



Nekeneke Tairāwhiti: He mahere
whakahaere tangata

Tairāwhiti Moves: A Mode Shift Plan

Strolling and rolling our way to a better tomorrow





Rārangi Kōrero Contents

Rārangi Kōrero Contents	2
He Whakatakinga Introduction	3
He aha tēnei momo kaupapa? What is mode shift really?	5
Te tīmatatanga Our start line	7
Te motokā whirinaki, ngāwari, haratau hoki The Convenient, Versatile, Dependable Car	8
Ngā hua o tēnei kaupapa Benefits of Mode Shift.....	10
Health and Safety.....	10
Inclusion	12
Environmental Sustainability and Climate Change	13
Economic Benefits	14
Network Efficiency.....	15
Te mahere whakaneke The Plan to Shift.....	15
Responding to the underlying causes	15
Programmes and Initiatives	18
Kei a koutou Te Tairāwhiti Over to you Tairāwhiti!	25
Āpititanga Kotahi – Kaupare/Neke/Whakapai – Te mahere whakaiti puha waka.....	26
Appendix One – Avoid/Shift/Improve Framework to reduce transport emissions	26



He Whakatakinga Introduction

Tairāwhiti Moves – Mode Shift Plan (Tairāwhiti Moves) is all about supporting our community to get outside, get on foot, get on a bus, on a bike, a wheelchair, mobility aide or any other means of motion that gets us out of our cars whenever possible.

What is 'mode shift'?

Mode shift is simply encouraging different choices about how we travel. Enabling people to shift from the private car mode to an active mode such as walking or wheeling or a shared mode such as public transport or ride sharing. **Mode shift is not about never taking a car.**

Cars are great for long trips, heavy loads and adverse weather while also critical for supporting accessibility for those who can't travel another way.

Why should I try to get out of my car more often?

Because it's good for our community and our health! It is good for our tamariki and rangatahi to be active; good for our economy to get people out of cars where they can't spend money and closer to the shops and restaurants where they can; good for traffic flow and parking if more people are on buses or bikes and good for our finances with petrol and the cost of living rising. And it's good for the environment to reduce soot and greenhouse gas emissions, doing our part to avoid the worst impacts of climate change.

Where can I ditch the car?

Across Te Tairāwhiti. We plan to invest in more active and shared travel options throughout the rohe by 2035. Supporting more travel choices like walking or wheeling to the shop in Te Araroa, catching regional public transport from Uawa, car-pooling into the city for supplies from Te Karaka, riding a bike or catching a bus to work in Gisborne, or ridesharing to work from Muriwai.



Tō tātau rohe Our district

OUR POPULATION BY LOCATION

51,500
people

21.7%
other townships
and rural

1% national
population

3% national
land area

1.1%
Te Karaka

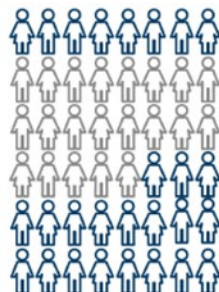
1.6%
Ruātōria

0.9%
Tokomaru
Bay

1.7%
Tolaga
Bay

72.7%
Gisborne

OUR POPULATION AGE



16.2%
people
65yrs
plus

39%
under
25yrs old
highest
proportion
of under
25s in NZ

Source: Stats NZ - www.stats.govt.nz

Figure 1: Tairāwhiti in a snapshot

Gisborne District Council's (Council's) plan to help our community change gears is focused on three key areas:

- **Shaping urban form** Being smarter about how we use our land, where we build houses, shops, libraries and schools, and the transport network that links it all.
- **Making active and shared modes more attractive** Investing in shared and active infrastructure that people will use. Buses that get you where you want to go quickly, separated cycle lanes, wide flat footpaths and many more road crossings.
- **Influencing travel demand and transport choices** Everything from education, marketing and promotion of active and shared modes to changes to parking management and maybe one day even modal filters like bus lanes or pedestrian only areas.



He aha tēnei momo kaupapa?

What is mode shift really?

Mode shift isn't new. The Industrial Revolution gradually replaced walking and horses with trains, cars, trucks and planes. More recently there has been a rapid shift to car dependency. People travelled in cars a lot less over 70 years ago, and walking, taking the bus and/or train was more common. During the COVID-19 pandemic, the way in which people travelled changed, with a decline in public transport and private car usage following a significant increase in working from home.

Mode shift is about designing spaces for people. Spaces where if the only mode that works for you is a car, then you will be able to go by car. But you'll also be able to ride a bike safely, knowing your kids are safe on their bikes too. You'll be able to get where you want to go on public transport without long delays.

Mode shift means sharing public road space more equitably so that private cars, cyclists, walkers, wheelers and public transport are all safe, dependable and accessible options for everyone.

Table 1 lays out the range of ways people may choose to travel besides private cars. While comprehensive, this list can't account for all the ways we might travel in the future. Embracing technology and change in travel, incorporating new ways of helping people get around is key to accelerating mode shift.

Shared travel	Active travel
<ul style="list-style-type: none">• Conventional scheduled urban public transport• Community transport services (Sunshine bus for example)• On-demand transport services where people from more than one origin share the vehicle• Intra-regional bus service• Ride sharing, car-pooling to common destinations	<ul style="list-style-type: none">• Walking, running, using crutches• Wheelchairs, mobility aids or mobility scooters.• Bikes and e-bikes• Scooters, e-scooters, skateboards, roller skates, inline skates, unicycles, pogo sticks• Horse back

Table 1: Shared and Active Travel subtypes

The end goal of mode shift is to reverse our travel habits so rather than defaulting to the private car for all trips we choose active transport first, public transport if the conditions require and leave the car at home for when we really need it as illustrated by figure 2

