



Report no: 4

Staff Travel Survey and Implementation Plan

Purpose of Report

1. The purpose of the report is to present the results from the survey to EMT and seek approval of the Travel Action Plan.

Recommendations

2. It is recommended that the EMT:
 - a. note the draft travel plan (appendix 1);
 - b. note the summary of the workplace travel survey (appendix 2);
 - c. approve the actions and funding for the travel plan.

Background

3. In June 2007, EMT agreed to the development of a workplace travel plan for Hutt City Council and to champion the plan and long term travel behaviour change. A travel plan is a range of measures that promote sustainable modes of transport for the journey to and from work and also during the working day. HCC has committed to participate in Greater Wellington's (GW) Travel Plan Programme to develop and implement a Travel Plan.

The Process

- Substantial research was conducted to better understand what the existing commuting patterns, preferences and opportunities for staff travel were. The research identified a number of potential initiatives, which were reviewed in the planning phase to determine which were likely to be the most effective. The development of the travel plan has followed the approved process established by GWRC to ensure that the objectives and outcomes are aligned with the regional travel demand management strategy. Appendix 2 highlights the results from the staff survey.

Survey Results Summary

- The survey highlighted that Hutt City Council staff have a lot of potential to change their travel behavioural patterns to more sustainable forms of transport. HCC staff are between 4 - 24 times more likely to travel as a solo driver than other organisations that have carried out a similar survey in New Zealand. The key factors that survey respondents said would influence them to change their current travel behaviour are highlighted in Table 1.

Table 1: Greatest influence for staff to use sustainable transport

Mode of transport	What would influence staff who currently drive to work				
Public Transport	Subsidised public transport	Frequent public transport	Increased reliability	Flexible work hours	Guarantee ride home
Car Pooling	Carpooling programme	Guaranteed ride home	Reserved car parks	Reduced car parking fees	
Cycling	More cycle lanes in the city	Showers / changing rooms / lockers/ facilities	Secured covered parking for bikes	Guaranteed ride home	Discounted to cycling equipment
Walking / Running	Discounted walking / running equipment	Showers / changing rooms / locker facilities	Guaranteed ride home	Flexible working hours	

Travel Plan Summary

- The draft travel plan (Appendix 1) includes a range of actions that can be implemented to reduce staff dependence on sole occupancy

transport. These actions focus mainly on incentivising staff to choose sustainable forms of transport.

7. Actions that are low cost should be implemented immediately. These are highlighted in green. It is recommended that the remaining actions be implemented over the next three years. These are highlighted in blue. Actions highlighted in red are not recommended at this stage. All actions will be reviewed yearly to take account for changes to staff travel behaviour and to ensure currency.

Costs

Action	Year 1	Year 2	Year 3
Immediate Actions	7250	3500	3500
Actions implemented over three years ¹	32900	47900	57900
Actions not recommended	0	0	0
Total	40150	51400	61400

Benefits to Hutt City Council

8. The primary benefits of a workplace travel plan to Hutt City Council are:

Cost savings

- Reduced demand for parking.
- More effective fleet management
- Flexible working arrangements can improve the efficient use of office space.

Increased staff productivity

- Active modes of transport such as walking and cycling can offer productivity benefits.
- Staff cycling and walking to work often are sick less often and have lower levels of absenteeism than those that travel by other modes.

Recruitment and retention of staff

- Easing the commute to work will enhance Hutt City Council's reputation as an employee friendly organisation.

¹ Blue actions include lost revenue

- Travel initiatives and policies can be promoted as part of an employment package for staff.
- Reduced stress levels and encouraging healthier lifestyles can be an effective retention strategy, thereby reducing costs associated with recruiting and training new staff.

Enhanced environmental performance

- A travel plan can mitigate this impact by reducing car use, CO₂ and other emissions.
- The plan can form part of the organisation's commitment to sustainability initiatives.

Improved accessibility

- Reducing car driving would reduce congestion around central offices and in the CBD generally;
- Increased travel options benefit both employees and visitors alike, whatever mode of transport they use;
- Enhances Hutt City Council's profile as a sustainable organisation.

Benefits to staff

9. The primary benefits to staff are:

Reduced commuting costs

- Costs of commuting can be considerable, and facilitating alternatives can bring direct savings to employees.

Improved working environment

- Developing a travel plan involves staff directly.
- Involving staff in the design brings a sense of ownership and achievement to the final travel plan.
- Encouraging car pooling and other such initiatives builds the social fabric of the organisation and improves the working environment.

Targets

10. In order to be successful a travel plan needs a range of sticks and carrots incentives. Organisations that have just provided information have been shown to be ineffective at reducing sole occupancy drivers. This travel plan focuses mainly on carrot incentives. Therefore a realistic goal is a 10% reduction in the number of solo occupancy drivers by November 2008.

Appendix 1: Travel Plan²

Objective 1: Public Transport (PT)

		Action	Who	Cost	Comments	Examples:	Estimated Budget (\$)
to / from work	1.1	Subsidise Public Transport (PT) tickets. 30%-50%	All council	50% = \$74-\$161 per employee per month, 30% = \$47-\$96 per employee per month	Cost includes fringe benefit tax at 65%.	Examples: 50% subsidy offer by Waitakeri City Council	40,000+
	1.2	Free PT trial for any employee that wishes to try public transport followed by a reduced subsidise PT \$15-\$30 per employee per month	All council	\$15-30 per employee per month. Valley flyer agreed to provide bus fare cars and one weeks free travel to all new patrons	Cost includes fringe benefit tax at 65%.	Examples: North Shore offers a free public transport pass, has a 50% uptake of those who trial free passes. Follow up with a \$30 per person per month subsidy. Currently costing \$35,000 per year for approx 1000 staff. Note North Shore City Council 10 minute work to free parking in North Shore, \$7-\$8 all day parking	20,000
	1.3	Work with public transport to improved reliability and frequency	Travel plan coordinator	staff time (less than 1hr a week)	Keep a working relationship with Public Transport operators and GWRC to improve services to staff		0
	1.4	Anti-Sustainable transport legislation Support Greater Wellington Regional Council work towards a trial FBT alteration that hinders sustainable transport initiatives.	Memo or presentation to Council	Cost benefit	Under the current definition of fringe benefit tax, offering subsidies for public transport incurs a fringe benefit tax of 65%.		0

² Actions highlighted in red are not recommended at this stage. Actions highlighted in green are recommended to be implemented immediately. Action highlighted in blue are recommended to be implemented over the next 3 years.

during work	1.5	Bus and/or Train passes for all staff. Similar to taxi chit	All council	Cost Benefit when considering the cost of a taxi or driving a pool car. Ongoing cost will be covered by existing budgets for travel	Bus cards or train tickets will be made available at all locations where staff currently can access taxi chits	A 2 hr meeting in GWRC will cost the following for a return trip. \$10.40 by the Valley Flyer and take approx 28 mins longer then by taxi. Taxi would cost \$80+. Pool or Private Car would cost approx \$31 (includes parking, does not include time taken to find parking).	0
	1.6	Sustainable Transport Policy: Encourage staff to use Sustainable Transport options during work hours such as PT where appropriate.	Travel plan coordinator and working group, to be supported by EMT	staff time	A culture exists in Lower Hutt that promotes travel by car. We are trying to change this culture to a more sustainable form of transport.		0

