



Dollars & Sense of Walking
Creating Liveable Communities
Conference 2 - 8 August 2010
Living Streets / Aotearoa
iwhiriwhiri

The Dollars & Sense of Walking Programmes at Greater Wellington

Simon Kennett – Active Transport & Road Safety Coordinator

Sam Winslow – Senior School Travel Plan Coordinator



Outline

- Our context
- Wellington Region's School Travel Plan Programme
- Walking (& cycling) Journey Planner
- Active a2b

Context

- RLTS Vision:

“People will generally walk or cycle for short and medium length trips... networks will be convenient, safe and pleasant to use”

- Travel Demand Management

Target: Over 40% of school will have travel plans by 2016

Target: A new workplace initiative every year!

- Regional Walking Plan

Target: Active modes will account for at least 15% of region wide journey to work trips



WELLINGTON REGION'S

school travel plan programme



Quality for Life



greater WELLINGTON
REGIONAL COUNCIL

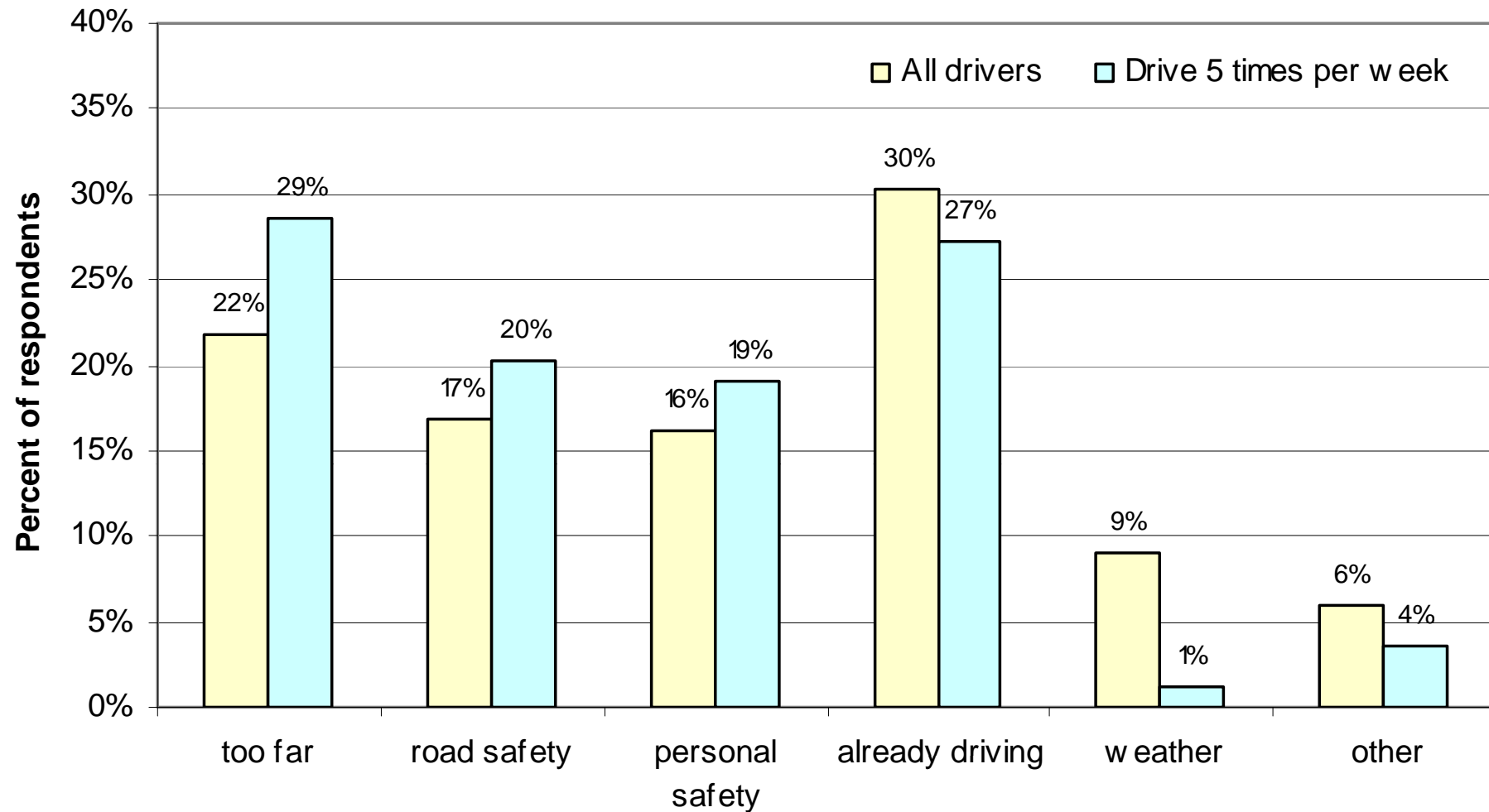


Survey results

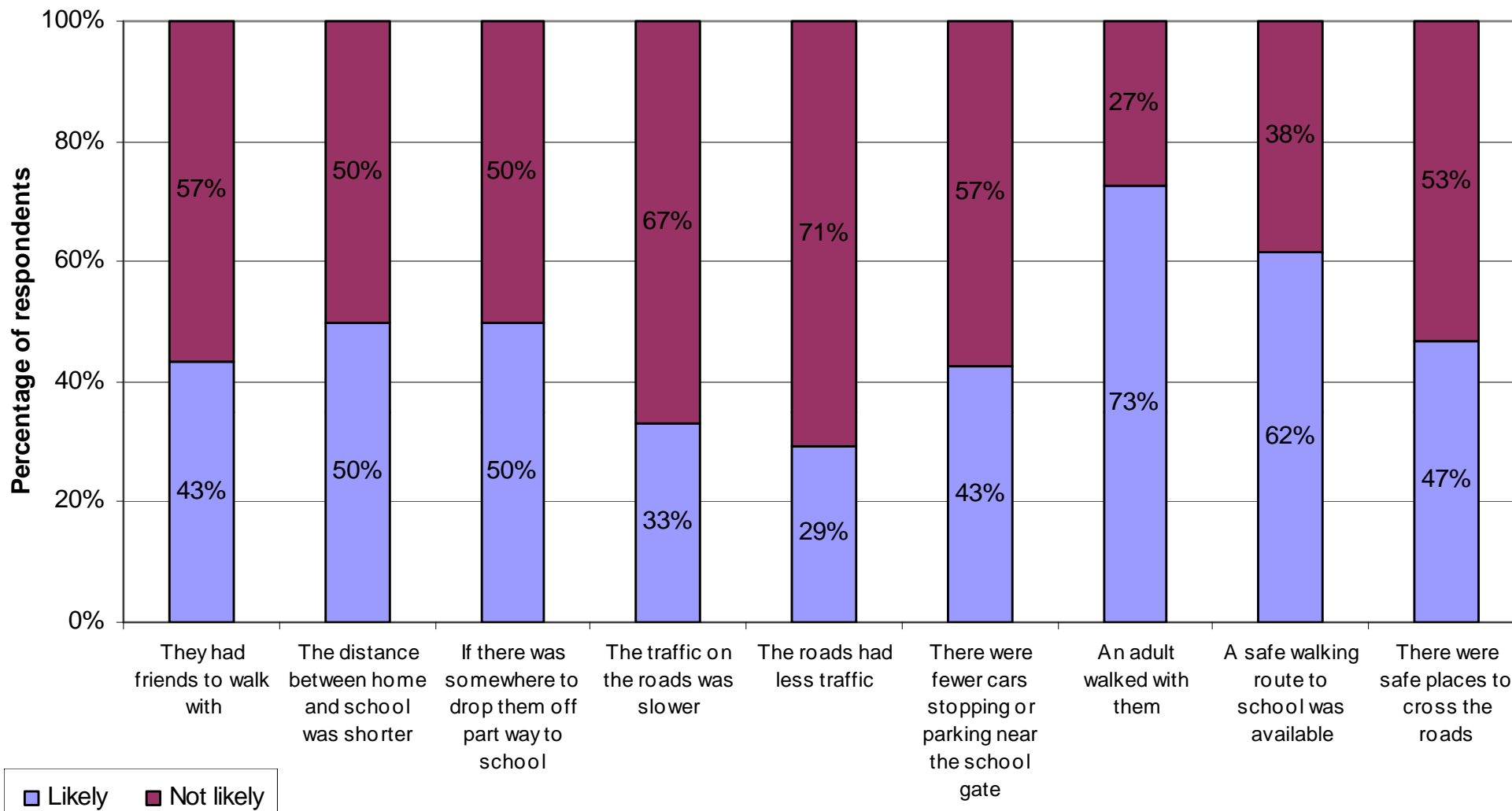
- Reasons for driving
- What would encourage walking?
- What has been done?
- Mode change
- Perception of route safety