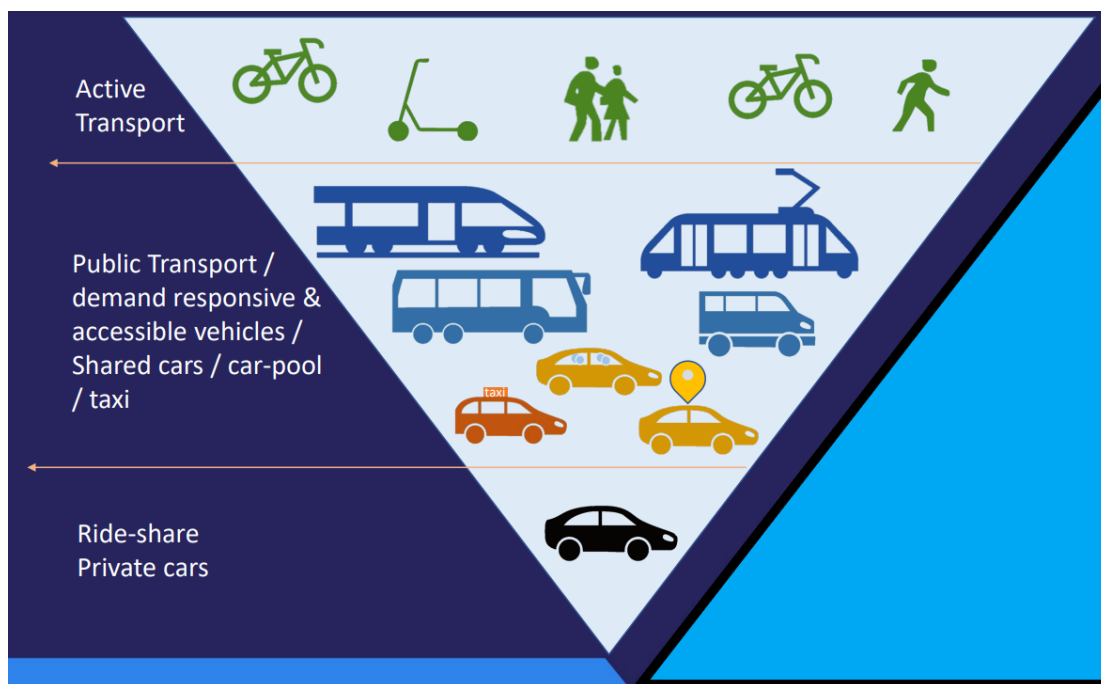


Figure 2: Active and Shared Transport Reverse Pyramid



Te tīmatatanga Our start line

At the 2018 census, 91% of all household travel was by drivers or passengers in a car or van, with 92% of all households having access to at least one car. In 2018, two-thirds of all workers and over a third of all students travelled to their place of work or study by car, either as a driver or passenger.

Our transport budgets have prioritised building roads and providing parking over investment in shared and active travel options. Today we have a network that is optimised for the movement and storage of private cars, it is at capacity at key times during the day, shared options that are unattractive for most people, and an active travel network that isn't as safe or well-developed (see Figure 3) as it needs to be.

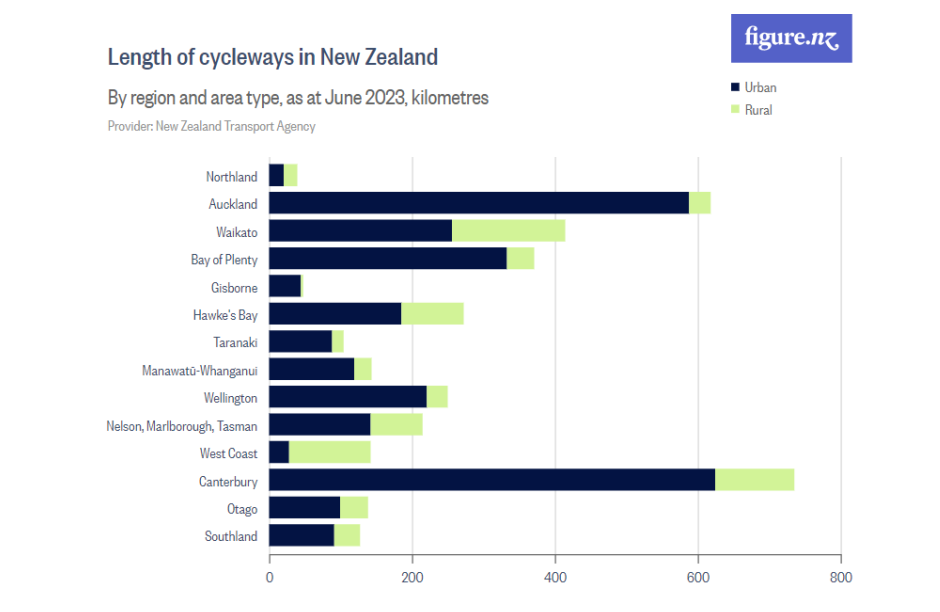


Figure 3: Length of cycleways in New Zealand

Unsurprisingly, the outcome of limited travel choice is increasing car dependency. While nationally there's been some growth in public transport patronage and use of active travel, this is not the case in Tairāwhiti where private car ownership has increased.



Te motokā whirinaki, ngāwari, haratau hoki The Convenient, Versatile, Dependable Car

Investment choices have prioritised private vehicle travel times over other modes. Figure 4 is a rough depiction of how urban transport has changed from being people centric to car centric, and how we could prioritise modes of transport in the future.