Objective 2: Car Pooling

		Action	Who	Cost	Comments	Examples:	Estimated Budget (\$)
to / from work	2.1	Reallocation of GM parks to car poolers (in their own cars). GM relocated to fountain car park.	EMT	\$1200 per park (utility service asset). 5- 7 parks total	Carpooling scheme will be target at council employees who drive other employees to work	Waitakeri City Council has a similar policy of preferred parking for car-poolers	8,400 (lost revenue)
	2.2	Free parking using Licence plate system for other car poolers.	Travel Plan	Lost revenue of approx \$15,000	Carpooling scheme will be target at council employees who drive other employees to work. Difficult to ensure that this doesn't get abused by staff	Waitakeri City Council has a similar policy of preferred parking for car-poolers	15,000 (lost revenue)
	2.3	Car pooling events for staff who are interested in car pooling	Travel plan co-ordinator and working group	\$1000 per year budget for any events/promotion of sustainable transport for staff.	Money will be used for events or marketing that promotes the use of sustainable transport.	Car Free Day, Bike to Work Week, Pool Party, Promoting the use of staff net to link people who are interested in car pooling	1,000

during work	2.4	Sustainable Transport Policy: Encourage staff to use sustainable transport options during work hours such as car pooling where appropriate.	Travel plan co-ordinator and working group, to be supported by EMT	staff time	Current fleet generally have only capacity for two people due to FBT legislation. See next point		n/a
	2.5	Anti-Sustainable transport legislation Support Greater Wellington Regional Council work towards a trial FBT alteration that hinders sustainable transport initiatives..	Council	Cost benefit	Under the current definition of a fringe benefit tax a work car that has 4 seats incurs a fringe benefit tax. This means that if more than 2 people are going to a meeting then more than one car is needed.		n/a

Objective 3: Walking

		Action	Who	Cost	Comments	Examples:	Estimated Budget (\$)
to / from work	3.1	Adjust the Wellness policy for walking related products and cycling equipment.	EMT, Human Resource	50% or \$200, whatever is the lesser per employee	Current policy was to promote physical activity by staff however it is not necessary to join a club and therefore excludes a lot of staff.		2,000
	3.2	Showers / Lockers / Changing Room	Urban Plus, Travel Plan Coordinator and Travel Plan Working Group	Full cost needs to be investigated. Recommend Urban plus put a report back to EMT at the cost of implementing this idea.	Opportunity to create a changing room and lockers at the café toilets.	North Shore City Council invested in developing better facilities for staff in 2004.	10,000 (estimated)
during work	3.3	HCC Pool umbrellas	Travel Plan Coordinator	100 logo umbrellas with HCC logo available for all staff at all sites.	Making available umbrellas to all staff in event of bad weather		1,000
	3.4	Sustainable Transport Policy Encourage culture of walking up to 1km where appropriate	Travel plan co-ordinator and working group, to be supported by EMT	staff time	A culture exists in Lower Hutt that promotes travel by car. We are trying to change this culture to a more sustainable form of transport.		n/a

Objective 4: Cycling

		Action	Who	Cost	Comments	Examples:	Estimated Budget (\$)
to / from work	4.1	Adjust the Wellness policy for cycling related products and cycling equipment.	EMT, Human Resource	50% or \$200, whatever is the lesser per employee	Current policy was to promote physical activity by staff however it is not necessary to join a club and therefore excludes a lot of staff.		0 (covered in action 3.1)
	4.2	Arrange discount and special credit arrangements for staff at cycle shops	Travel Plan Coordinator			GWRC smart travel discount cards	0
	4.3	Showers / Lockers / Changing Room	Urban Plus, Travel Plan Coordinator and Travel Plan Working Group	Cost needs to be investigated, see 3.2	Opportunity to create a changing room and lockers at the café toilets.	North Shore City Council invested in developing better facilities for staff in 2004.	n/a
	4.4	Provide combined cycle and scooter lock up outside cafeteria.	Urban Plus, Travel Plan Coordinator and Travel Plan Working Group	Estimated cost to secure door is at \$2500. Appropriate Bike stands \$500. Possible that this can be covered from existing budgets		North Shore City Council invested in developing better facilities for staff in 2004.	3,000
	4.5	Work towards making the city bicycle friendly.	Council	Covered in other programmes in council	Number one response to improving cycling in the city.		n/a
during work	4.6	Provide combined cycle and scooter lock up outside cafeteria.	Urban Plus, Travel Plan Coordinator and Travel Plan Working Group	Estimated cost to secure door is at \$2500. Appropriate Bike stands \$500	same as point 4.4		n/a
	4.7	Continue to provide Council bike	Council	No Cost	Bike currently available from staff net to book. Promoting staff to use the bike is the biggest challenge.		0
	4.8	Sustainable Transport Policy: Encourage culture of cycling small- median distances	Travel plan coordinator and working group, to be supported by General EMT	No Cost	A culture exists in Lower Hutt that promotes travel by car. We are trying to change this culture to a more sustainable form of transport.		n/a

4.9	Work towards making the city bicycle friendly.	Council	Covered in other programmes in council	Number one response to improving cycling in the city.	n/a
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Objective 5: Sustainable Transport

	Action	Who	Cost	Comments	Examples:	Estimated Budget (\$)	
to / from work	5.1	Guaranteed ride home and personal emergency policy (council cars, taxi, or PT)	Council	Varies depending on situation. Will incur FBT	In the event of a personal emergency or in case	North Shore City Council has a similar policy and has been in place since 2003. Has only ever been used once.	250
	5.2	Sustainable Transport Policy: No longer include parking spaces in any new employee's packages.	EMT	No Cost	Potential cost benefit if more public parking is made available in the fountain car park	CCDHB no longer offers employees parking packages and all staff are treated as equal in relation to parking management.	0
	5.3	Orientation – discuss incentives, policies and “expectations” around workplace travel	Travel plan coordinator and travel plan working group.	staff time	Promote any travel incentives to new staff. Encourage all new staff to use sustainable transport	CCDHB have been promoting sustainable transport to new staff. Provides a positive way to influence behaviour patterns of new staff.	0
during work	5.4	Sustainable Transport Policy Council abandon any reward policies that uses petrol voucher/parking spaces etc as rewards	EMT	No Cost			0
	5.5	Promote Phone / Video Conferencing / working from home	Human Resources Travel planner and IT	cost needs to be further investigated	Technology is making alternative options such as these a reality, however require significant investment and time to implement.		n/a
	5.6	1 scooters for small valley floor trips	Travel plan coordinator and travel plan working group.	\$4500 initial start up cost. \$1600 ongoing cost	Include cost of purchasing scooter, training, protective equipment, insurance, registration	Council around NZ have used scooters in the past and present however this is the first time it has been recommended as an action from a travel plan.	4,500

	5.7	Fleet policy – minimum environmental and Health and Safety standards in all car procurement policies	Travel Plan coordinator, travel plan working group and Finance.	staff time	Review of Council fleet policy to include some environmental and health and safety standards on any future purchases		0
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Appendix 2: Survey Results

11. This section summarises the results from the research phase of Council's Travel Plan. The structure of this section is in three parts, Methodology, Results and Conclusion. The Result section is split by the following categories.

