

10. GREATER CHRISTCHURCH TRAVEL DEMAND MANAGEMENT STRATEGY AND ACTION PLAN – COUNCIL ADOPTION

General Manager responsible:	General Manager Strategy and Planning, DDI 941 8281
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PURPOSE OF REPORT

1. The purpose of the report is for the Council to adopt the Greater Christchurch Travel Demand Management (TDM) Strategy and Action Plan (refer **attached**).

EXECUTIVE SUMMARY

2. The Greater Christchurch TDM Strategy and Action Plan has been prepared in partnership with the Greater Christchurch Urban Development Strategy (UDS) partners (Environment Canterbury, New Zealand Transport Agency, Selwyn District Council, Waimakariri District Council). The Strategy and Action plan was accepted by the UDS Implementation Committee (UDSIC) on Monday 22 June 2009. To ensure consistency amongst the partners the UDSIC recommended that each council adopt the Strategy and Action Plan. This report recommends that the Council follow this recommendation and adopt the Strategy and Action Plan.
3. The Greater Christchurch TDM Strategy and Action plan sets a travel demand management policy direction, targets and actions to achieve a more sustainable transport system in the UDS area. The strategy explains what TDM is, the need for TDM, and the benefits of TDM initiatives. The strategy includes six policies that each partner should incorporate into their own strategic and operational planning. The action plan contains a number of activities categorised into three approaches:
 - (a) Influencing travel choices,
 - (b) Reducing the need to travel by car
 - (c) Support the efficient movement of freight

What is it?

4. TDM can mean different things for different people. For this strategy, TDM focuses on methods and programmes that can change travel behaviour (how, when and where people travel). This can be as simple as getting people to walk to the dairy to buy the paper, or encouraging people to avoid the peak travel times when they drive. A TDM programme seeks to influence a range of people's travel behaviours so that we maximise the efficiency of the existing transport system. It doesn't suggest that all motor vehicle usage is bad but encourages people to think about what the most efficient mode would be.

The Need for TDM

5. The costs of building and maintaining roads is substantial. As Christchurch grows the demand for extra road capacity will increase unless there are policies and initiatives to constrain that demand. The costs and impacts of a road based approach is not practical. TDM is therefore one mechanism that enables growth without necessarily needing to build expensive road capacity. Internationally there have been substantial successes with TDM in achieving changes to people's travel behaviours.

FINANCIAL IMPLICATIONS

6. The action plan identifies both actions that are already being undertaken (ongoing work) by the Council and recommended new actions. The 2009-19 LTCCP does make provision for both ongoing work and new work. Implementing the Greater Christchurch TDM Strategy is a long term goal and in preparing the 2012-2022 LTCCP the Council will need to consider where additional funding might best be targeted to work towards the strategy's targets.

Do the Recommendations of this Report Align with 2009-19 LTCCP budgets?

7. Yes, see above.

LEGAL CONSIDERATIONS

8. There are no specific legal considerations with the adoption of this strategy. The strategy is however aligned, in terms of its objectives, with national legislation including the Land Transport Management Act (affordable, integrated, safe, responsive and sustainable land transport system) and the Local Government Act (which seeks a sustainable approach promoting the four well-beings; social, environmental, economic, cultural).

Have you considered the legal implications of the issue under consideration?

9. As above.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

10. The Greater Christchurch TDM Strategy and Action Plan will contribute to three of the four activities (active travel, parking, road network) within streets and transport services. The successful implementation of TDM will also positively contribute to a number of other strategic issues highlighted in the LTCCP, namely: educational achievement and socio-economic disadvantage, supporting communities, health, economic development, climate change, energy, urban growth, central city revitalisation and infrastructure investment.

Do the recommendations of this report support a level of service or project in the 2006-16 LTCCP?

11. Yes. The Greater Christchurch TDM Strategy and Action Plan will assist in achieving a number of community and Council outcomes under the LTCCP, in particular the community outcomes it will help contribute to are:

Security, Community, Environment, Prosperous, Healthy, Recreation and Development. Specific targets/Levels of service in the LTCCP (2009-2019) which this strategy will support include:

- (a) Levels of walking (mode share)
- (b) Levels of cycling (mode share)
- (c) Primary schools with 'Cycle Safe' programme
- (d) School Travel Plans
- (e) Public Transport Levels (mode share)
- (f) Public Transport trips
- (g) Peak travel times
- (h) Inter-peak travel times
- (i) Level of motor vehicle use (mode share)

ALIGNMENT WITH STRATEGIES

12. The Greater Christchurch TDM Strategy was identified as a fundamental requirement of transport planning in the *Greater Christchurch Urban Development Strategy*. The planning and implementation of the Christchurch transport system is guided by the *New Zealand Transport Strategy 2008*, the *Government Policy Statement for transport*, the *Canterbury Regional Land Transport Strategy* and the individual transport strategies of Christchurch City Council. The Greater Christchurch TDM Strategy is well aligned with all of these strategies and is an important element of transport planning if we are to achieve the objectives and targets set out in these strategies.

Do the recommendations align with the Council's strategies?

13. Yes, as above.

CONSULTATION FULFILMENT

14. The Greater Christchurch TDM Strategy's development has been guided by the UDS Implementation Committee (UDSIC). Community consultation was undertaken from 16 February to 13 March 2009. Information on the draft strategy was made available at respective Council offices, libraries and service centres and on the Council's website. Information was directly sent to 244 stakeholder groups/individuals, and community boards or advisory boards. Sixty three responses were received from 18 organisations and 45 individuals. A Hearings Panel comprising of members of the UDS IC; Alec Neill, Lindsay Philps, David Ayers and chaired by Bill Wasley heard presentations from five submitters on 27 April 2009. The Hearings Panel has subsequently deliberated on submissions and the strategy has been updated.
15. The Hearings Panel recommended that the final strategy be adopted by UDS partners by resolution of their council or board following the UDS Implementation Committee 22 June 2009 meeting.

STAFF RECOMMENDATION

It is recommended that the Council adopt the Greater Christchurch Travel Demand Management Strategy and Action Plan.