Parents' main reasons for driving, over the period 2006-2009

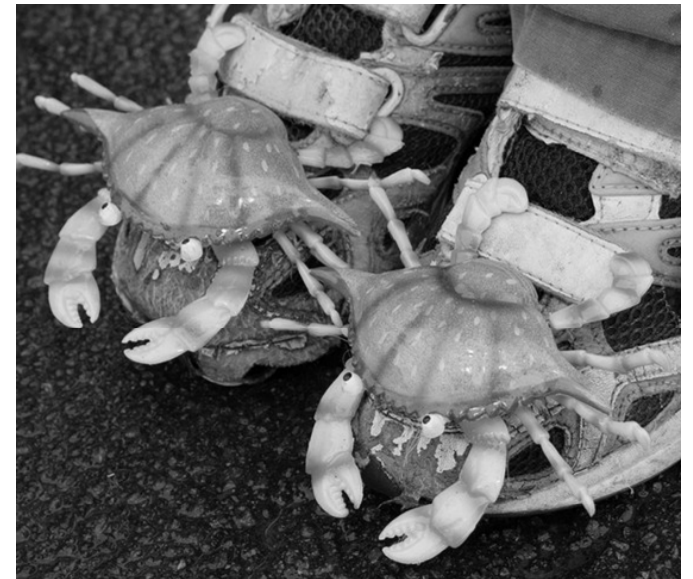


Likelihood of parents allowing their children to walk to school more often, over the period 2006-2009

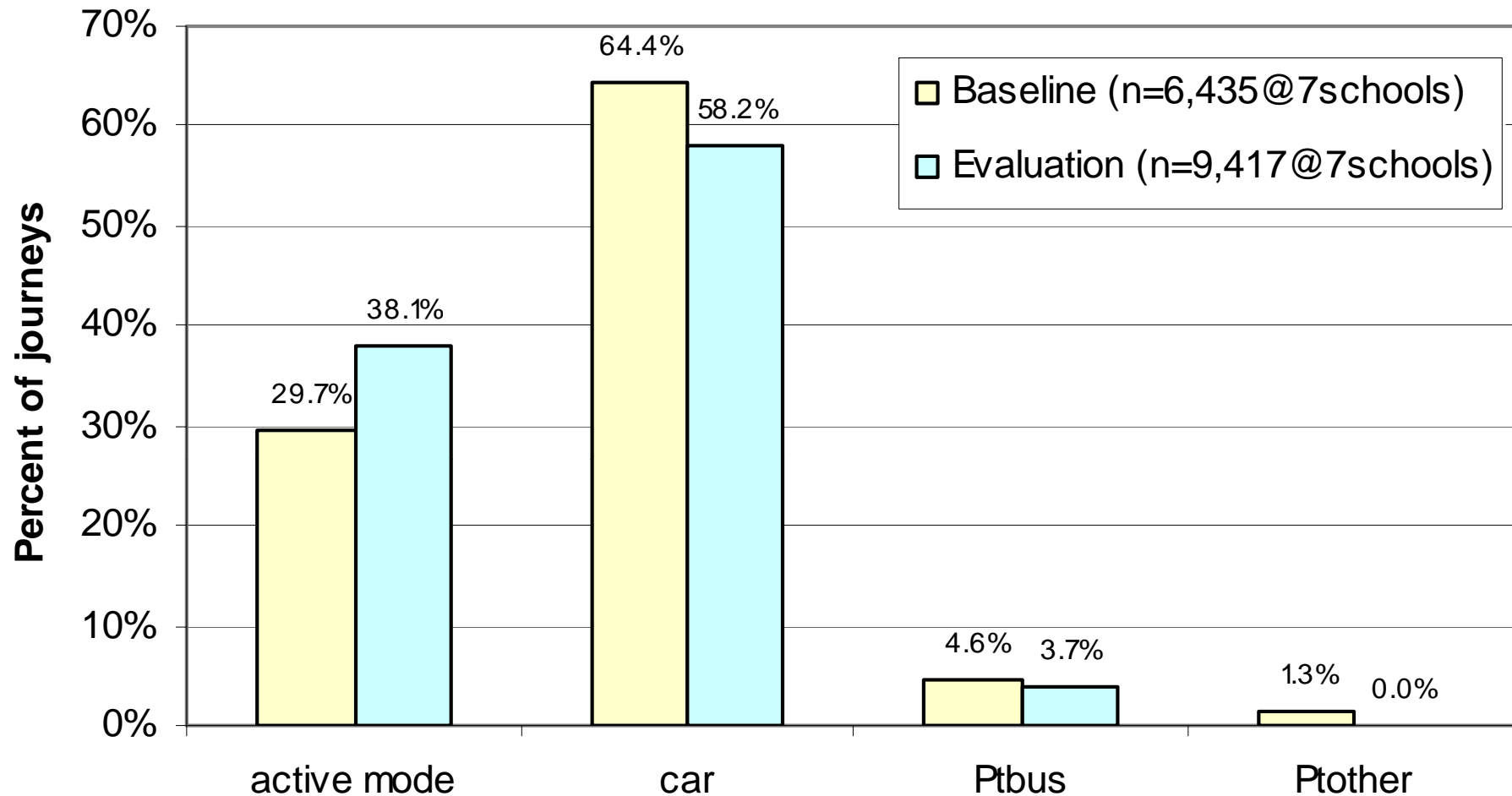


Initiatives

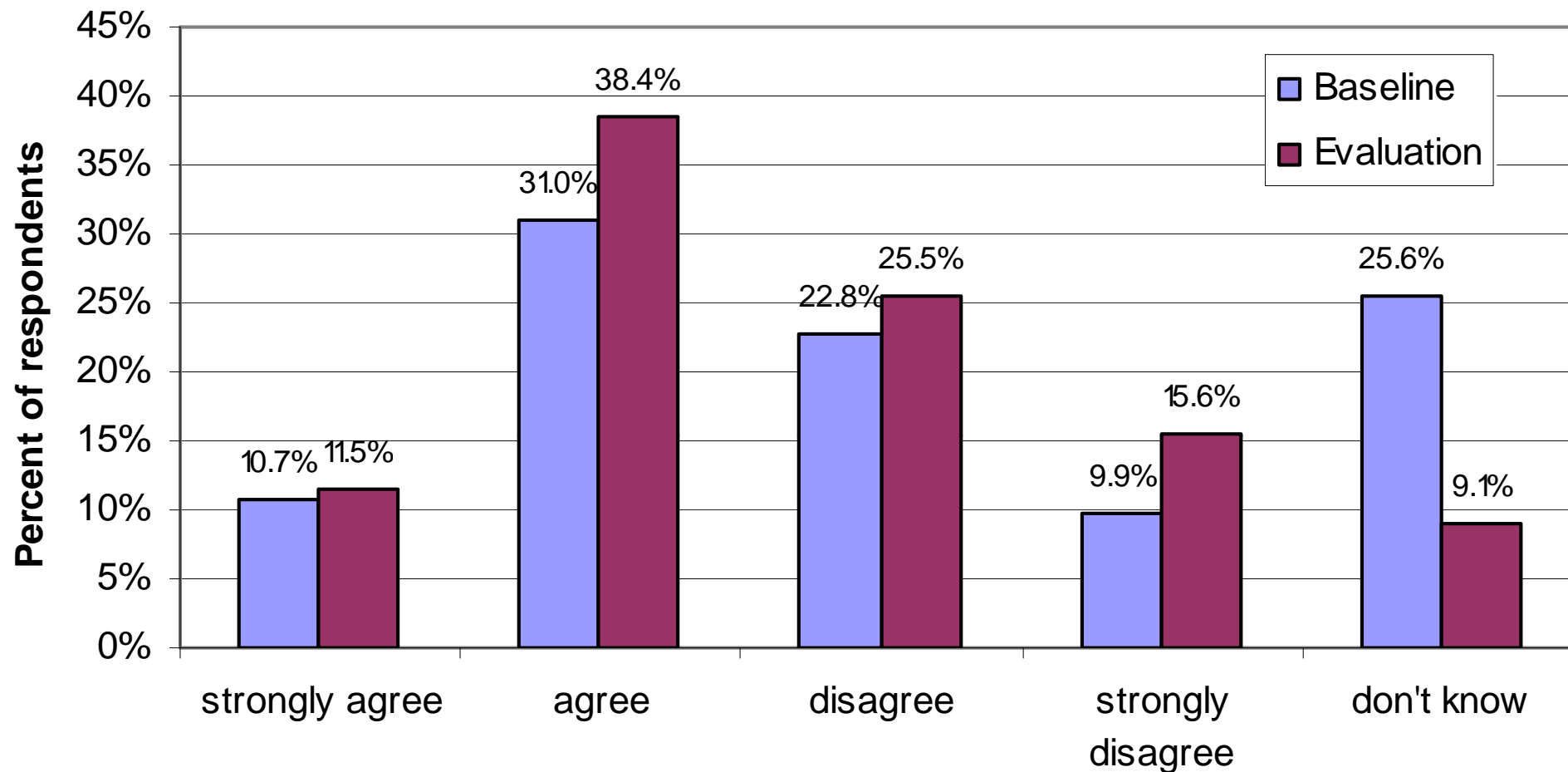
- Engineering - School Zone signs, crossings, parking changes
- Safety promotions & education
- Walk/Wheel days
- Bike clubs, Walking School Buses
- Teachers' workshops



