April 2014



PUBLIC TRANSPORT TRIPS  
TAKEN ON GIVE-IT-A-GO CARDS  
\*Includes all cards issued up until  
30 June 2017



"I'm amazed at how good the buses are. On time, really quick relaxing journeys, friendly drivers. It's been an awesome experience."

MICROSOFT EMPLOYEE



The Travelwise Choices programme encourages walking to work as a low-cost, sustainable way to travel around the city, while at the same time getting exercise, avoiding traffic, and reducing the need for parking spaces.

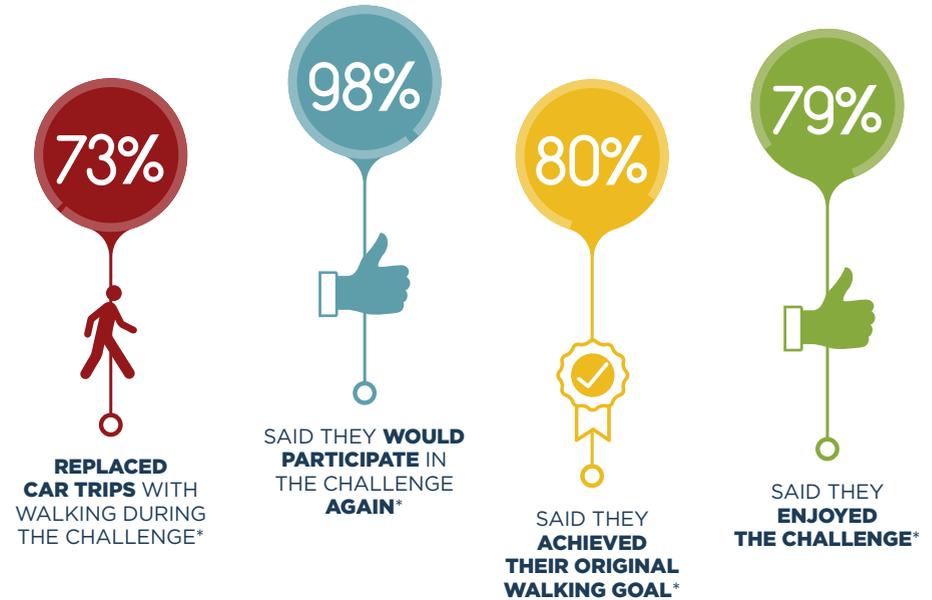
The Travel Demand team's objective is to encourage more people to walk for transport.

The 2017 Auckland Walk Challenge encouraged a shift away from driving alone and supported environmental and health objectives through walking.

Exceeding all targets, this year's Challenge showed that there is a strong interest in walking amongst Aucklanders.



While **participants'** main motivation for walking was the health benefits, in order to fit more walking into their day, they **increasingly used walking as a travel mode**<sup>^</sup>.



#### CASE STUDY



The Auckland Walk Challenge was used as a opportunity to help their team bond, and Max saw it as an opportunity to promote their company's healthy living values. Although it was hard to get staff on board at first, through passionate promotion, they became dedicated to the challenge and morale in the office was improved.



MAX HEALTH AND LIVING INTERNATIONAL INC - WINNER OF 2016-17 TRAVELWISE CHOICES 'STEP-IT-UP' AWARD

# Let's Carpool

with

## SMART TRAVEL NZ

The Travelwise Choices programme led a carpooling campaign with the objective of reducing drive-alone trips and to make carpooling a simple, everyday travel option. The 'Smart Travel' brand was formed in partnership with other Councils across New Zealand to support carpool programmes nation-wide, but was led by the Travel Demand team.

The app and website ([auckland.smarttravel.org.nz](http://auckland.smarttravel.org.nz)) was launched in May 2017. Its simple mobile and web-friendly interface makes getting around the city cheaper, faster and more social by connecting commuters travelling on similar routes.

Since its official launch, the 'Smart Travel' campaign has accounted for:



“Carpooling is great as you get to use the express T2 lane and save up to 15 minutes queueing up to join the motorway, besides saving money and wear and tear of my car.  
ROSEMARY, VICTORIA PARK MARKET



During the campaign period alone\*, there were **5,157 app installations** on Android and iOS devices.

