



# DOUBLE THE FEET ON THE STREET

NZ Walking Conference 2008

4-5 August, Auckland

Conference Organisers  
Harding Consultants Ltd

P: +64 3 352 5598  
F: +64 3 352 0197  
E: glenda@hardingconsultants.co.nz  
W: www.livingstreets.org.nz/2008conf.htm  
PO Box 5512, Christchurch.

<b>Surname</b>	Cook, Dalziell	<b>First Name</b>	Rachel, Dot
<b>Organisation</b>	Indicate NZ Ltd		
<b>Postal address</b>	1 Waipani Road, Te Atatu, Auckland		
<b>E-mail Address</b>	indicate@xtra.co.nz		
<b>Phone number</b>	09 8342966	<b>Fax Number</b>	
<b>Presentation topic</b>	<b>Walking &amp; biking promotion - trialling an incentives programme</b>		
<b>Presentation title</b>	Earn as you burn - trialling incentives to walk or bike to work		
<b>Presentation Style</b>	<b>Presentation</b> <input checked="" type="checkbox"/> <b>Workshop / Walkshop</b> <input type="checkbox"/> <b>Other</b> <input type="checkbox"/>		
<b>Estimated Time Required</b>	0-10 mins <input type="checkbox"/>	10-20 mins <input checked="" type="checkbox"/>	20-30 mins <input type="checkbox"/>
<p><b>Abstract Remit</b> (500 word maximum)</p> <p>In 2006 Waitakere City Council moved into a new, purpose built, transit oriented building adjacent to the Henderson train station, and concurrently implemented a staff travel plan.</p> <p>Through the council travel plan many staff currently receive a subsidy for catching the bus or train. Other staff receive an effective subsidy by getting a free car park on site through the staff car park process.</p> <p>An incentives programme has been developed to increase and maintain levels of walking and biking to and from work and for work purposes.</p> <p>The "Greenshoes" Walking &amp; Biking Rewards programme rewards those who travel most sustainably, with the lowest impact on the environment and who keep fit and healthy in the process. Staff register to join the programme and can earn rewards by recording their active travel days.</p> <p>The outcomes sought from the Greenshoes Walking and Biking Rewards annual programme are:</p> <ul style="list-style-type: none"> <li>• A measurable increase in walking and biking to work, and active travel for work purposes over the coming year. In particular we seek a flow on effect into next winter with a much lower seasonal drop of people walking and biking.</li> <li>• Increased profile of walking and biking as commuting and work travel options.</li> <li>• To provide recognition and reward to staff using active travel modes.</li> <li>• Positive feedback from staff and management.</li> <li>• An assessment of the success of a rewards programme as a travel plan tool.</li> </ul> <p>The programme was launched on 27 February 2008 during Bike Wise week. Preliminary results will be reported.!</p>			
<p><b>Author Profile</b></p> <p>Rachel Cook is an environmental scientist by training, and a walker and biker by inclination. Following three years in the UK and a four year stint in Wellington, Rachel has worked in the Auckland region on walking and cycling issues since 2004. Rachel has worked on a number of pilot programmes including School Travel Plans, Workplace Travel Plans, and planning and funding application management for walk and cycle network facilities, including the Twin Streams Pathways in Waitakere City. Rachel has sat on Auckland regional steering and working groups for walking and cycling and travel planning.</p> <p>Dot joined Waitakere City Council in early 2008 from a varied career including Public Transport provision (she drove the "Big Reds" in Wellington in the late 80s); community education work; museum collections management; and implementing technology for the heritage sector. She is passionate about the joys of cycling, walking, skipping and puddle-jumping, and aims to bring a sense of delight and utter engagement into every presentation - especially this one about incentives for active travel modes!</p>			