Change in mode of travel to school between class baseline and evaluation surveys



**Extent that parents agree or disagree
that their child's route to school is safe
between parent baseline and evaluation surveys**



Dollars & Sense

- Primary student= \$85.18/yr
- Secondary student= \$124.81/yr
- BCR= 6.0

journeyplanner.org.nz

Find the best way from A to B



Quality for Life



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Cycling and Walking Journey Planner - Greater Wellington Regional Council - Windows Internet Explorer

http://www.journeyplanner.org.nz/

Links Journey Planner ProjectX

Cycling and Walking Journey Planner - Greater Wellin...

Home Intro More Maps Terms Contact & Feedback

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Print Map | Share Journey: Email | Link | Facebook | Twitter | RSS

Weather Points of Interest Map

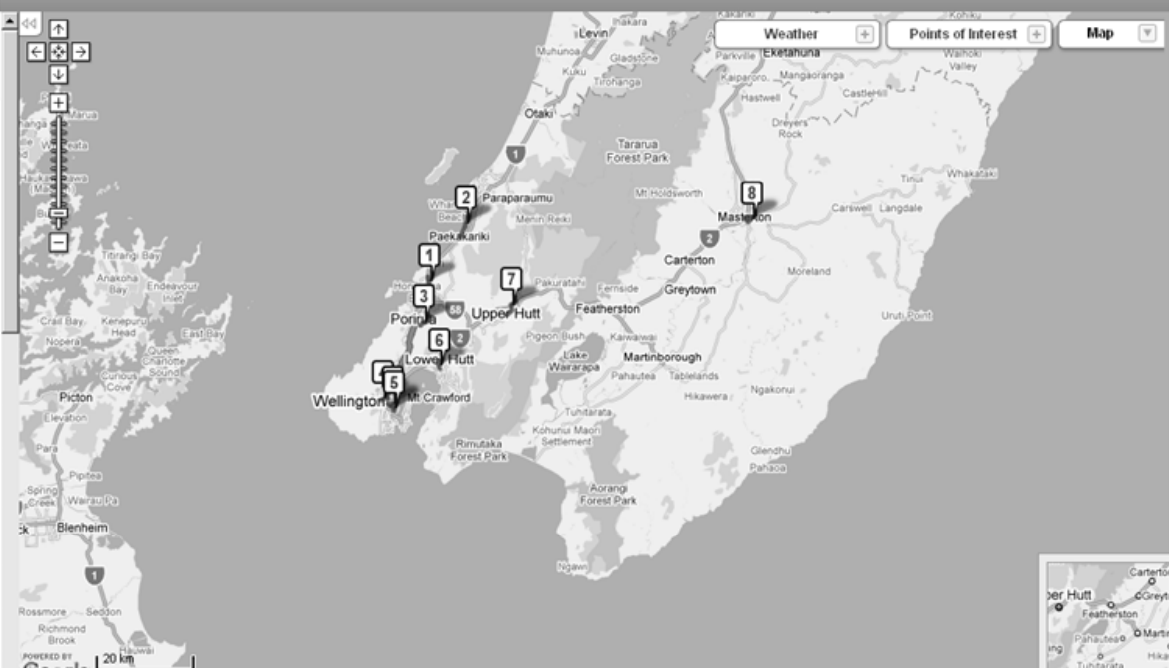
Wellington
Hutt Valley
Kapiti
Porirua
Wairarapa
Wellington

To
Enter address
+ Add destination
Get Directions >

Journeys

Try these Walking | Cycling journeys.

- 1 Plimmerton Domain to Whenua tapu Cemetery via Ara Harakeke
Introduction to Porirua's award winning Ara Harakeke, flaxen pathway.
[4.0 km] [47 minutes]
- 2 Raumati to Paekakariki via Queen Elizabeth Park
Explore historic Queen Elizabeth Park, enjoy views of Kapiti Island and delight in the seaside village of Paekakariki.
[6.4 km] [1 hour 16 minutes]
- 3 Marareroa Marae to Porirua Park via Cannons Creek Shops
From Marareroa marae, there are shops and the entrance to Belmont Regional Park at Cannons Creek. Watch the rugby at Porirua park.
[4.6 km] [55 minutes]



Done

Start JP Feedback - Microsoft ... 6 Reminders Cycling and Walking J...

Internet 100% 4:14 p.m.

journeyplanner.org.nz

Cycling and Walking Journey Planner - Greater Wellington Regional Council - Windows Internet Explorer

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cycling&walking journey planner

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Wellington

Print Map | Share Journey: Email | Link |

Weather Points of Interest Map

Wellington

Hutt Valley

Kapiti

Porirua

Wairarapa

Wellington

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Google

Done

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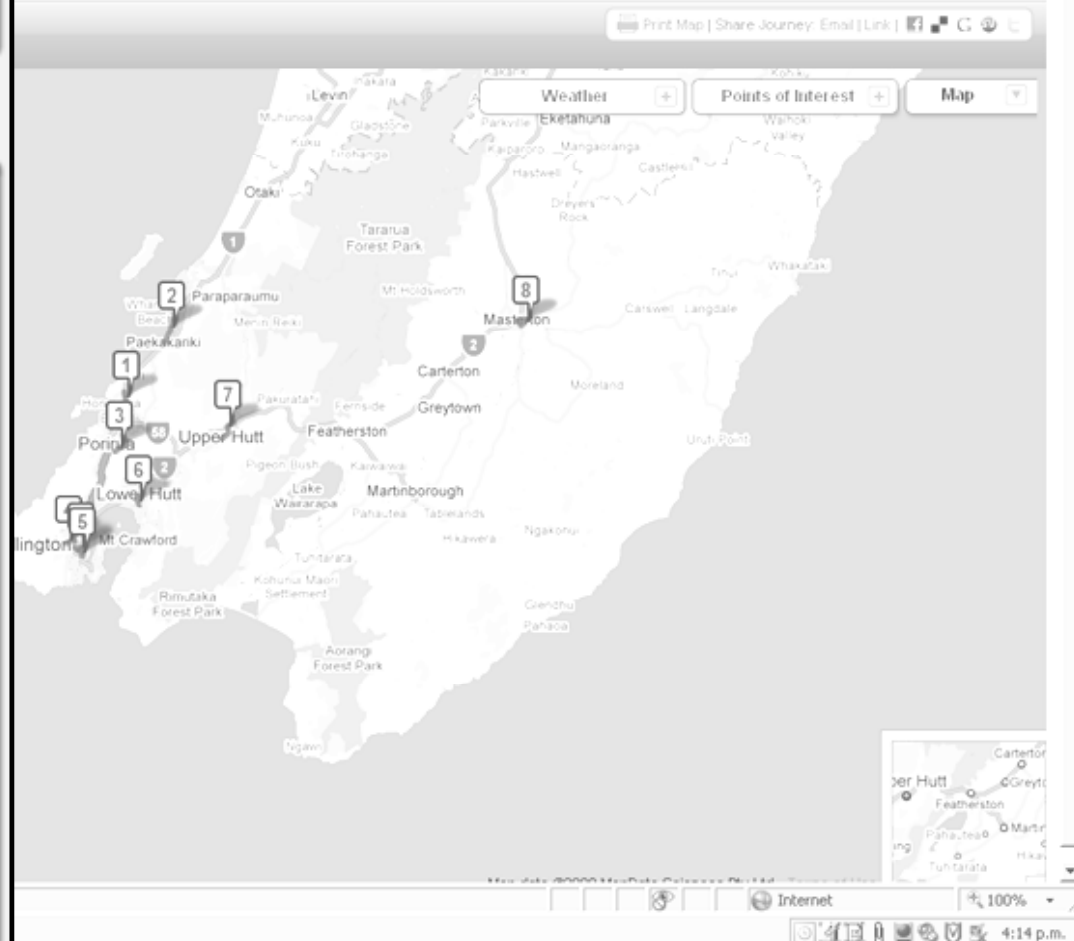
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[Get Directions >](#)