\*15 May - 30 June 2017

## Tertiary campaigns

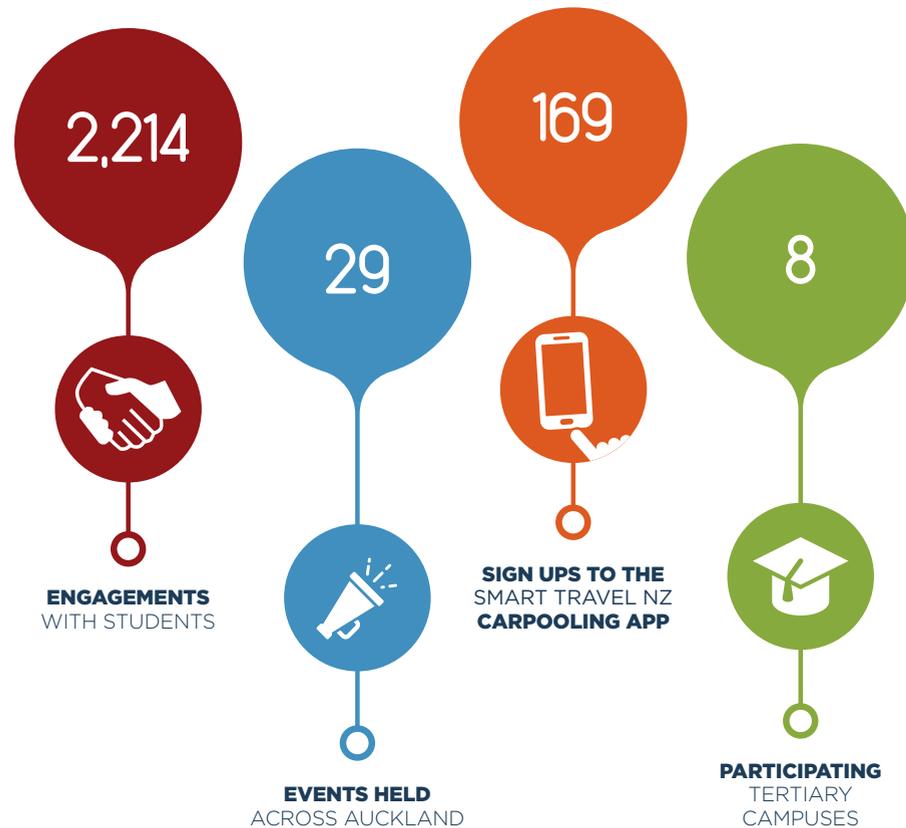
### DID YOU KNOW:

FULL-TIME STUDENTS SAVE APPROXIMATELY 35% ON BUS AND TRAIN TRAVEL WITH A TERTIARY CONCESSION DISCOUNT

One of the best times to influence travel behaviour in young people is during a change point in their life, where habits can be formed that continue on into adulthood. The Travel Demand team runs a targeted tertiary campaign at the start of each semester, with events and activations at student orientation weeks.

The campaign includes advertising and competitions to provide information on the benefits of using alternative modes.

The 2017 tertiary campaign accounted for:



# TIME FOR A NEW WAY TO GET TO UNI?

94,289  
VIEWS OF THE  
'YOU'RE TOO YOUNG TO GET HITCHED'  
VIDEOS ON  
YOUTUBE

\*Based on total views during July/August 2016 promotion

## Forming a Transport Management Association

The Travel Demand team supports businesses and communities in establishing Transport Management Associations to improve accessibility and promote alternatives to car travel in an area.



AN AUCKLAND COUNCIL IMPOSED TARGET FOR TRIP ASSIGNMENT IS 70/30 SPLIT IN FAVOUR OF **70% AM PEAK HOUR TRIPS TO WYNYARD QUARTER TO BE MADE BY SUSTAINABLE MODES**

### CASE STUDY



Established in March 2017, the Wynyard Quarter (WQ) Transport Management Association (TMA) is the first independent business-led TMA in New Zealand.