- Overall Travel Behaviour
- Walking results
- Cycling results
- Public Transport results
- Car-pooling
- Solo-Drivers
- What would influence solo drivers to change their behaviour patterns

Methodology

12. A staff travel survey was undertaken from November 1st – November 16th 2007. This online survey involved around 30 questions on how staff currently travel and what would encourage them to use different transport modes. 329 staff or 75% of staff responded to the survey.

13. This data was analysed by GW's Travel Plan Programme using SPSS, a statistical programme for social sciences. For the analysis staff were categorised into the mode they used three or more times a week. For example, someone who cycled three or more times a week was considered a cyclist.³

Results

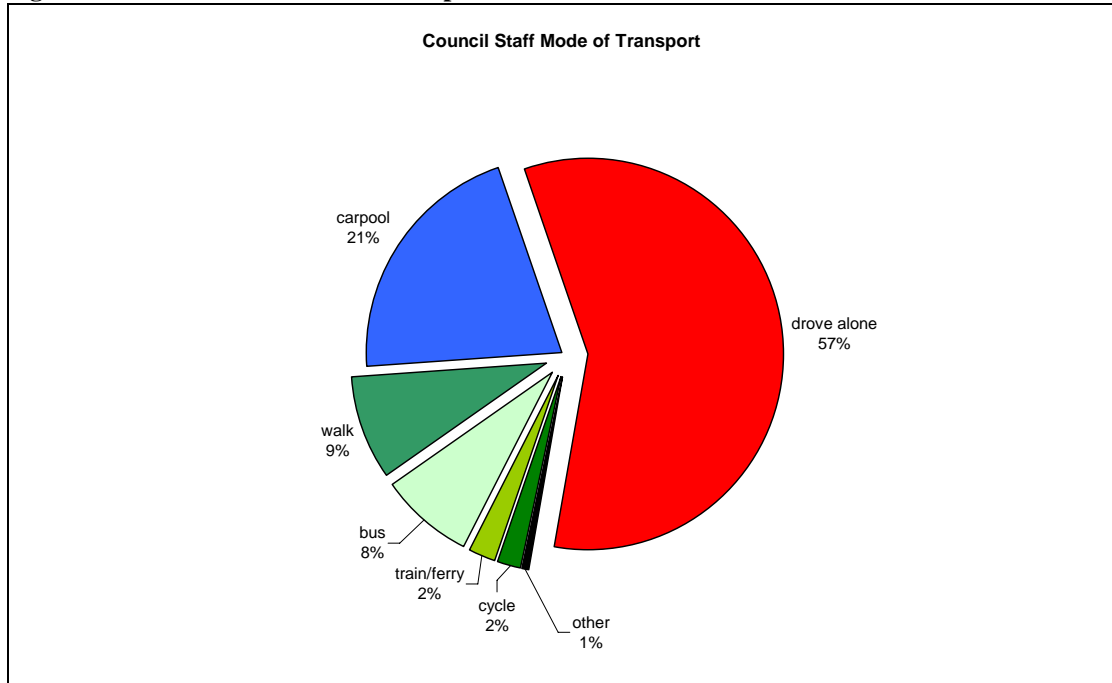
Overall Travel Behaviour

14. Figure 1 illustrates the make up of staff travel behaviours. Hutt City Council Staff have a high dependency on driving alone to get to work (57%) in comparison to other organisations like Shell (11%), GWRC (15%), MFE (2%) C&CDHB (49%), North Shore City Council (42%).

³ Please note a small percentage of respondents did not use any mode three or more times a week and were not able to be allocated a single mode.

This is a concern as single occupancies car use is the least sustainable form of transport.⁴

Figure 1: Council Staff Mode of Transport

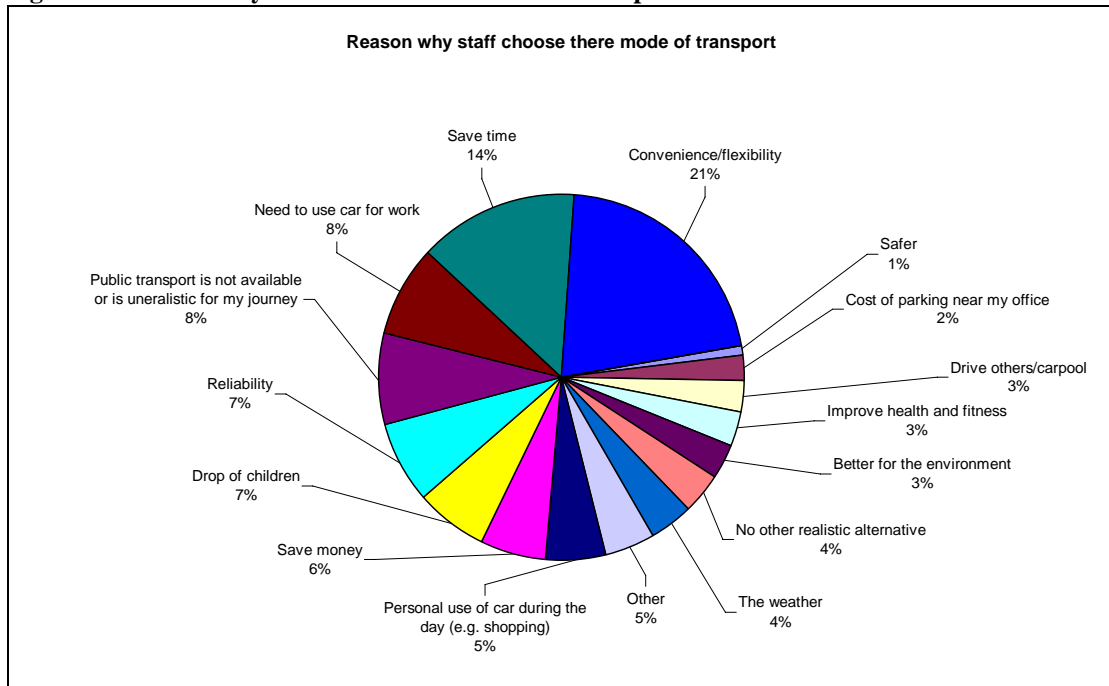


What are the main reasons we choose to travel this way?

15. Staff were asked to choose up to three reasons for why they selected a particular form of transport. For the majority of staff convenience, flexibility and time are the most important factors when deciding which mode of transport to choose from. Other factors such as; use of car for work, public transport is unrealistic, reliability, and having to drop off children make up the top 5 reasons.

⁴ Note: at the time of the report these are the only organisations that were surveyed in they same manner as Hutt City Council staff. NIWA are currently being surveyed and Hutt Valley District Health Board has agreed to do a travel plan in conjunction with GWRC and we will compare our results with these organisations when they are available.

Figure 2: Reasons why staff choose there mode of transport



16. Figure 3 illustrates travel behaviour by different age group. It shows that age plays an important factor in mode of transport choice. As a general trend, older groups are less likely to use sustainable forms or transport. Furthermore the age profile of Figure 4 shows that Council has a relatively older workforce at council, with a high percentage of staff being over 40. This highlights our target audience that we should be working towards influencing.