Journeys

Try these [Walking](#) | [Cycling](#) journeys.

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Wellington City

[Print Map](#) | [Share Journey: Email](#) | [Link](#) | [Facebook](#) | [Google+](#) | [Twitter](#)
Walking | [Cycling directions](#)

From

A 80 Brougham St, Mt Victoria

To

B 3 C Moxham Ave, Hataitai

+ Add destination

[Get Directions >](#)

Journeys

Directions

Shortest [Walking](#) | [Cycling](#) Directions

80 Brougham St to 3 C Moxham Ave

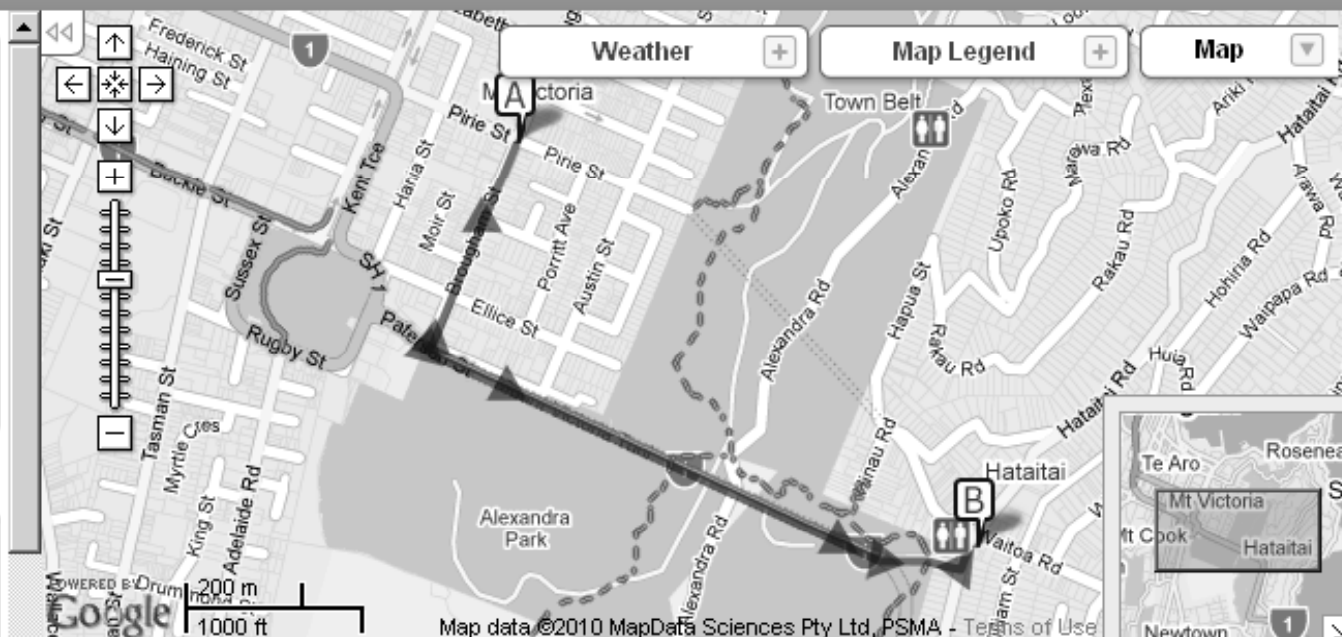
1.4 km - about 17 mins at average pace

A 80 Brougham St
Mt Victoria

Head **South-West** on Brougham Street past
Armour Avenue 0.2 km

Continue on Brougham Street 0.2 km

Continue on East Path 4.7 km



80 Brougham St to 3 C Moxham Ave

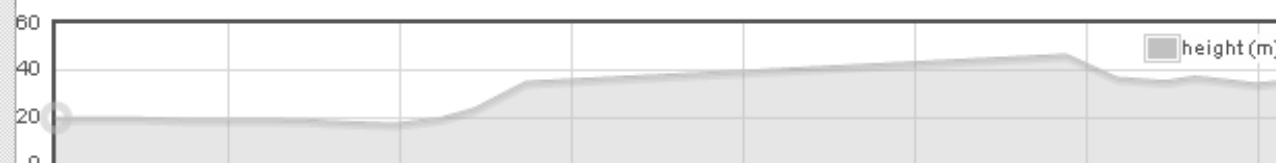
Elevation

Calories

Health

Car Costs

Carbon



Done

Wellington City

Print Map | Share Journey: Email | Link | Facebook | Google+ | Twitter

Walking | Cycling directions

From

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Get Directions >

Journeys

Directions

Shortest Walking | Cycling Directions

80 Brougham St to 3 C Moxham Ave

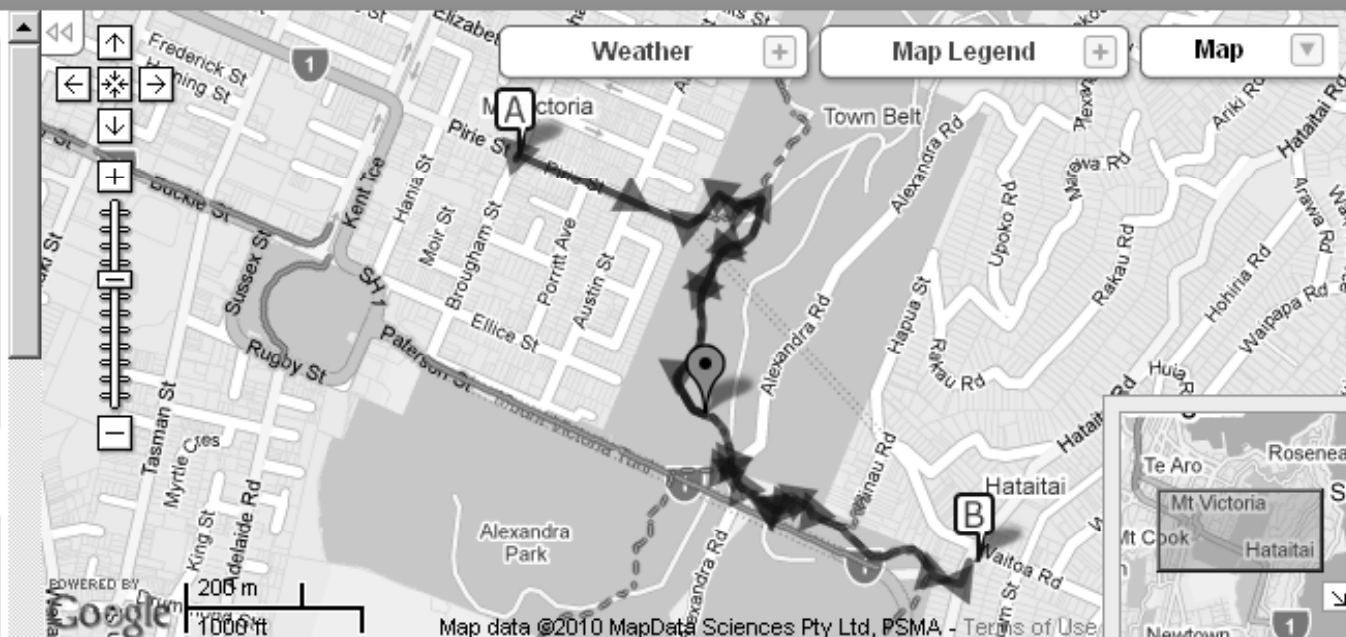
1.7 km - about 20 mins at average pace

Via (remove all)

at Selected location in Mt Victoria (remove)

A 80 Brougham St
Mt Victoria

Head **North-East** on Brougham Street towards Pirie Street 9 m



80 Brougham St to 3 C Moxham Ave

Elevation

Calories

Health

Car Costs

Carbon

Vehicle cost savings per trip: \$1.16

Vehicle cost savings per year, based on 3 trips back and forth weekly: \$361.74

Based on NZTA's standard motor running costs of 70c/km, and cycling cost of 5c/km (details - new window).

