

Presentation Notes

Good Afternoon. My name is Bronwyn Coster and I work as a school travel co-ordinator for Auckland Regional Transport Authority (ARTA).

Slide 1 - I'm here to discuss the TravelWise to Schools programme – a program that aims to reduce the traffic chaos at the school gate and encourage alternative transport modes, in particular walking.

But first let me start with some background to the program.

Slide 2 - (Time Sequence Slides) Auckland, like most cities in the world has traffic congestion. Surveys have found that 40% of our peak hour morning and afternoon traffic is education related. This means thousands of daily cars trips are being made to and from kindergartens, schools, and universities.

Slide 3 - As the city grows the impact of more traffic is adding to our already escalating social, economic and environmental concerns.

Slide 4 – Gone are the days when you could wake up and expect to see clear skies over the city. Increasing carbon monoxide levels are causing health concerns as smog builds up on Auckland skyline.

Slide 5 – ARTA logo. December, 2004 Auckland Regional Transport Authority is formed to address these concerns. It's mandate to address traffic congestion, improve the public transport network and promote sustainability using the TravelWise brand.

Slide 6 – Our surveys have found that whilst 80% of children live within a 1-2 km radius from school and yet 65% of them are driven to school. And that is on a fine day. On a rainy day – it is much worse!

Slides 7 and 8 – Some recent media highlights the problem we are facing...four wheel drives being the one of the very real hazards outside a school, blocking visibility not only for other drivers but generally preventing young children from being seen behind these vehicles.

Slide 9 – The TravelWise program is challenging parents to reconsider their journey to school.

Slide 10, 11 – It's focus is heavily on community consultation. Surveys are conducted to gather information about existing travel patterns to the school, a report is written and then a working party is formed to address the safety concerns identified. We also work with students and even local residents by showing them a 3d map of their area and getting them to tell us about any issues they have on their way to school.

Slide 12 – Frequently there are genuine reasons why parents are not willing to let their child walk to school as can be seen from the next few slides. Railway lines, no

footpaths, roadworks, overgrown or graffiti-ed walkways. The travel plan seeks to address these issues.

Slide 13 - We can't expect children to walk to school unless the hard infrastructure or engineering issues are addressed first. Once some safe walking routes to school are evident then soft measures can be established.

Slide 14 – The Walking School Bus is our most successful walking strategy to date. What is a walking school bus? It is a group of students who walk to school along a designated route with parent volunteers, picking up children at designated stops en route to school .

There are now 200 official routes in Auckland schools and the number of new routes continues to grow.

Slide 34 - Family fun days are another way to promote walking. Dogs are a big issue for young children and here a Council dog handler is giving a training session about dog safety.

Slide 40 - ARTA has been recognised as a world leader in promoting walking to school. We recently won the International Walk to School Award at the Walk 21 Conference in Melbourne.

Slide 41 – Other organisations are starting to promote walking in their advertising...for example Barfoot and Thompson, Real Estate.