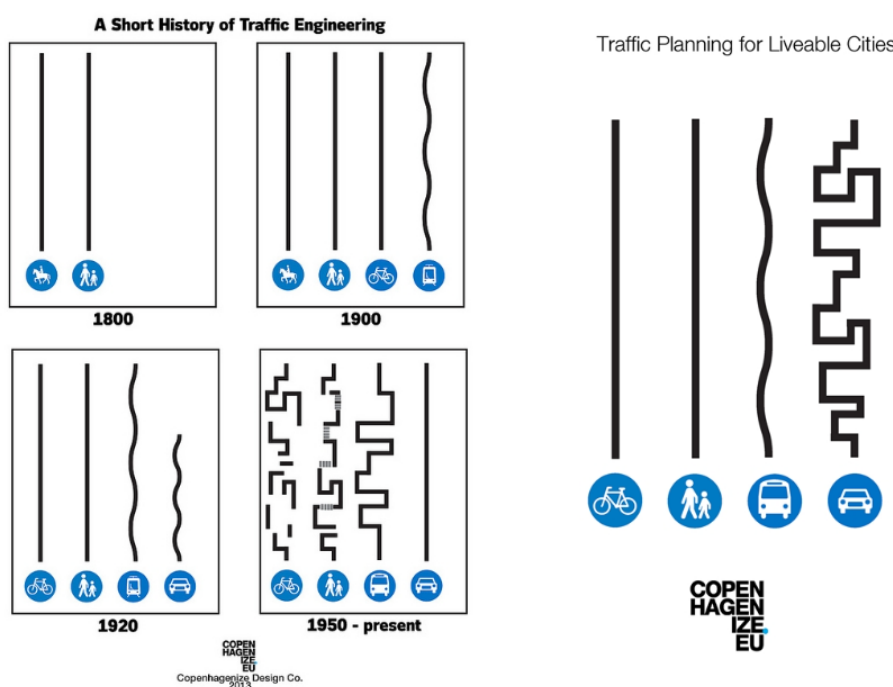


Figure 4: The Evolution of Urban Traffic Design

The car is the most convenient, fast, and flexible mode of travel that has ever been invented. As disposable incomes have risen, and prices fallen, owning a car has become an automatic choice for most people.

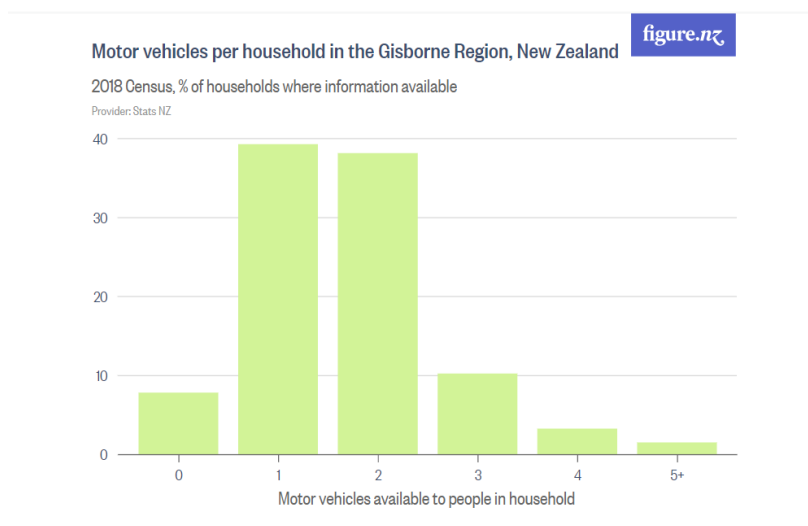


Figure 5: Number of vehicles per house in Tairāwhiti.

Tairāwhiti Moves recognises that the car is here stay, it is a valid and useful tool for transporting people and their stuff. The purpose of this plan is to raise awareness and support development of shared and active travel options so that people have choices beyond the car that support their health and wellbeing alongside protecting the environment, improving the economy and leaving more money in people's pockets.



Ngā hua o tēnei kaupapa Benefits of Mode Shift

Health and Safety

Active and shared travel provide a simple way to incorporate physical activity into daily routines, reducing sedentary behaviour and lowering the risk of obesity and associated chronic diseases. Active travel also improves mental wellbeing in several areas such as concentration, ability to make decisions and enjoy normal daily activities, and reduced feeling of being constantly under strain.

The physical and wellbeing benefits of becoming more active are greatest for those with the least active lifestyles. Even small increases in physical activity levels for relatively inactive people can reduce the risk of chronic diseases, improving the quality and length of their lives.

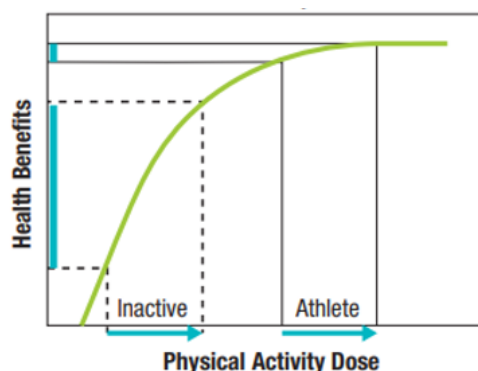


Figure 6: Health benefits of Mode shift

As traffic volumes increase, so does the likelihood of accidents and injuries. Shifting away from private car use helps control traffic growth, leading to reduced risk for all users of the transport network. Public transport, particularly buses, is notably safer compared to private cars, contributing to less than 0.4% of all crashes in 2021.

Cyclists, constituting just under 7% of Dangerous Situations and Incidents (DSIs), face a disproportionately high risk considering their modest mode share for commuting in New Zealand. Conversely, pedestrians make up just over 10% of all DSIs, which is less than the national mode share for journeys to work.

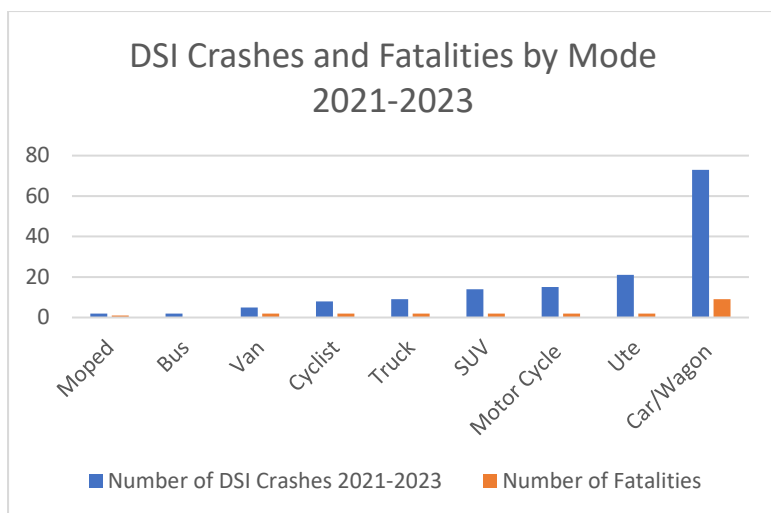


Figure 7: DSI Crashes by Mode of Travel in 2021



Inclusion

Prioritising mode shift ensures an inclusive transport system. Enabling walking, wheeling and cycling can assist many more people to access valuable services and facilities.