Google maps
New Zealand

Search Maps

Show search options

Get Directions My Maps



A Brougham St

B Taurima St

[Add Destination](#) - [Show options](#)

Get Directions

Walking directions are in beta.

Use caution - This route may be missing sidewalks or pedestrian paths.

Walking directions to Taurima St

Suggested routes

Moxham Ave 52 mins

4.1 km

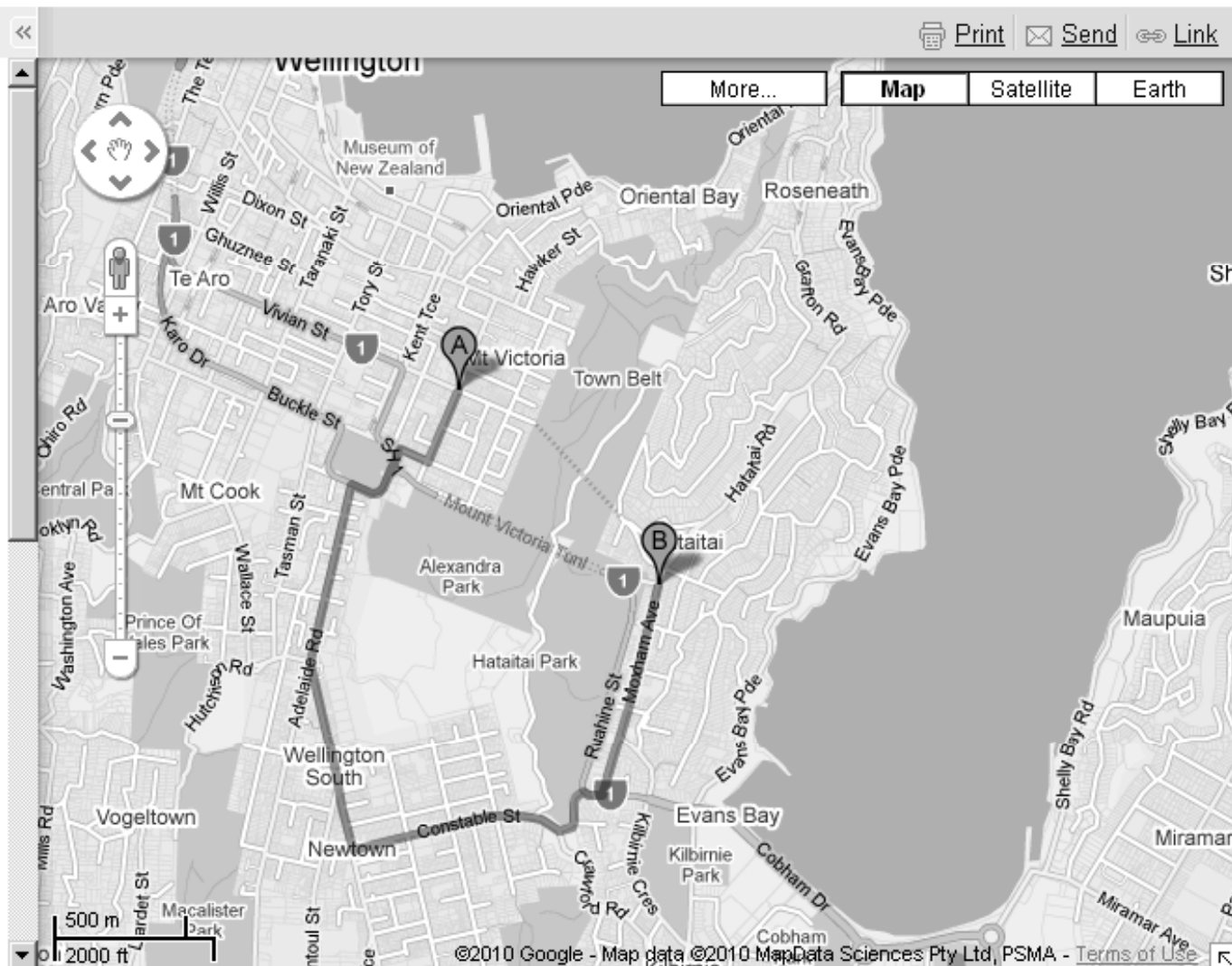
Hataitai Rd 47 mins

3.7 km

A Brougham St



1. Head **southwest** on **Brougham St** toward **Armour Ave** 300 m



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Print Map | Share Journey | Email | Link | Facebook | Google+ | Twitter

Search for a location or point of interest

Enter your search criteria here

Search

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Whenua tapu
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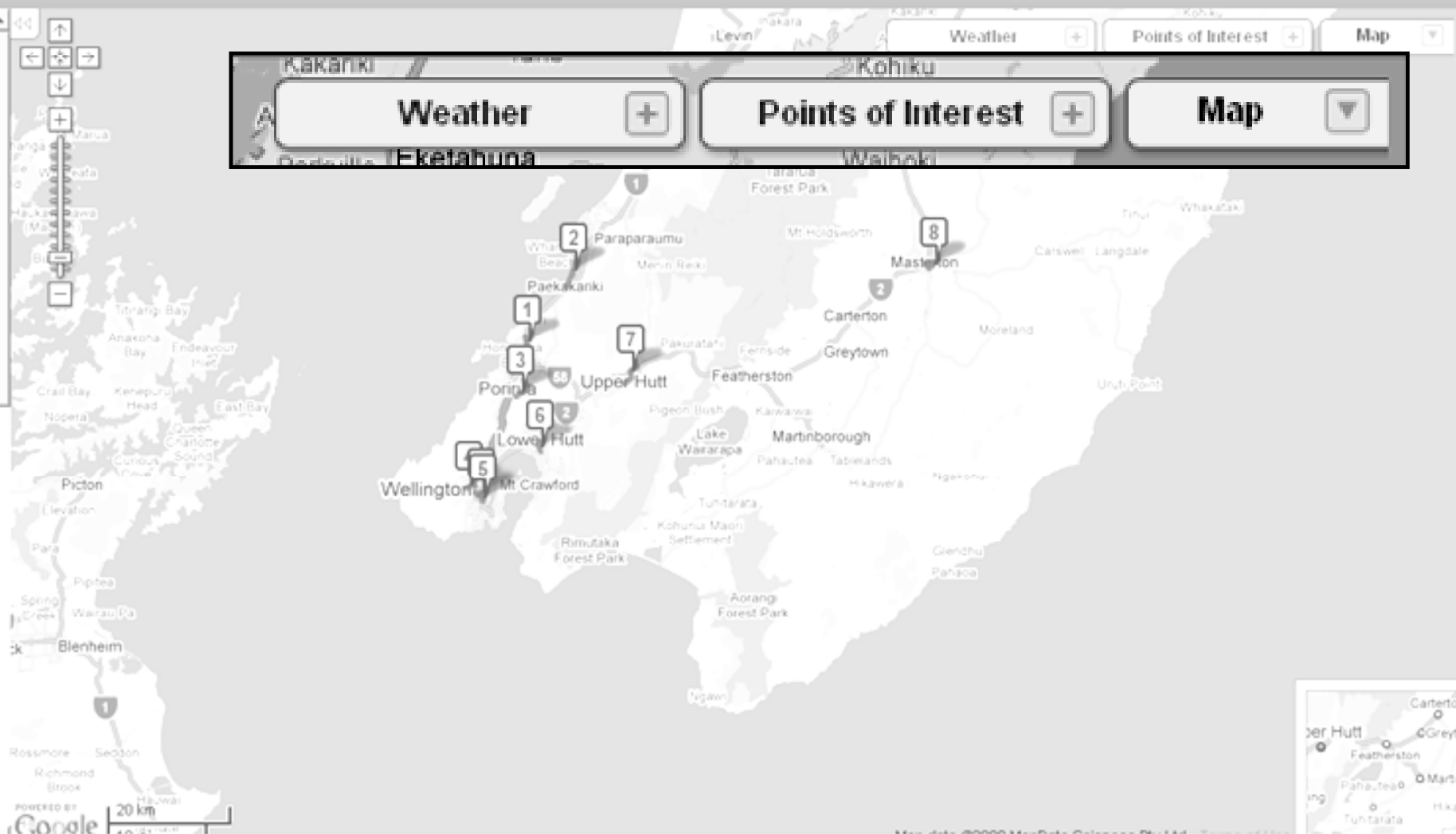
beth Park, enjoy views of
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Weather +