Figure 3: Mode of transport by age

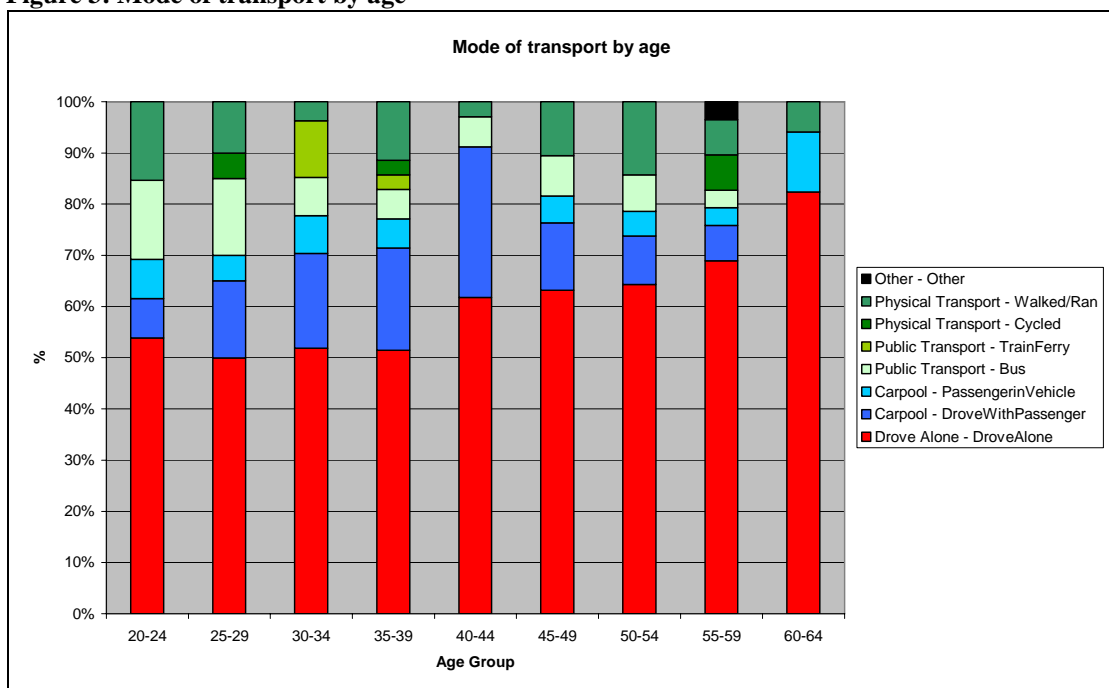
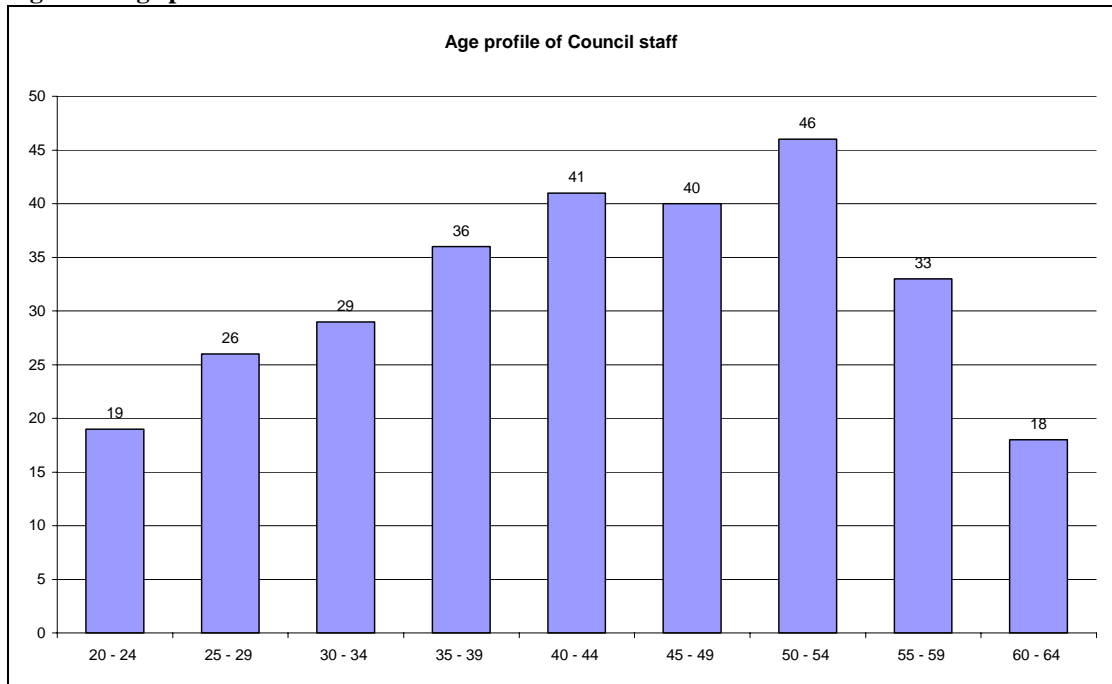


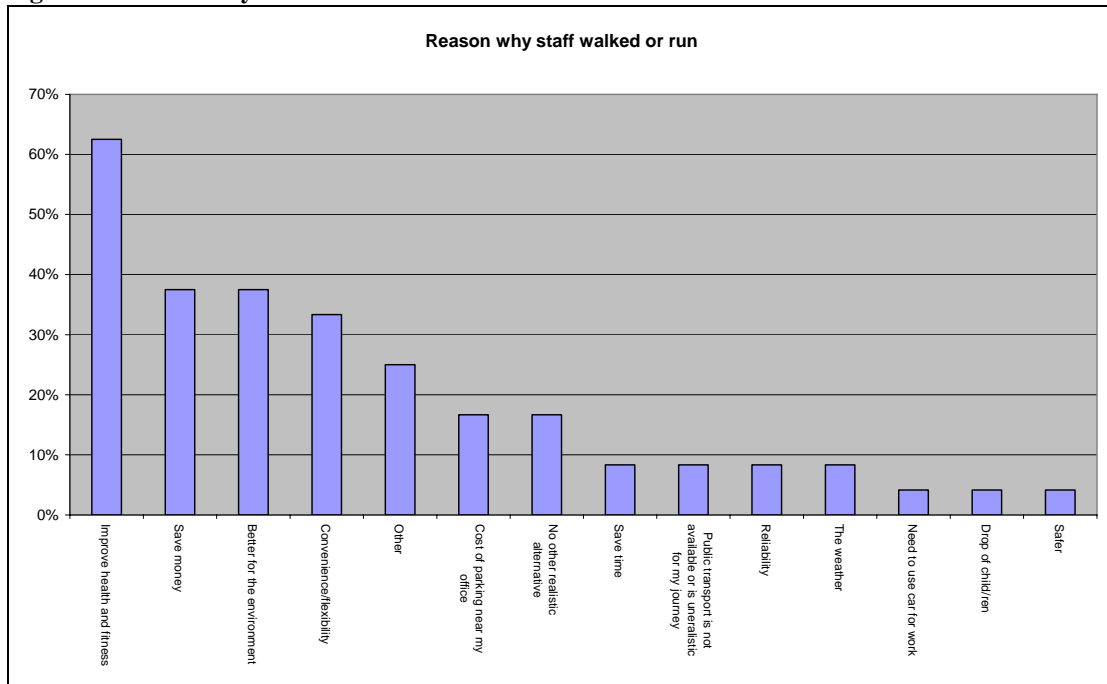
Figure 4: Age profile of Council staff



Walking /Running

17. The survey showed that 8% of staff walked or ran to work. In comparison to other organisation this is low (MFE 21%, GWRC 19%, Shell 12%, C&CDHB 14%, NSCC 7%). Census data for Lower Hutt show that this is high in comparison with Lower Hutt residents (3.9%).
18. Figure 5 show the reasons why staff chose to walk or run to work. The top 4 answer were improved fitness, save money, better for the environment, and convenience /flexibility.