Disability	Infrequent public transport, poor accessibility at bus stops, steps, poorly maintained surfaces, narrow or blocked footways and uncontrolled road crossings can be major barriers to journeys for disabled people.
Age	<p>Many young people old enough to drive cannot afford to do so or choose not to.</p> <p>Unsafe conditions for walking, scooting or cycling, especially at road crossing points, is one of the main reasons younger children are prevented from travelling independently.</p> <p>Lack of social interaction and reduced physical activity for children, along with increased car use by adults dropping and collecting children, are the results.</p> <p>Many older people are discouraged from being more active by the same barriers that affect disabled people. Improved conditions for active and shared travel helps mitigate age-related exclusion for younger and older people.</p>
Gender	<p>Women continue to be constrained by a number of barriers that affect how they travel, and the experience of those journeys.</p> <p>Active and shared travel rates can be very different for women and men, especially for cycling (men are three times more likely to cycle than women).</p> <p>These outcomes arise from a complex variety of factors, including concerns about personal security (particularly during hours of darkness) and the more complex trip-chaining journey patterns that women typically have (woman, while working, do most of the school drop off and pickups alongside most of the household shopping).</p> <p>Members of LGBTIQ+ community face similarly complex travel choices around shared travel and personal safety.</p> <p>Enabling safe, efficient active and shared travel can particularly help women access local services and facilities</p>
Ethnicity	<p>Transportation issues faced by minorities can vary depending on factors such as location, socioeconomic status, and systemic inequalities. Some common challenges are:</p> <p><u>Limited Access to Public Transportation</u></p> <p>Minority communities, particularly those in low-income neighbourhoods, may have limited access to reliable and affordable public transportation. This can restrict their ability to commute to work, access education, and participate in other essential activities.</p> <p><u>Transportation Deserts</u></p> <p>Some minority communities may live in transportation deserts, where public transportation options are scarce or non-existent. This forces residents to rely on personal vehicles or face difficulties in accessing essential services.</p> <p><u>Affordability</u></p> <p>Transportation costs, including public transit fares, fuel, and maintenance, can be a significant financial burden for minority populations with lower average incomes. This may limit their mobility and access to opportunities.</p> <p><u>Employment Accessibility</u></p> <p>Limited transportation options can hinder minorities' ability to access job opportunities, especially when employment centres are located far from residential areas. This can contribute to higher unemployment rates and economic disparities.</p> <p><u>Language Barriers</u></p>



Language barriers can pose challenges for minority individuals in understanding transportation information, navigating public transit systems, or accessing services. This can lead to confusion and difficulty in using available transportation options.

Table 2: Inclusion through mode shift investment

Environmental Sustainability and Climate Change

Road transport is responsible for 25% of New Zealand's net CO₂ emissions and regionally it accounts for about 11% of emissions.

An increase in shared and active modes reduces pressure on natural resources and reduces carbon emissions from the vehicle fleet, while more efficient use of land (given reduced demand for roads) lessens the impact on biodiversity and water.

Emissions of both greenhouse gases and harmful local air pollutants are much lower from walking, cycling, wheeling and public transport, especially if these modes are replacing a single-occupancy car journey.

Figure 8 summarises the carbon footprint of motorised modes in 2018 in the United Kingdom. Whilst diesel buses have relatively high emissions as a single vehicle, the much greater size and passenger capacity means that the emissions per passenger kilometre are much lower.

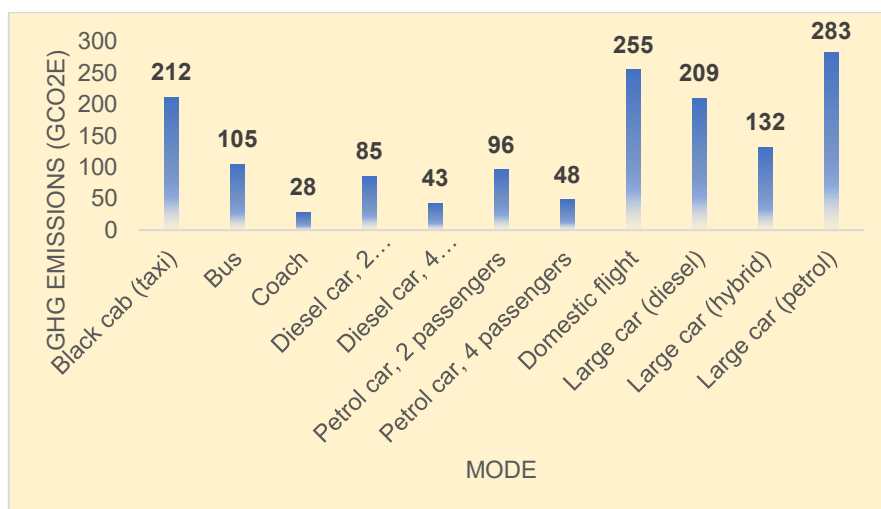


Figure 8: Carbon Footprint by Mode

An Oxford University study estimated that shifting to active travel could save as much as a quarter of personal CO₂ emissions from transport.¹

¹ <https://www.ox.ac.uk/news/2021-02-02-get-your-bike-active-transport-makes-significant-impact-carbon-emissions>



By following nearly 2,000 urban residents over time, the research found that those who switch just one trip per day from car driving to cycling reduce their carbon footprint by about 0.5 tonnes over a year, representing a substantial share of average per capita CO₂ emissions. If just 10% of the population were to change travel behaviour, savings would be around 4% of lifecycle CO₂ emissions from all car travel.