Points of Interest +

Map ▼



Print Map | Share Journey: Email | Link |

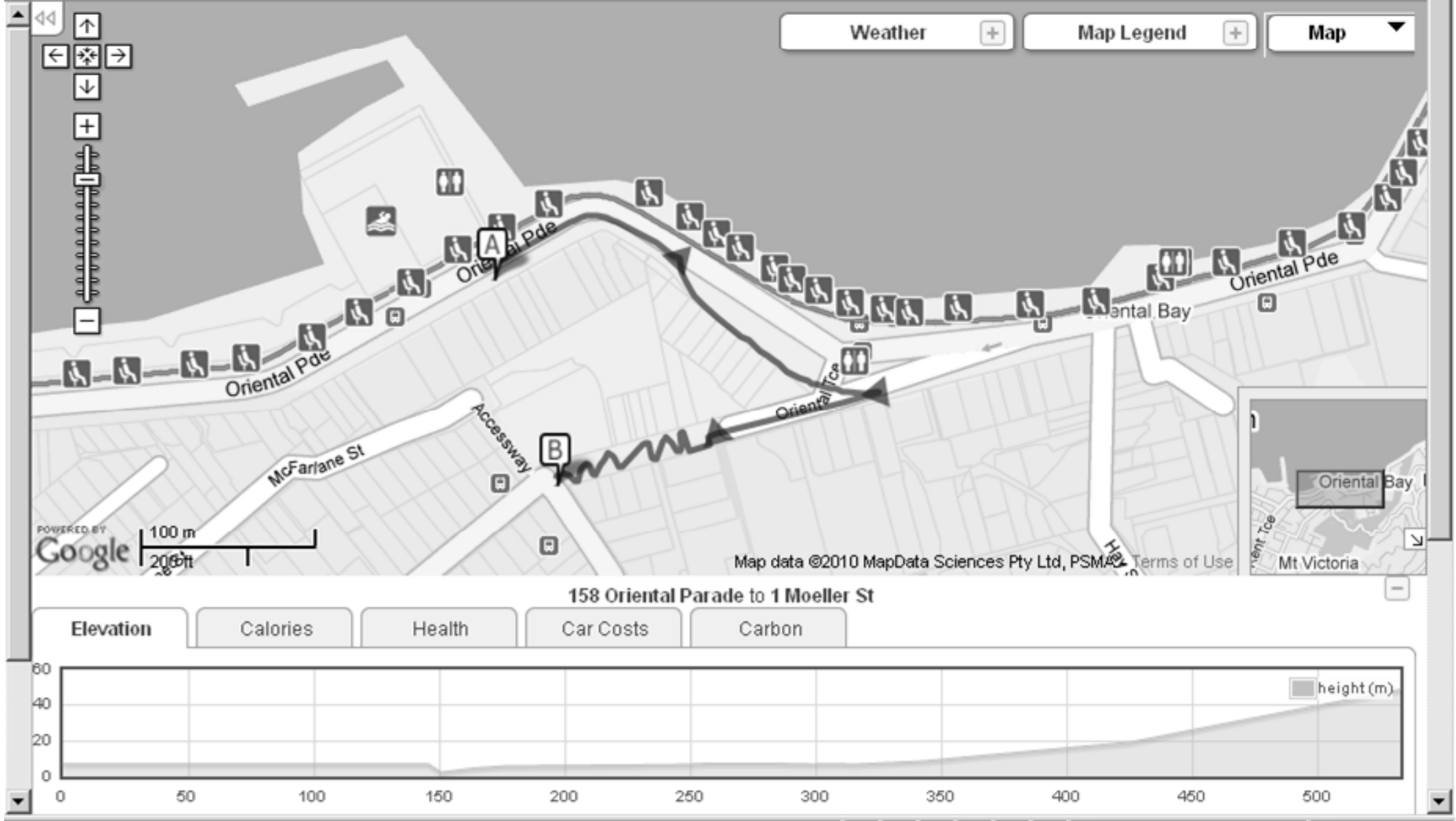
Map

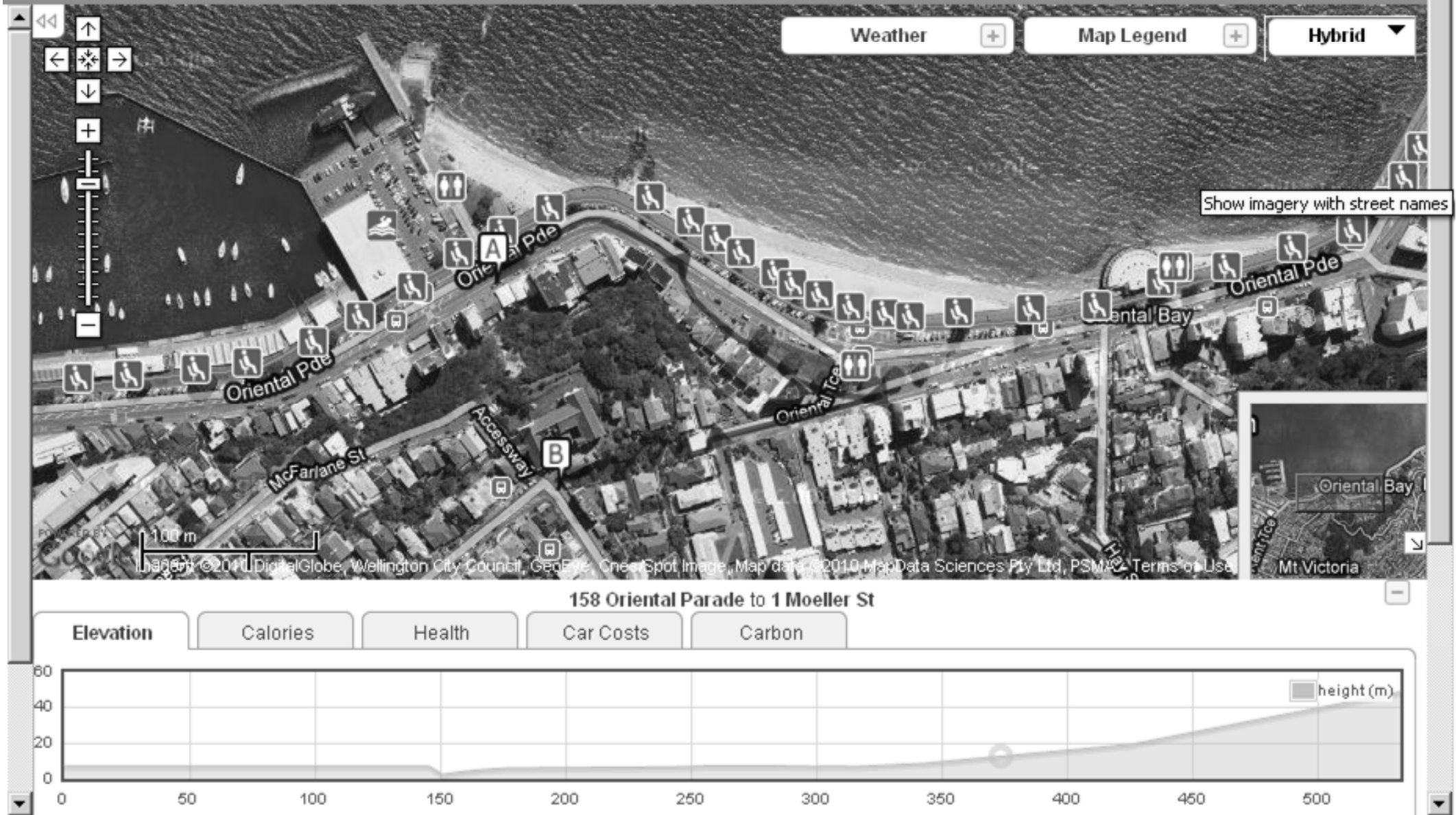
Map

Show / Hide Points of Interest

 school

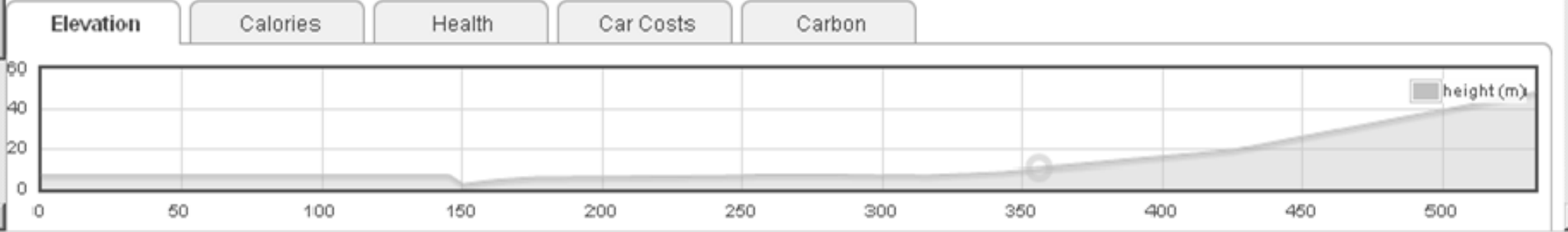
orirua Park via
e are shops and the
ial Park at Cannons
orirua park.







158 Oriental Parade to 1 Moeller St



Wellington

Continue on and go down Bowen Street 95 m

Slight left at Whitmore Street 0.2 km

Continue on Whitmore Street 41 m

Slight left at Foot Path, heading South 0.1 km

Slight right at Foot Path, heading South-West 0.1 km

Slight left at Foot Path, heading South 93 m

Turn left at Access Urban 0.2 km

Slight left at Foot Path, heading South 0.2 km

Slight right at Foot Path, heading South 0.1 km

Slight left at Foot Path, heading South 64 m

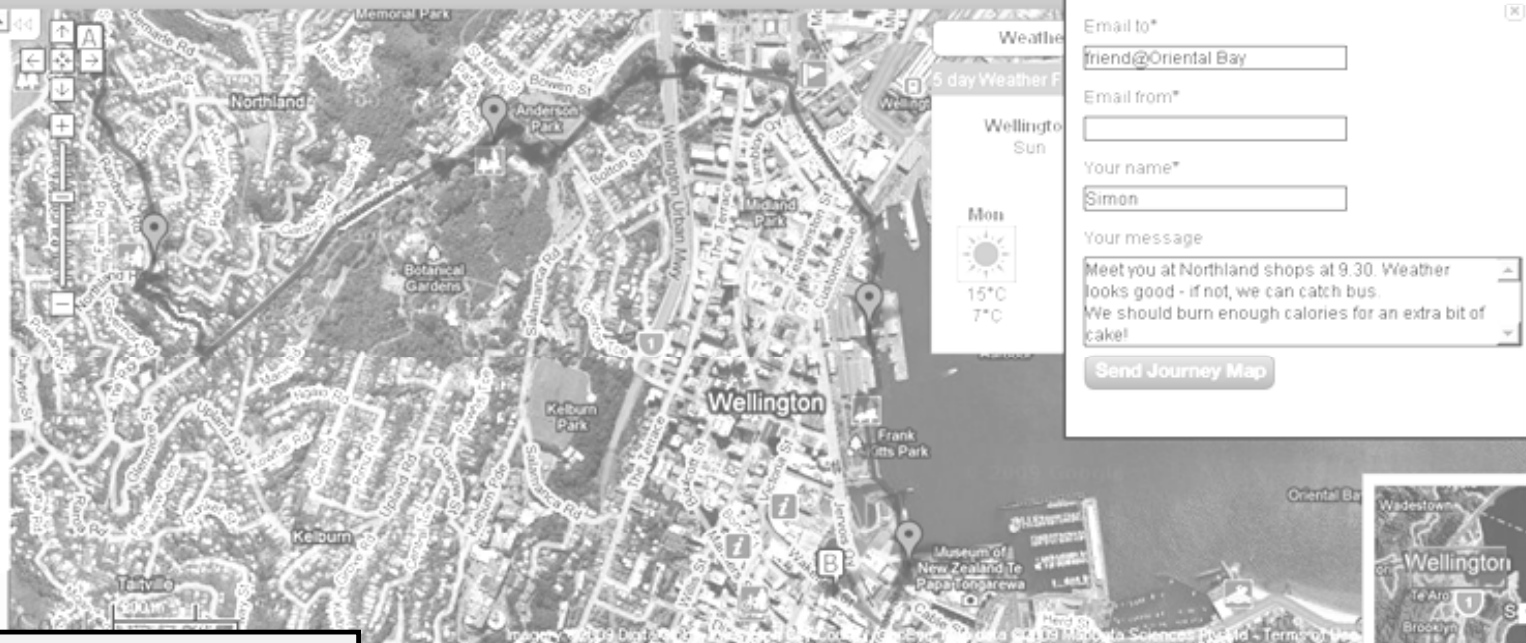
Slight right at Foot Path, heading South-West 23 m