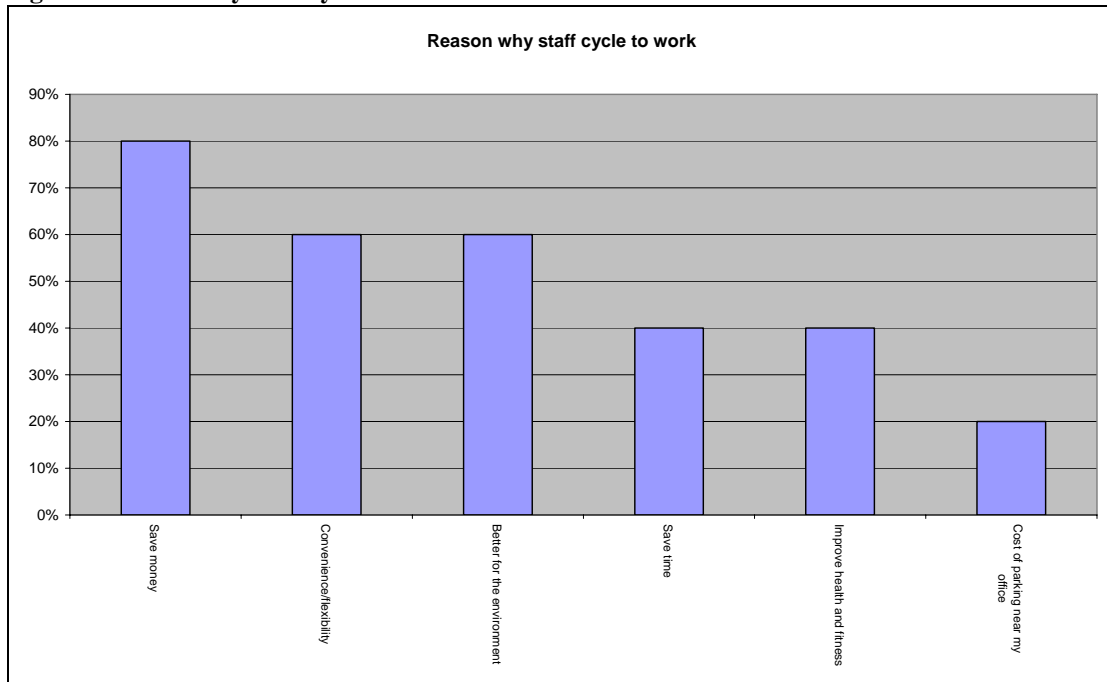
Figure 5: Reason why staff walk or run



Cycling

19. The survey showed that 1% of staff currently cycle to work. Again in comparison with other organisations this is low. (MFE 8%, GWRC 10%, Shell 2%, C&CDHB 4%, NSCC 3%). Census data shows that this is slightly low in comparison with Lower Hutt residents (1.3%).
20. Figure 6 shows that the top 5 reasons why staff cycle to work are; saves money, convenience/flexibility, better for the environment, save time and improves health/fitness.

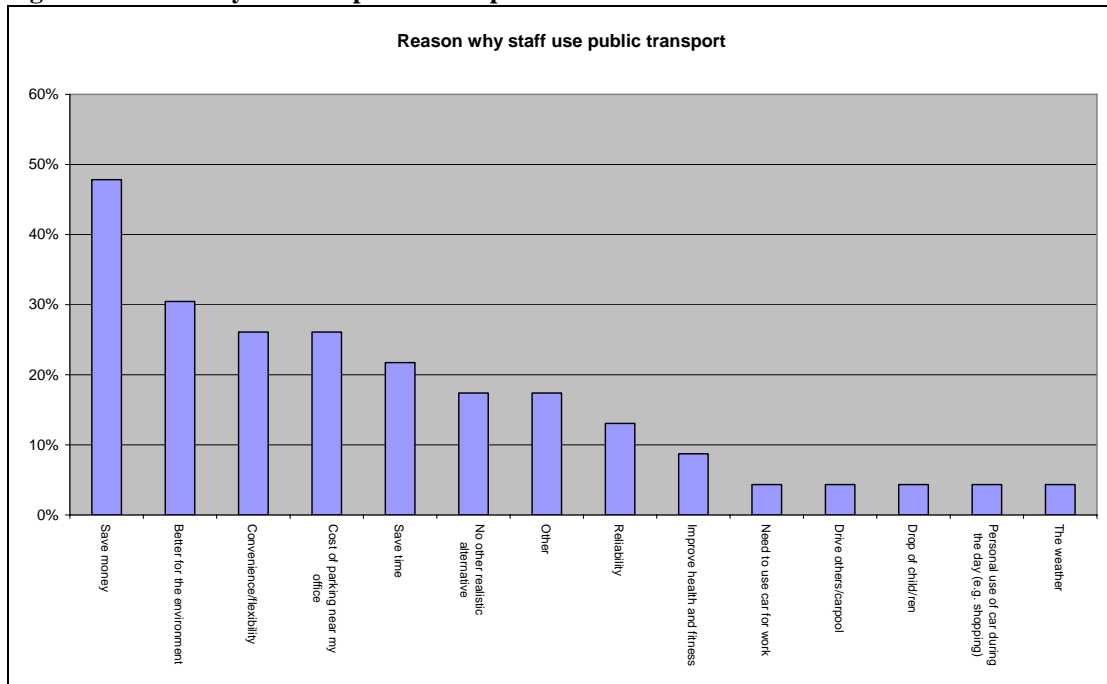
Figure 6 Reason why staff cycle to work



Public transport

21. The survey showed that 9% of staff use public transport. Again in comparison with other organisations this is low. (MFE 47%, GWRC 35%, Shell 46%, C&CDHB 11%, NSCC 21%). Census data also show that this is also low in comparison with Lower Hutt residents (13.5%)
22. Figure 7 shows that the top 5 reasons why staff use public transport are; saves money, better for the environment, convenience/flexibility, cost of parking and saves time.