The Travel Demand team was instrumental in establishing the Wynyard Quarter TMA. The Board of Directors is made up of elected representatives from the Wynyard Quarter business community. The mission of WQ TMA is to be the voice of Wynyard Quarter: creating a thriving environment for business and community and fostering economic vitality by building partnerships, and delivering targeted transport initiatives. Its role is to work with and for its members, advocating for change where needed to improve accessibility in and around the WQ area. The Travel Demand team continue to provide advice and support and are represented on the Board of Directors as a non-voting member.

For more information, visit [www.wqtma.co.nz](http://www.wqtma.co.nz)



THE WORKING POPULATION OF WYNYARD QUARTER WILL GROW TO 20,000 BY 2028



IMPROVING THE VISITOR AND COMMUTING EXPERIENCE



BRINGING HEALTH BENEFITS FROM USING ACTIVE TRAVEL MODES



MAKING BEST USE OF THE LIMITED PARKING CAPACITY, WHICH WILL NOT INCREASE FROM THE CURRENT 7,000 SPACES



BETTER ACCESSIBILITY FOR BUSINESS AND RELATED TRAVEL IN THE AREA

## Celebrating success

### Travelwise Choices Awards

The Travelwise Choices Awards provides an opportunity to recognise Auckland business who successfully promote sustainable travel to their staff, students and colleagues. It's a great way to bring the Travelwise Choices participants together to network, socialise and share ideas.

The 2017 Awards was an enlightening day with presentations from our keynote speaker Barbara Cuthbert (Bike Auckland), as well as 2016 winners Tejo van Schie from Westmere Physiotherapy and Debbie Wilson from Counties Manukau District Health Board. Andrew Allen, AT's Chief Transport Operations Officer, presented the awards.

#### THE WINNER OF THE 2017 SUPREME AWARD WAS DATACOM.

Datacom won the most prestigious award for leading the way with their 'positive commuting bonus' - a cash incentive for any staff member giving up their car park within a specific time frame. With great end-of-trip facilities, company electric bikes, discounts at bike retailers, plus money from the scheme to purchase a bike, Datacom makes active travel a viable transport option for their staff.



#### SUSTAINABLE TRAVEL CHAMPION AWARD

Winner: Joanne Ferry - Tonkin and Taylor

Highly commended: Jessica Rose - Wairaka Land Company

#### THINK-OUTSIDE-THE-CAR AWARD FOR CREATIVE EXCELLENCE

Winner: Environmental Resource Management (ERM)

Highly commended: Datacom

#### ON-BOARD AWARD - PUBLIC TRANSPORT

Winner: Waitemata District Health Board (WDHB)

Highly commended: Aucky Walky Tours

#### STEP-IT-UP AWARD - WALKING

Winner: Max Health and Living International INC

Highly commended: Aucky Walky Tours

#### MATCH-MAKER AWARD - CARPOOLING

Winner: Waitemata District Health Board (WDHB)

Highly commended: Environmental Resource Management (ERM)

#### PEDAL-POWER AWARD - CYCLING

Winner: Gladeye

Highly commended: Isthmus

## Achievements

## Travelwise Choices



40%

Or higher sustainable modes at Travelwise Choices organisations.



20

New organisations signed up to the Travelwise Choices programme. That's approximately 11,000 employees and 300 students.



40%

New sustained HOP card users adopting to use public transport as a result of our 'Give-it-a-Go' trial.



38%

Behaviour change away from driving alone to more sustainable modes.



86%

Customer satisfaction on Personalised Journey Planning (PJP) programme.



7,364

Less Single Occupancy Vehicle (SOV) trips each day in the morning peak at Travelwise Choices organisations.



7

Targeted campaigns delivered, incorporating over 200 events, including Travel expos, carpooling, public transport and cycling promotions, and over 16,000 direct engagements with our target audience of the working / studying population of Auckland.



# Join our growing Travelwise Choices programme



**Travelwise  
Choices**

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[Choices@AT.govt.nz](mailto:Choices@AT.govt.nz)