Continue on Taranaki Street 41 m

Continue on Taranaki Street 0.1 km

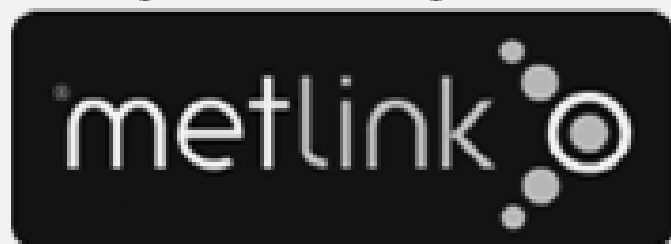
Turn left at Pringle Avenue 39 m

B 146 Wakefield Street
Te Aro, Wellington, 6011
Destination will be on your left



2 Lambeth Road to 146 Wakefield Street

Take public transport



Calorie Counter

263 Calories burned

Weight(kg)

70

Calculate calories

* Calorie counter provides just an estimate. It is meant as an indication only.

Microsoft PowerPoint - [...]

Internet

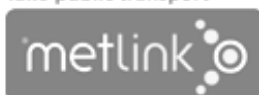
100%

4:59 p.m.

Print Map | Share Journey: Email | Link |

-

Take public transport



How can we make Journey Planner better for you?
Please send us your feedback
© 2009 Greater Wellington Regional Council

Meet you at Northland shops at 9.30. Weather looks good - if not, we can catch bus.
We should burn enough calories for an extra bit of cake!