Economic Benefits

People that travel actively tend to spend more in local businesses than people arriving in cars. People that arrive by car do tend to spend more per visit, but pedestrians, cyclists and bus passengers are likely to visit their local centres more frequently and spend more in total.² Figure 9 shows the data from a study in Dundee, Scotland (currency denominated in pounds)

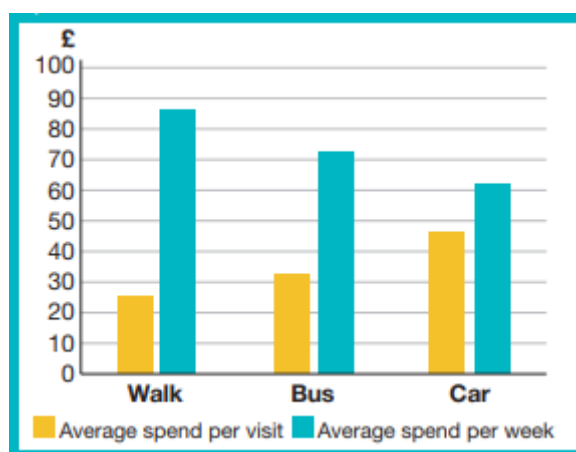


Figure 9: Average traveller spend across modes

Economically successful places are those which prioritise access by shared and active modes of travel.

Active and shared travel have been shown to bring a wide range of economic benefits to the cities that prioritise their investment. Table 3 lays out some of these:

Active and shared travel increases business productivity

- Employees who cycle regularly take 1.3 fewer sick days than those who don't.
- 73% of employees who cycle feel it makes them more productive when they are at work due to feeling healthier and more alert.

Active and shared travel helps businesses access and attract staff

- Good safe active travel routes mean more potential employees by providing greater transport choice.

² https://dundeecity.gov.uk/sites/default/files/publications/benefits_of_active_travel_in_dundee.pdf



Active and shared travel reduces congestion

- Better active travel options mean more people choosing to leave their car at home and fewer vehicles on the road.

Active Travel boosts city capacity

- The space required for one car can accommodate five people cycling or 20 people walking. A car carries 1.5 people on a typical journey. London's Cycle Superhighways have been found to move 46% of people travelling on congested corridors, despite occupying only 30% of road space.
- Rebalancing the use of road space away from cars and towards well-used facilities for active travel and public transport can boost peak time capacity of transport networks, enabling more people to access cities and local centres.

Active Travel boosts tourism and leisure spend

- Following the border closure in 2020, families increasingly took to their bikes and to walking. There was a corresponding surge in spending and economic activity in the regions.
- Ngā Haerenga cycle trails network have enjoyed a surge in use from people on bikes and on foot, with almost 2.19 million trips in the year to 30 June 2021. This is an increase of more than 204,000 trips annually, or 10.3 per cent growth in trail usage.
- The number of visitor nights in accommodation providers along the Great Rides cycle trails was 3.62 million in the year to June 2021. It was an annual increase of 560,000 visitor nights, representing growth of 18 per cent.
- Visitor spending attributed to the Great Rides cycle trails was \$951 million in the year to June 2021, an increase of \$226 million, or an impressive 31 percent growth in economic activity.

Table 3: Economic benefits of increased active and shared travel

Network Efficiency

Constructing carriageways is a costly and time-consuming process. As traffic volumes rise, the feasibility and affordability of expanding network capacity diminish, leading to travel delays that carry economic, environmental, and social consequences for both individuals and society. In contrast, modes of travel such as walking, wheeling and cycling, along with public transport are intrinsically more efficient. They occupy less road space, facilitate increased movement of people without a corresponding rise in the number of vehicles, and contribute to the prolonged lifespan and reduced maintenance costs of existing infrastructure.

Te mahere whakaneke The Plan to Shift

Responding to the underlying causes

Now it's time to talk about what we can do to rebalance the scales for active and shared travel options.



Waka Kotahi has developed a National Mode Shift Plan called 'Keeping Cities Moving'. Keeping Cities Moving lays out three categories where councils have influence over the underlying causes of car dependency in New Zealand.

Underlying Cause	Response
Cities that have been designed to prioritise travel by cars	Reshaping Urban form and compact city
A lack of good alternatives for shared and active travel due to historic under investment	Making shared and active travel modes more attractive
Limited incentives and disincentives for people to change how they travel	Influencing travel demand and transport choices

Table 4: Causes and responses to Car dependency.

Shaping urban form refers to city design and planning, simply where things are and how they're connected. This plays an important part in mode shift because living close to transport, shops, school, and workplaces makes active and shared transport options more attractive.

As it suggests, **making shared and active travel modes more attractive** means improving the quality, quantity, safety and functionality of active and shared modes, making them a more realistic, practical and therefore attractive choice for short trips.

Influencing travel demand and transport choices This response includes a wide variety of infrastructure, policy, regulatory, educative and pricing tools to support active and shared travel choices. For example, changes to parking management such as demand responsive pricing can encourage active and shared transport options while better supporting businesses. Other tools such as modal filters (allowing only buses, taxis, bikes and pedestrians in an area) could also be explored. Influencing transport choices involves an integrated suite of marketing and communication channels targeted at raising awareness and promoting use of active and shared transport options.

Table 5 lays out the Council's current and planned programmes and initiatives (activities proposed in either this or another Council plan).



Response	Initiatives and Programmes
Shaping Urban form	<ul style="list-style-type: none"> • Tairāwhiti Resource Management Plan Review <ul style="list-style-type: none"> ○ Residential Urban Design Guide ○ Future Development Strategy ○ Master Plans <ul style="list-style-type: none"> ▪ City centre ▪ Elgin ▪ Kaiti ▪ Awapuni • Transport Code of Practice Review <ul style="list-style-type: none"> ○ Controls infrastructure designs such as footpath widths, ramp gradients, mobility parking standards • Township Plans <ul style="list-style-type: none"> ○ Ngatapa ○ Manutuke ○ Muriwai ○ Matawai ○ Motu ○ Patutahi ○ Ormond ○ Rangitukia ○ Tikitiki ○ Rere ○ Ruatoria ○ Te Araroa ○ Te Karaka ○ Te Puia Springs ○ Waipiro Bay ○ Tokomaru Bay ○ Uawa ○ Wharekahika//Potaka
Making shared and active travel modes more attractive	<ul style="list-style-type: none"> • Active Travel Strategy <ul style="list-style-type: none"> ○ Network plan ○ Supporting infrastructure (bike parking, maintenance stations) ○ Investment guidance • Regional Land Transport Plan <ul style="list-style-type: none"> ○ Active and Shared Travel infrastructure funding • Regional Public Transport Plan <ul style="list-style-type: none"> ○ Bus route rationalisation ○ Bus stop upgrades ○ Public transport accessibility improvements ○ Regional commuter bus service ○ Regional Ride Sharing programme ○ On-demand Public Transport • Recreational Trail Development <ul style="list-style-type: none"> ○ Stop Banks Cycle Trail ○ Makara Rail Corridor Trail ○ Unformed legal Roads Policy



