

NEW INITIATIVE (I)

Project title: Household Travel Survey

Background: this initiative was considered by committee as part of the climate change paper in December 2007. The survey will fill an information gap and is urgent in that the findings will ensure that the implementation of the cycling and walking plans are effectively targeted.

It is recommended that the initiative be included in the draft annual plan.

1. The Proposal

The Household Travel Survey is a comprehensive survey that will look to find trends of travel behaviour for Wellington commuters and residents. It will be used to inform decision making leading into the next long-term plan on how to best leverage the Council's investment and resources relating to travel demand management and road space allocation.

2. Proposal Costs

Project Component	Operating expenses \$000									
	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18
<i>Income (L TNZ)</i>	<i>(80)</i>	-	-	-	-	-	-	-	-	-
<i>Contract expenditure</i>	<i>155</i>	-	-	-	-	-	-	-	-	-
<i>Total</i>	<i>75</i>	-	-	-	-	-	-	-	-	-

3. Project Outline

This initiative will supplement the existing Travel Demand Management project. It aims to gauge the number of people that are likely to change behaviour (in relation to different interventions) and assess these in terms of departure and destination points.

The detailed and up-to-date information provided by the survey will enable officers to identify how best to target Council investment so that transport decisions result in the best value-for-money for Wellington ratepayers.

There are a number of transport initiatives that will benefit from the information that the proposed Household Travel Survey will provide. These projects include the implementation of the Walking Plan, Cycling Plan and bus priority initiatives. The information will allow Council to prioritise one project over another and to prioritise areas for project delivery.

This project involves conducting a one-off survey in 2008/09. It is estimated to cost approximately \$155,000¹. The project will receive a subsidy of 53% from Land Transport New Zealand, the remaining \$75,000 to be funded from rates.

The survey will ascertain the following key pieces of information:

- current travel behaviour and willingness to change mode
- reasons for mode choice and barriers to change
- likelihood of change in relation to different interventions
- likelihood of change by area.

4. Conclusion

A household travel survey will enable the Council to make informed transport investment decisions and planning leading into the long-term plan. For these reasons it is important that this project proceed in the 2008/09 year.

¹ The preferred methodology for the survey has yet to be established. Officers are also exploring what data can be drawn from LTNZ annual national survey and how this survey could complement that information. The survey costs are based on a sample of 1,000 (likely to be targeted at those who indicate a willingness to change their travel patterns).