Send Journey Map

Dollars & Sense



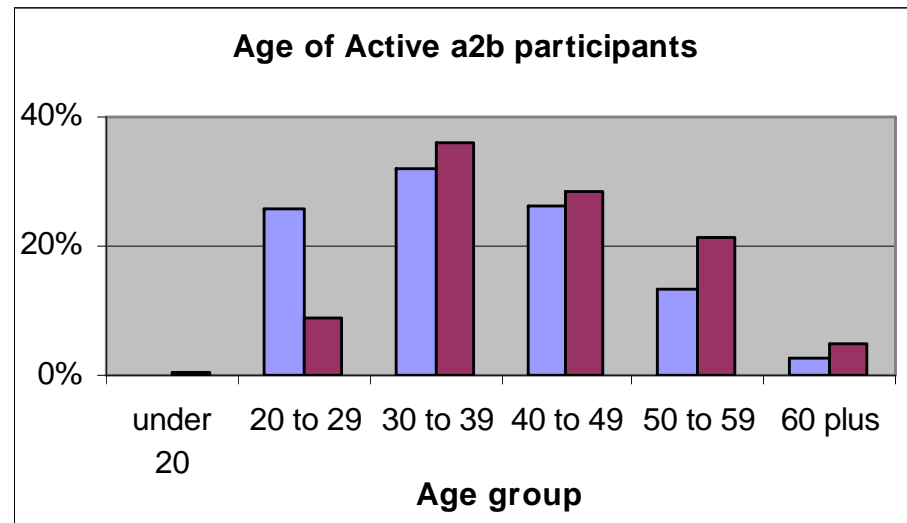
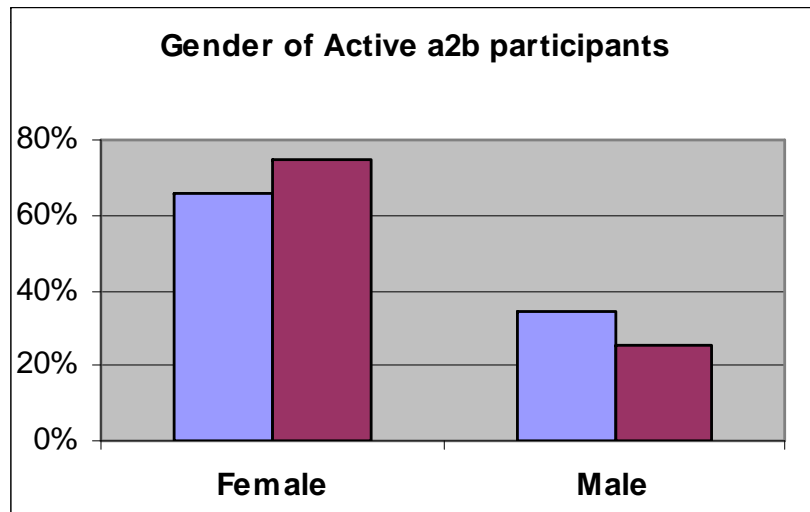
Quality for Life





Outline

- Offered to 30,000 people
- 54 work places sent out invites
- 894 people signed up
- 212 drove more that twice a week



Support offered

- Events and challenges
- Social support
- Advice, information and training
- Encouragement and progress measurement

Number of participants who received tools and the percentage of those who found them helpful

	Number distributed	Active a2b plus (% who rated the tool useful)	Active a2b standard (% who rated the tool useful)
Phone Call	169	86	n/a
E-newsletter	830	83	80
Desktop Calendar	220	80	78
Journey Planner	Not known	77	84
Walk2Work Day	Not known	73	87
Bikewise Challenge	254	72	83
Summer Steps Challenge	406	70	85
Go By Bike Day	Not known	67	85
Discount Card	195	64	62
Nominate a Mate	Not known	57	65
Ride to Work brochure	42	57	62
Family Pack	56	48	50





"Walking gets the feet moving, the blood moving, the mind moving. And movement is life"

— Carrie Latet

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
* 4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

*Daylight saving ends





Active a2b News

When walking to work saves lives



Elaine Powell, an Active a2b participant from the Ministry of Education, got together with some workmates and signed up for the Summer Steps Challenge. She lives in Houghton Valley so walking all the way into work wasn't realistic. Instead, she now parks in Evans Bay and walks the remainder of the trip around the harbour to her office on the Terrace. One day a few weeks ago, during her stroll along the water, Elaine stumbled across the little fellow featured above outside the Port Nicholson Yacht Club, shaking and looking distinctly unwell. She retrieved an empty box from Martin Bosley's restaurant, scooped him up in her fleece and called the SPCA who promptly came and picked him up.



This week's prize winners

Congratulations to K. Coolbear for winning last week's Nominate a Mate prize.

You can enter this week's draw by sending feedback to your mates through the links below.

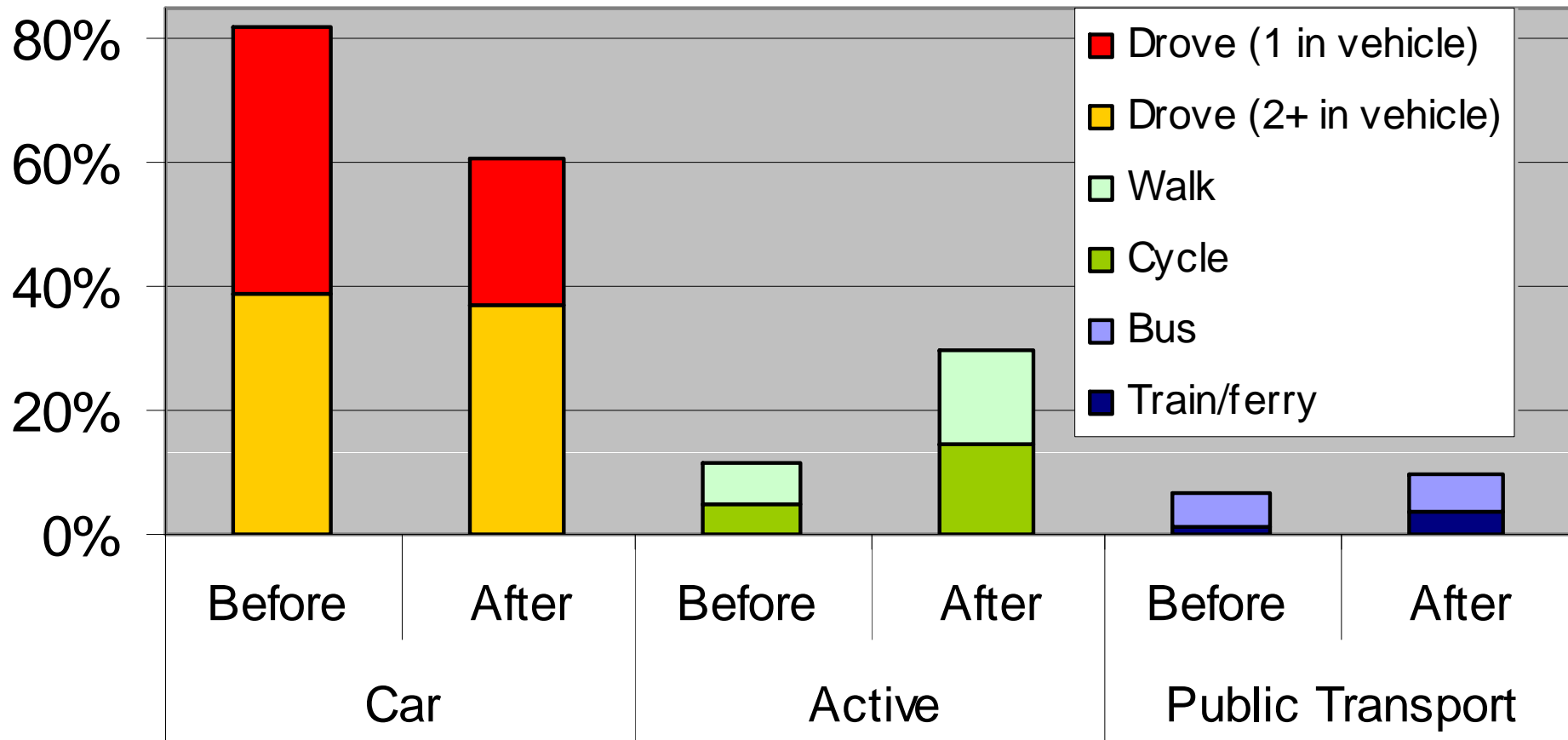
Click on the links to send your [cheerleader](#), [taskmaster](#) or [mentor](#) your weekly feedback.

Numbers update

879 registrations
Welcome to Te Aho o Te Kura Pounamu - The Correspondence School



Mode share for Active a2b Plus participants before and after programme



**48% of Active
a2b participants
said Active a2b
helped them
walk or cycle to
work more**

**45% of Active
a2b participants
said Active a2b
helped them
walk or cycle
outside of work
more**

**64% of Active
a2b participants
said Active a2b
improved their
health and
wellbeing**

Dollars & Sense

Estimated benefits accrued from Active a2b programme

	All 'Plus' participants (212)	All standard participants (678)	All participants (890)
Weekly benefits from walking	\$1374	\$2020	\$3394
Weekly benefits from cycling	\$1138	\$1675	\$2813
Total weekly benefits	\$2512	\$3695	\$6207
Total benefits over 20 weeks	\$50,240	\$73,900	\$124,140

For more...

- <http://www.gw.govt.nz/activea2b/>

Questions?



Kia ora.
Thank you.