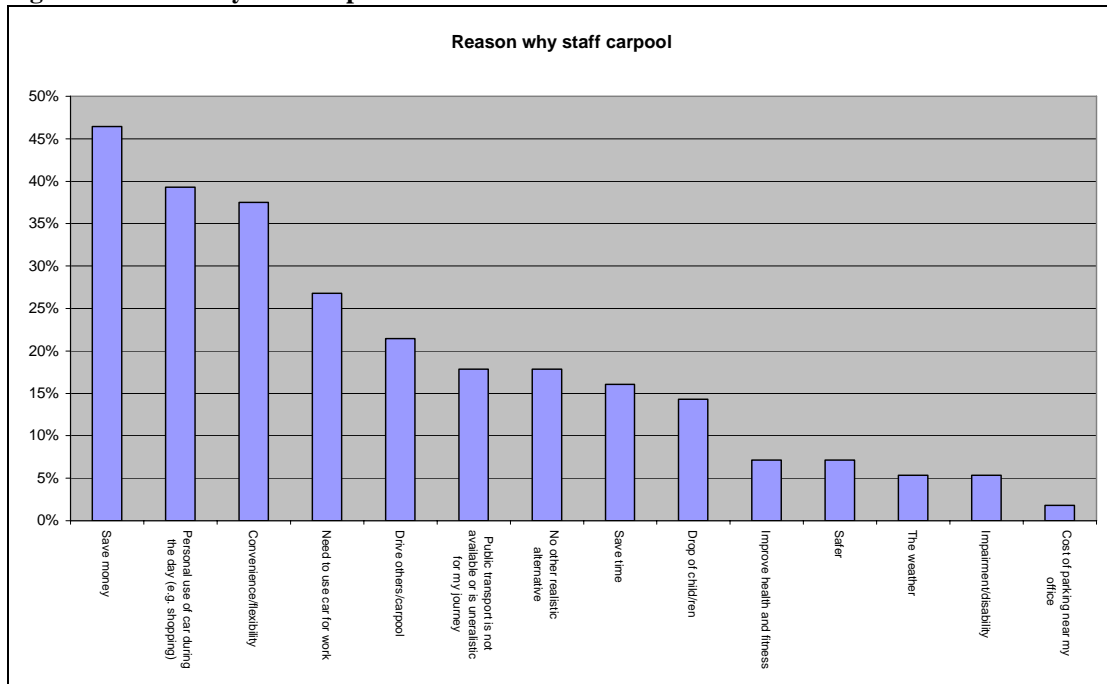
Figure 7 Reason why staff use public transport



Carpooling and driving with passengers

23. The survey showed that 23% of staff currently carpool. This is slightly higher than other organisations. (MFE 14%, GWRC 20%, Shell 21%, C&CDHB 20%, NSCC 20%)
24. Figure 8 shows that the top 5 reasons why staff carpool. They are; saves money, personal use of car during the day, convenience/flexibility, need to use car for work, need to drive others including kids.

Figure 8 Reason why staff carpool



Solo car driving

25. Solo occupancy travel is the least sustainable form of transport. The survey showed that currently 57% of staff drove alone to work. In comparison to the other organisations (MFE 2%, GWRC 15%, Shell 11% C&CDHB 49%, NSCC 42%), HCC staff are up to 24 times more likely to drive alone than other organisation surveyed.
26. Figure 9 shows that the top 5 reasons why staff drive alone to work are; convenience / flexibility, save time, public transport is unrealistic, need to use car for work, and reliability.

Figure 9: Reason why staff drive alone

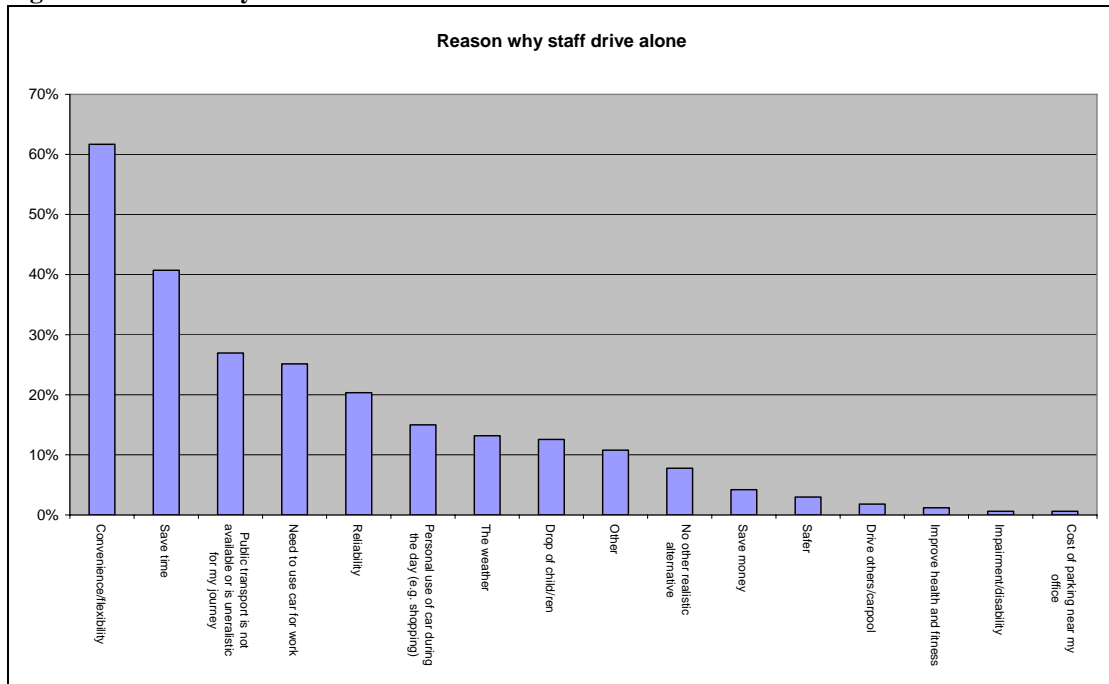
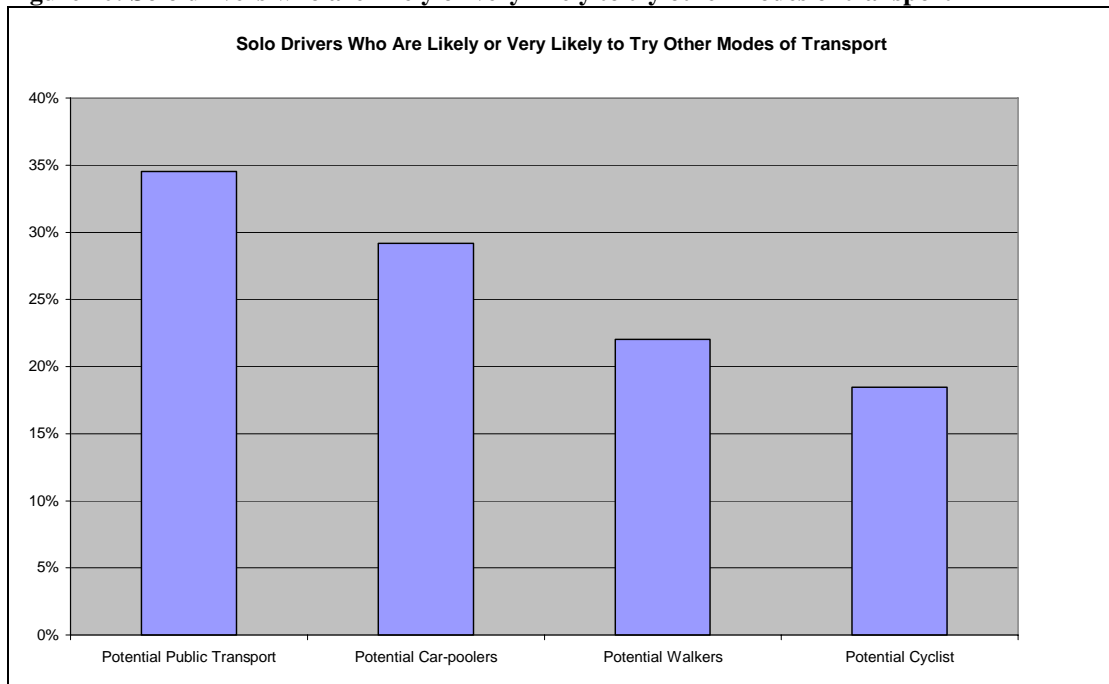