Response	Initiatives and Programmes
Influencing travel demand and transport choices	<ul style="list-style-type: none"> • Parking Policy Review <ul style="list-style-type: none"> ◦ Parking capacity assessment ◦ Demand responsive pricing • Ride Sharing <ul style="list-style-type: none"> ◦ Develop and support innovative means of carpooling when active or shared travel isn't available or appropriate such as traveling into Gisborne from rural locations. • Travel Demand Management Programme <ul style="list-style-type: none"> ◦ School Travel Plans ◦ Employer Travel Plans ◦ Residential Travel Plans • Transport Model • Transport Monitoring Programme • Modal Filters – Bus lanes, special vehicle areas, pedestrian areas

Table 5: Initiatives to support mode shift.

Many of the above items are existing or planned Council work programmes and therefore are not described in detail in this plan. The next section provides some more detail on work programmes or actions that are not currently underway or planned by Council.

Programmes and Initiatives

Townships and Regional Services

Outside of Gisborne City there are no public transport services, limited active travel options and only one daily Inter-city coach service to Auckland and Napier.

The absence of any longer distance bus, ferry or rail services means that people without a car have absolutely no travel option unless they are able to arrange a vehicle share with whānau.

Local authorities like Waikato and Taranaki have implemented regular regional bus services connecting smaller towns with larger urban hubs, where essential facilities such as hospitals and shops are situated. While community transport may serve some longer-distance travel needs, it cannot guarantee accessibility for all types of journeys and not necessarily on a daily basis.

The small and widely dispersed townships pose a challenge for offering cost-effective, regular fixed-route services. However, the social costs of people experiencing isolation, along with potential risks to health and well-being, are likely to be considerably higher. The existing policy of not providing any public transport options beyond Gisborne city should be reassessed and potentially revised.

There are many opportunities in the townships around our region to enhance key walking and cycling routes connecting residential areas to town centres.



Active Travel Strategy

The draft Active Travel Strategy identifies the barriers to walking wheeling and cycling in Tairāwhiti and the objectives for overcoming them. It includes a set of policies and principles that guide the investment, prioritisation, development and design necessary to deliver a world class active travel network. It supports the Regional Land Transport Plan (RLTP) by providing strategic direction for developing a comprehensive active travel network and includes mapping of key corridors that are likely to give the greatest return on investment.

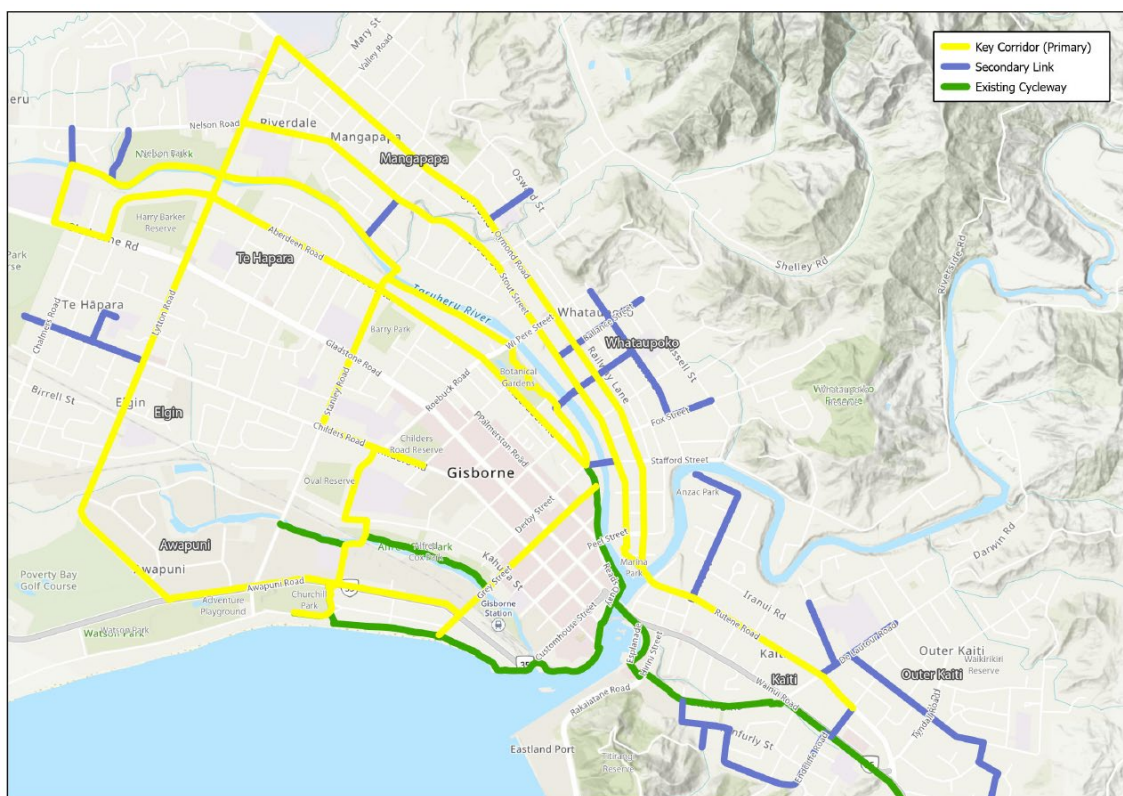


Figure 10: Proposed Key Corridors under the Active Travel Strategy

Shared Travel Service Improvements and Initiatives.

Mode share for local public bus services is currently tiny – less than 1% of work trips in Gisborne with no services outside of there. Only school services perform relatively well with 15-25% of school trips being by bus across the age ranges.

The current network provides a service for people who have little or no other choice. Services in Gisborne are infrequent, indirect, and slow making it a challenging option for commuting. There are no evening or weekend services.

If the bus is to play a genuine role in mode shift, services must become much more attractive for people who have a choice of driving a car, and this will expand demand for services which will benefit everyone.

