

8. SECOND PILOT OF GO SMARTER COMMUNITY PROJECT

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The purpose of this report is to provide the Board with background information on the Go Smarter community project and detail why the Avondale area has been identified as the second residential area in Christchurch to receive the programme commencing in September 2003.

WHAT IS GO SMARTER?

Go Smarter is the name of a personalised journey-planning programme developed by Environment Canterbury, which is based on international personalised journey planning programmes (Australia's TravelSmart). It was trialled in east Papanui between October 2002 and April 2003.

Go Smarter is about travelling smarter. The concept is to get households to look closely and critically at their everyday travel and then make small travel changes appropriate to their travel needs and lifestyle.

The project aims to help individuals make better use of existing local modes of travel, save time and money, and balance car use with other forms of travel. By reducing trips made by car and increasing use of alternatives such as cycling, walking and using public transport it is possible to reduce traffic congestion, improve air quality and make our streets safer. This makes them better places for people, where communities can reunite and enjoy their neighbourhood.

HOW GO SMARTER WORKS

The Go Smarter project is community based and delivered programme. Households are recruited to participate in the pilot project and asked to keep a travel diary for three days. They are not asked to change their travel patterns in any way. The diaries are then collected and used to analyse household travel patterns. The analysis is used to customise suggested options for changes that households/individuals could make to save time and money on their travel (see attachment).

CHRISTCHURCH CITY COUNCIL'S INVOLVEMENT

The project team is comprised of two City Streets staff (Robert Woods - Transport Planner, Passenger Transport and Sustainability and Jacqui Giddings - Promotions and Education Adviser) and two Environment Canterbury staff (Nick Bryan - Regional Transport Planner and Michael Blyleavan - Strategic Analyst Energy and Transport).

The project team will progress the scheme through a stakeholder steering group and report progress through Board and Sustainable Transport and Utilities Committee meetings at key stages throughout the project. The Board is invited to select a representative to sit on the stakeholder steering group. The stakeholder steering group will be mainly comprised of representatives from the community.

Christchurch City Council's \$40,000 contribution towards the second programme will be funded through the City Streets Unit operational budget that has been carried over from the 2002/03 financial year. A similar contribution is being made by Environment Canterbury towards the project.

OUTCOMES OF THE FIRST TRIAL IN PAPANUI AREA

Positive outcomes from the East Papanui trial show a five percent decrease in the number of private motor vehicle trips and an increase in the number of people utilising alternative modes after the project was completed as shown in the table below.

Trip Mode	Number of people using the mode before	Number of people using the mode after	% increase
Passenger in private vehicle	38	49	29%
Cycle	24	29	21%
Bus	13	16	23%

WHY AVONDALE IS SELECTED

The Avondale area has been selected over other residential areas in Christchurch because of a number of factors including, but not limited to:

1. The physical proximity to the central city and the availability of public transport.
2. The capital works the City Streets Unit has scheduled for the area to improve the safety of students travelling to and from the schools in the area including:
 - Cycleway improvements including the Chisnallwood Intermediate school bubble and Breezes Road cycle lanes from Avondale Road to Wainoni Road.
 - The Breezes Road 40 km/h speed zone for Avondale Primary School and Chisnallwood Intermediate.
3. The level of interaction between the Council and the schools in the area, through consultation carried out for the above capital works activities and relationship developed with the City Streets Schools Coordinator and the Land Transport Safety Authority Roadsense Coordinator.
4. The community is a similar size and make-up to East Papanui community allowing consistency in recruitment and communication methods.

PROJECT TIMEFRAME

Recruitment of households	September 2003
Feedback folder to households	November 2003
Community event	January and August 2004
Follow up visits and re-survey of households	April and October 2004
Project review	November 2004

Staff

- Recommendations:**
1. That the Board support the Go Smarter personalised journey planning programme being undertaken in the Avondale area from September 2003 through to October 2004.
 2. That the Board select a member to be included on the stakeholder steering team for the Go Smarter programme in Avondale.

Chairperson's

- Recommendation:** That the abovementioned recommendations be adopted.