Figure 10: Solo drivers who are likely or very likely to try other modes of transport

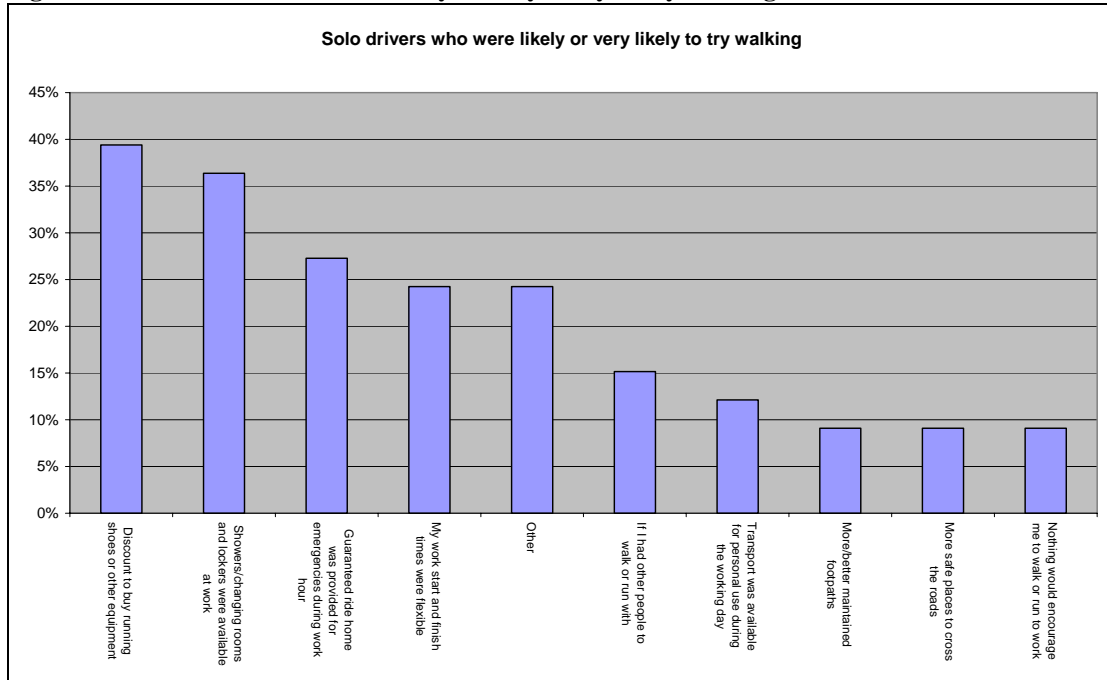


27. Any distance less than 1 - 2km is considered realistic for staff to walk or run to work. From the survey we have 19 staff who drive less than 1km to work, 6 who carpool or drive solo and 12 staff who carpool less than 1km.

28. Figure 10 shows that 37 staff that currently drive alone were likely or very likely to try walking / running to work. Ideas listed by survey responses to influence them to try walking or running are; discount to buy running shoes or other equipment, showers / changing rooms /

lockers facilities, guarantee ride home for emergency, flexible working hours.

Figure 11: Solo drivers who were likely or very likely to try walking

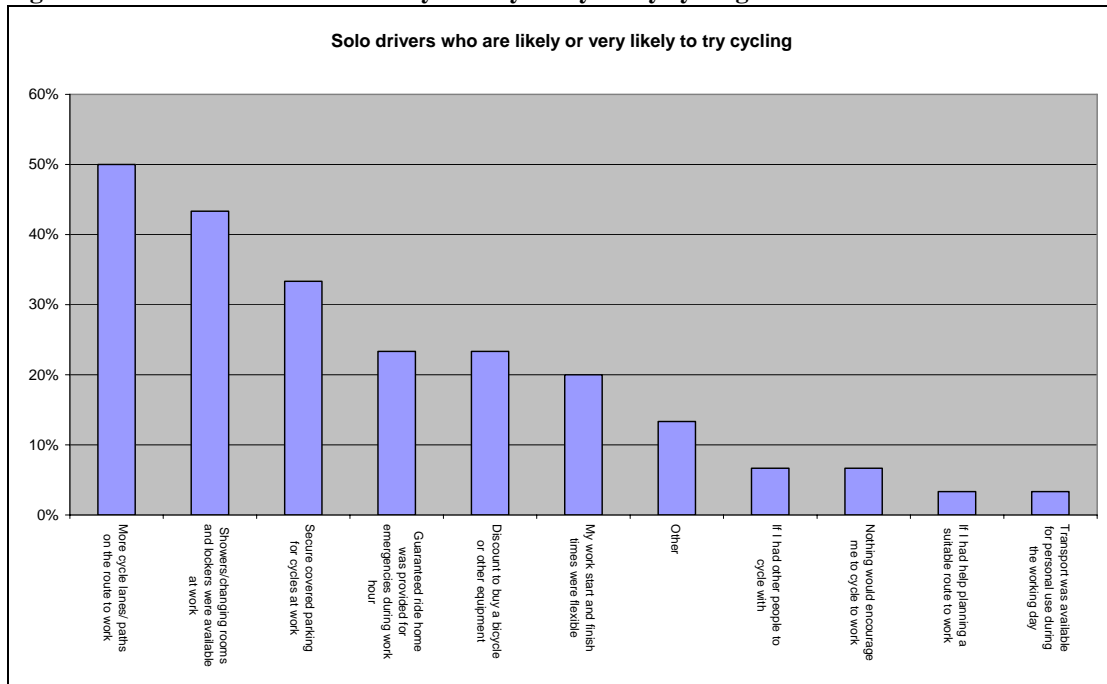


29. Any distance less than 5km is considered realistic for staff to cycle.

From the survey we have 15 staff who drive less than 5km to work, 9 who carpool or drive solo and 9 staff who carpool less than 5km.