Ride sharing is the practice of arranging for travel in a private vehicle driven by its owner, free or for a fee. While often done between friends and family, use of websites or smart phone apps allow this to go beyond one's social circle. Ride sharing could support people



for whom active and shared travel isn't an option to reduce emissions and spend less money on travel.

Develop and support innovative means of carpooling when active or shared travel isn't available or appropriate such as traveling into Gisborne from rural locations.

On-demand Services

There are various Council funded on-demand services in New Zealand - with Timaru being the best example, providing an average 15-minute pick-up in a shared transit minibus across the whole town. The cost of providing on-demand services in Timaru is double the former fixed route operation, albeit providing a much better frequency which is reflected in higher passenger numbers.

An on-demand service in Gisborne could be investigated as a complimentary service working to expand the area and hours of operation of an established fixed route model.

Bus Stop Access for Pedestrians and Cyclists

Most people walk or roll to bus stops, and overall standards of access across the region are low. Each stop should have:

- safe and secure footpath routes from the surrounding residential streets.
- accessible design such as dropped kerbs and tactile paving.
- hard standing at the stop, which provides level boarding.
- a safe crossing point as close as possible to the stop
- a fully weatherproof shelter with internal lighting.

Bus stop access needs to be significantly improved to provide all members of society – especially elderly and disabled people – with safe and convenient public transport that provides access to work, recreation and services.

Multi-modal Mobility Hubs

Mobility hubs are highly visible, safe, and accessible spaces where public, shared, and active travel modes are co-located alongside improvements to the public realm, along with community facilities – such as libraries and i-sites - where relevant. The redesign and reallocation of space away from the private car enhances the experience for travellers and creates a more pleasant environment for everyone. Figure 17 sets out the key features of mobility hubs.



Figure 11: Key Features of Multi-modal Mobility Hubs

Source: England's Economic Heartland, Mobility Hubs Business Case Guidance

Mobility Hubs provide an extensive menu of potential facilities to be co-located and have the potential to regenerate local town centres as well as cement status of the more successful ones. The first major strategic intervention is to get the location right so that the hub is visible, convenient to access and safe for all user groups.

Travel Demand Management

Travel Demand Management (TDM) encompasses various strategies designed to encourage individuals to shift their transportation choices. These include:

- Facilitating travel planning within workplaces, schools, and communities.
- Conducting education, publicity, and marketing campaigns to promote alternatives to private car usage.
- Regulating car parking supply and pricing.



TDM actively supports both urban development and the promotion of alternatives to private car travel by employing a range of "nudges" that influence perceptions and behaviours related to transportation. Central to TDM is the concept of choice, with interventions focused on providing clear signals to individuals regarding the most suitable options for their journeys.

Workplace travel planning

A workplace travel plan (WTP) is a package of measures put in place by an employer to encourage less single occupancy car use. WTPs usually aim to address commuting habits of employees, although many also incorporate measures aimed at journeys made during the course of work, including business and delivery travel, and also travel by patients, students, shoppers, tourists or other visitors to an employer's site.

To support implementation of better bus services, active travel networks and multi-modal hubs across the region, WTPs can be further developed by:

- Introducing a regional employer travel forum to share ideas and best practice
- Encouraging other employers across the whole region to develop WTPs
- Formulating employer-based public transport ticketing options to reward frequent use
- Investigating subsidy schemes for active travel equipment.

School travel planning

Schools play a central role in the life of the community in which they are located and impact of initiatives involving school pupils tends to spread to their family members and beyond. Importantly for Mode shift, habits learned when young like walking, cycling or wheeling to school or sports or friends' houses can become lifelong travel habits.

Initiatives as part of a school travel plan (STP) can include:

- cycle and scooter skills training.
- Local area awareness, safer routes, good crossing points
- Secure bike storage, scooter racks or other personal mobility devices.
- increased presence and enforcement by police and parking wardens
- reducing speeds in key areas such as around schools to improve safety.
- regular communication with the school community to encourage more active travel.

A STP consolidates all this work into an ongoing programme of activity to promote shared and active travel.



Residential travel planning

A Residential Travel Plan (RTP) is a series of initiatives to provide residents in existing and new communities with an enhanced range of sustainable transport opportunities. The overriding objectives of RTPs are to reduce the level of single occupancy car use and maximise the use of shared and active travel for local journeys.

The most easily identifiable benefits of an RTP are those that are directly related to reductions in vehicle use; namely lower levels of traffic, noise, air pollution, crashes and congestion. There are a broader range of wider benefits of RTPs, including:

- promotion of healthy lifestyles.
- energy savings by using less petrol or diesel for shorter distance trips.
- opportunities for social interaction.
- support for local shops and community facilities.
- promotion of green spaces.

Gisborne and many of our townships have local reserves and active travel routes which are significant community assets that can be accessed and enjoyed with active travel. Improved bus services would connect residential areas to centres of retail and community activity. An RTP can promote and enhance these community assets.

In new developments, RTPs can be used to provide people with information and incentives to use alternative modes before habitual travel patterns become established. Personalised Travel Plans (PTPs) are an important sub-set of RTPs. Information is in the form of local active travel routes and bus services, which may include those delivered as part of the development itself. Incentives can be tailored to people's lifestyle needs and aspirations, so that if (for example) someone is interested in cycling they receive offers from local cycle retailers.

To promote shared and active travel as an integral part of local transport choice, it is proposed to develop a number of activities around RTPs, including:

- requiring RTPs to be developed as part of the Structure Planning and consenting process for developments of over 50 units.
- identifying existing local communities and champions where RTPs can be developed, in response to local issues such as concerns around safety.
- appointing a regional travel planning coordinator to promote RTPs (as part of wider travel planning initiatives).
- producing RTPs and tailored travel information packs with incentives for local residents where possible.
- designing improved and new local shared and active travel networks based on resident identified desire lines.



