

## 17. AVONDALE GO SMARTER COMMUNITY PROJECT

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The purpose of this report is to provide an update to the Board on the progress of the Avondale Go Smarter Community Project.

### PROJECT TIMING

Household recruitment for the project began the weekend of Saturday 4 October 2003 and was completed on the weekend of Saturday 18 October 2003. Collection of travel diaries from participating households was completed on the weekend of Saturday 26 October 2003.

Data entry and analysis of the travel diaries generated by the project will be undertaken over the period from 5 to 21 November 2003.

A summary report of travel diaries for the area will be prepared and sent to the Board by Monday 28 November 2003. Travel suggestions and feedback will be provided to all participating households by Saturday 6 December 2003.

### PARTICIPATION

A total of 319 households agreed to participate in the project, with 594 individual travel diaries completed by individuals over 13 years of age. This is a higher participation rate than the East Papanui Go Smarter Community Project undertaken by Environment Canterbury in October 2002, and is a similar participation rate (41% of all households in the recruitment area) to similar studies being undertaken in Australia and Europe.

### DATA ENTRY AND ANALYSIS OF TRAVEL DIARIES

Eight third-year university students have been employed to undertake the data entry and analysis beginning Wednesday 5 November 2003. Once the information for each household is entered into the database, a summary of the household's current travel patterns is produced detailing their current travel patterns.

Personalised letters will be prepared for each individual in the household who completed a travel diary. These letters will detail a number of suggestions, encouraging the participant to change their current travel habits to more sustainable options. It is anticipated that all diaries will be entered into the database before Friday 21 November 2003. A summary report of travel diaries for the area will be prepared and sent to the Board by Monday 28 November 2003.

### FEEDBACK AND TRAVEL SUGGESTIONS FOR EACH HOUSEHOLD

Appointments will be made with each household to deliver the personalised feedback and information folders over three consecutive weekends beginning Saturday 15 November 2003. Suggestions in these letters will be explained to the individual by the market research field worker returning the feedback to the household.

Every participant who completed a personal travel diary will be offered a Metrocard, loaded with enough credit for thirteen (13) trips. The provision of the cards and month's travel has been subsidised by the Environment Canterbury. In addition to the re-survey of participating households scheduled for October 2004, the project team will track the use of these cards over the next 12 months. This information will help to determine whether the provision of this incentive encourages participants to increase their use of the public transport facilities and whether there is a sustained change in behaviour.

A further project update will be provided to the Board with a summary of the current travel patterns generated through analysis of the travel diaries on Monday 28 November 2003.

#### Staff

**Recommendation:** That the information be received.

#### Chairperson's

**Recommendation:** That the information be received.