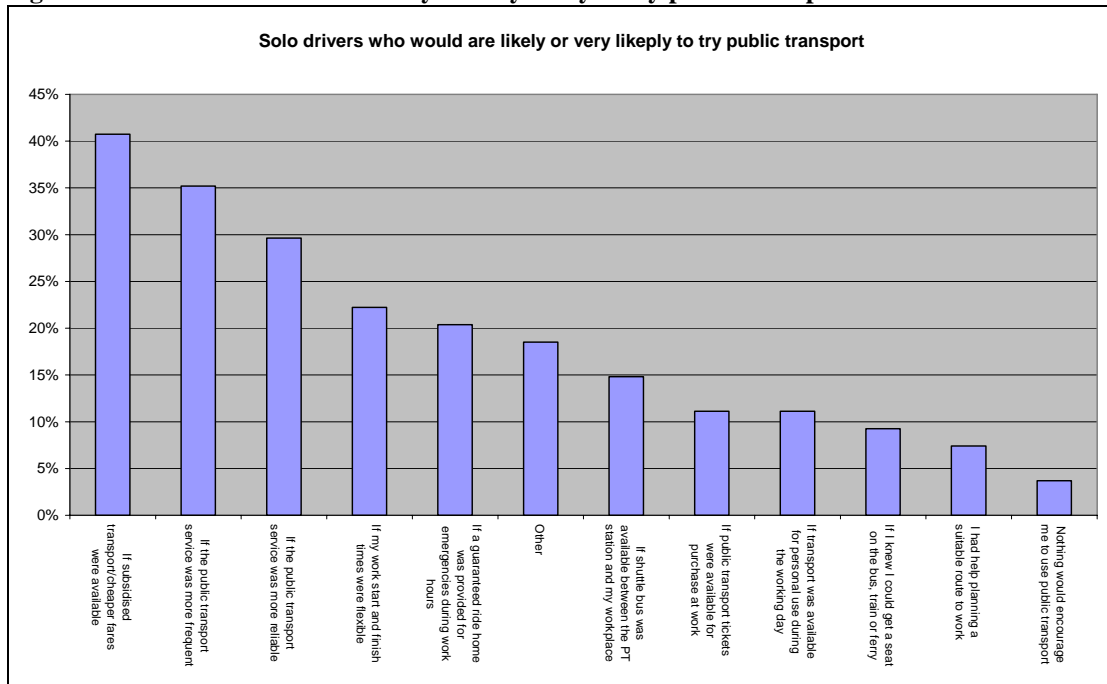
30. Figure 10 shows that 31 staff that current drive alone were likely or very likely to try cycling to work. Ideas that would influence them to try cycling are; more cycle friendly city, showers / changing / lockers facilities, secured covered parking, guarantee ride home for emergency and discount to buy bicycles or other equipment

Figure 12: Solo drivers who are likely or very likely to try cycling



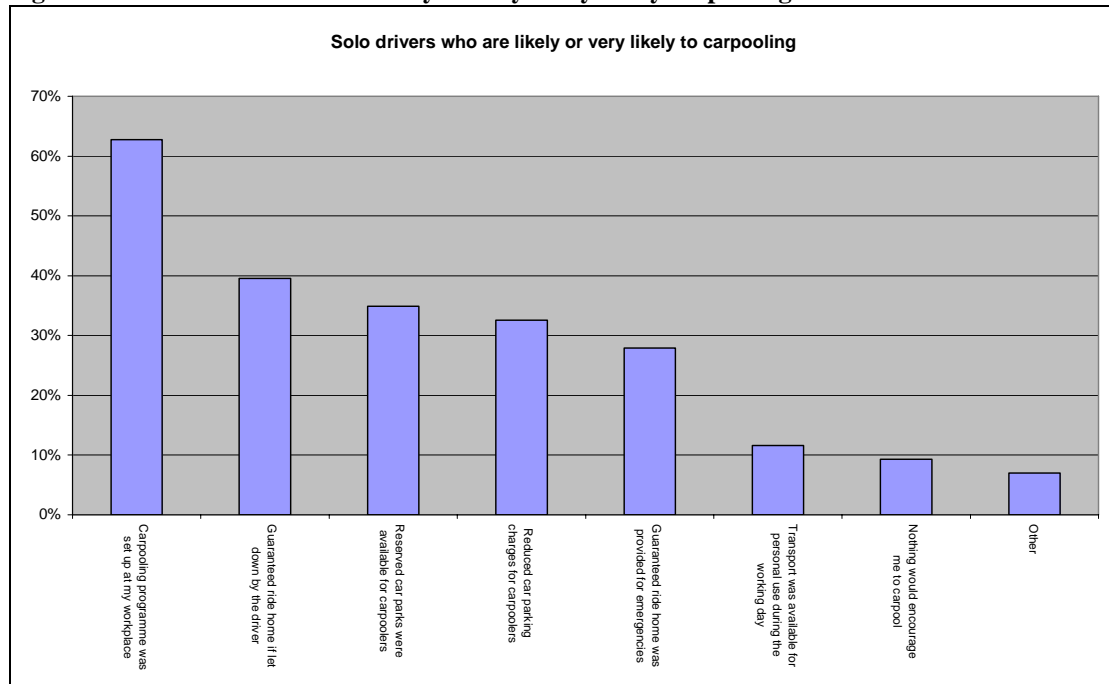
31. Public transport is available to the main council network. Westfield is the central hub for all bus services in Lower Hutt and is only 2 minute walk from the main administration building. Melling station is a 10 minute walk and Waterloo station is a 20 minute walk. Potentially staff living in central Wellington, all Lower Hutt suburbs and most of Upper Hutt Suburbs could take public transport. It is noted that for some staff living in places like Kapiti, Porirua, Tawa, Johnsonville, there is no feasible form of public transport to get to Lower Hutt. However there is still a huge potential to get staff into public transport. Figure 10 shows that 58 staff that currently drive alone were likely or very likely to try public transport. Ideas that would influence them to try public transport are; subsidised public transport, more frequent public transport, public transport was more reliable, flexible work hours, and guarantee ride home for emergency.

Figure 13: Solo drivers who are likely or very likely to try public transport



32. Council already has a strong carpooling culture with 23% of staff preferring to travel in this manner. Carpooling is the only sustainable form of transport for staff that currently live north of Johnsonville along State Highway 1. Figure 10 shows that 49 staff that currently drive alone were likely or very likely to try car pooling. Ideas that would influence them to try carpooling are; Carpooling programme, guaranteed ride home if let down by driver or for emergency, reserved car parks for car-poolers, reduce car parking charges for car poolers.

Figure 14: Solo drivers who are likely or very likely to try carpooling



Conclusion

33. The survey showed that as an organisation we are very poor in relation to sustainable forms of transport. However, this gives us huge potential for change, more so than most other comparable organisations. If we look at staff that currently use more sustainable forms of transport such as walking, cycling and public transport we see a reoccurring theme as to why they decided on this form of transport. The themes are that these staff find these forms of transport to be cheaper, better for the environment, saves time and convenience/flexibility. Bringing this back to all staff, time and convenience / flexibility are the major factors in deciding how we get to work. Therefore it is more a behavioural change that is required rather than a lack of infrastructure such as Public Transport.

There are two possible approaches to influence staff travel behaviours, these are the “carrot” and “stick” methods.

- The stick method currently used by other organisations focus on raising the cost of parking and reducing the availability of parking. This method will have financial benefits however it would not be well received by staff. CCDHB is a good example of the negative impact that this method can have with staff.
- The carrot method would focus on implementing a range of incentives that would reward staff to choose more sustainable forms of transport. This method will have financial cost, however will be positively received by staff.

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