Information, Marketing, and Publicity

In order to drive uptake of active and shared infrastructure it is essential to undertake significant marketing and publicity programme. And as with all marketing, targeting the right audience is critical. This means understanding:

- who can be persuaded to take up or increase their use of buses, walking, wheeling or cycling?
- What are the current barriers to using active or shared travel?
- how confident are these people in using alternative modes of travel and why/why not?
- where do these people live, and what are their current travel options?
- how can those options be better promoted, and also improved over time?
- where are people going and what are their needs? (grocery shopping likely requires a private vehicle but a trip to the pools for a swim could be done by bike or scooter)

Understanding people - their travel patterns and journey needs - is essential for developing mode shift motivation, and then producing compelling marketing and publicity material that meets their needs.

Clarifying these factors allows a tailored programme to be developed providing the specific information a target market needs to take up active or shared travel. This also means that programmes can be targeted to specific hubs such as workplaces, schools, sports grounds or activities.

To further develop shared and active travel marketing across Tairāwhiti the following activities are proposed:

- adopting a shared and active travel brand for Tairāwhiti.
- producing a regional web-based information portal for all shared and active modes.
- partnering with the Wednesday Challenge to drive in school and workplace uptake of active and shared travel at least 1 day per week.
- refreshing public transport information to support service changes.
- producing regional shared and active travel route network maps.
- developing a targeted publicity marketing campaign to promote shared and active travel.

Car Parking Management

Aside from owning a car, the most compelling incentive to use a vehicle is wide availability of cheap or free car parking at the destination. Towns and cities in New Zealand have been designed around this principle, to the extent that any proposal to remove parking is often met with opposition from local businesses and retailers in particular. The reality is parking is never free or low cost and instead serves as a rate payer funded subsidy. The volume of



public land allocated to car parking is significant while the costs of management and maintenance are far above any parking revenue generated.

A more positive way of looking at the issue is to promote positive economic benefits of shared and active travel modes to local retailers and businesses. On an individual trip, car drivers tend to spend more than shoppers who have arrived by sustainable transport - but cyclists, pedestrians and people arriving by public transport tend to visit more frequently and spend more over the course of a year. Evidence from the UK, where non-car travel choices are often better, suggests that between a half and two thirds of shoppers in local shopping areas and city centres arrive by non-car modes.

Those surveys identify the three most pressing issues as being:

- accessibility for elderly, people with disabilities and parents with strollers.
- better conditions for pedestrians (wider footpaths, more crossing points, places to sit, more green space less noise).
- reduction of road traffic.

This supports programmes that improve walking, cycling and wheeling links and accessibility within townships and Gisborne City while also reinforcing the idea that attractive townscapes attract shoppers. By altering the streetscape to become more pedestrian-friendly, a “sense of place” can be created making pedestrians feel more comfortable to spend time and money at ease.

Kei a koutou Te Tairāwhiti Over to you Tairāwhiti!

Tairāwhiti Moves prioritises active and shared mode alternatives to using the car for all our journeys. The success of this plan hinges on collective commitment from everyone in our region, ongoing collaboration, and a shared vision for a future where people are using active and shared modes of transport more regularly than they are today.

And with that, over to you Tairāwhiti!



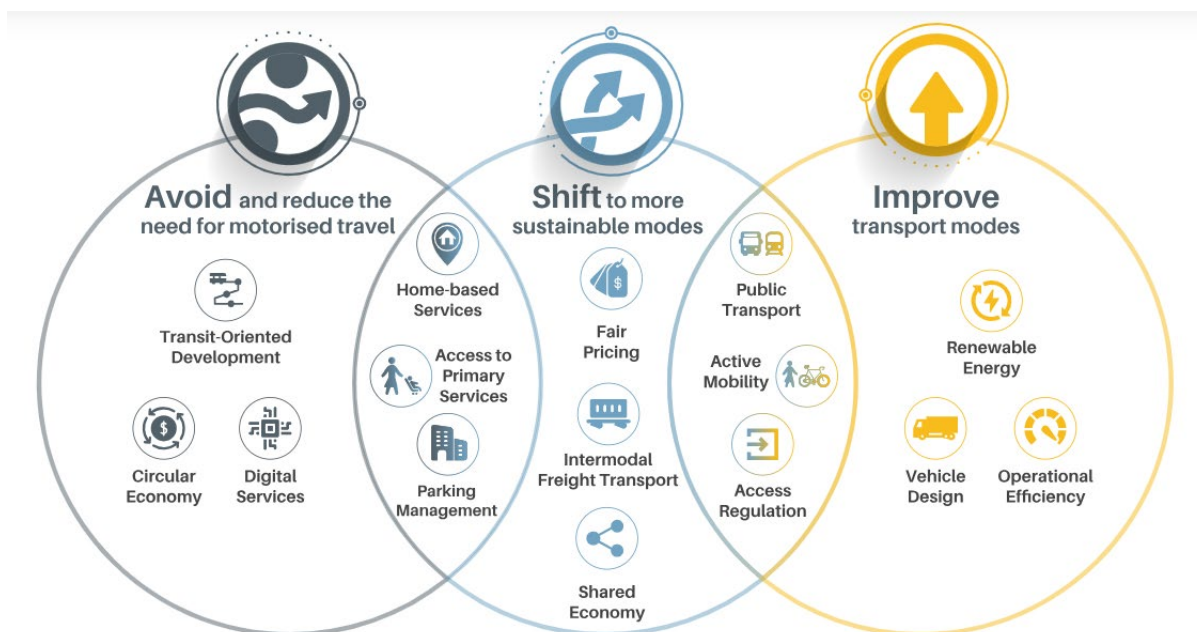
Āpititanga Kotahi – Kaupare/Neke/Whakapai – Te mahere whakaiti puha waka

Appendix One – Avoid/Shift/Improve Framework to reduce transport emissions

There are three complementary ways in which the emissions reduction challenge can be achieved.

- **Avoiding** or reducing travel: through undertaking more activities (such as work, education, and shopping) from home and combining more than one purpose in a single journey.
- **Shifting** the mode of travel: substituting SOV journeys for public transport and active travel.
- **Improving** the mode of travel: replacing Internal Combustion Engine (ICE) vehicles with zero emission (battery electric and hydrogen) alternatives.

This is where we get the Avoid-Shift-Improve framework (figure 2) which is how many institutions think about and discuss initiatives for emissions reduction.



*The A-S-I diagramme presents a non-exhaustive list of measures for illustrative purposes only.

Figure 12: Avoid-Shift-Improve Framework



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