

Transport Related Environment Division Air Quality Projects for 2000/01 – 2002/03

Project Tasks	Timeframe	Rationale	Internal Involvement	External Involvement
<p>School “Walking Bus” Programme Work with two schools to co-ordinate a group of parent volunteers to walk a predetermined route to and from school at set times, picking up children at stops along the way. Parents are encouraged to send children to school by a safely chaperoned “walking bus”, rather than driving them to and from school each day. This programme has been successful in reducing traffic at the school gate at schools in Auckland. An evaluation is being done for four Christchurch schools.</p>	2000/01	<ul style="list-style-type: none"> • Reduces a localised congestion problem. • Encourages environmentally benign modes of transport. • Raises community awareness of air discharge problems caused by traffic. Shows a local community that they can make a difference locally. 	<ul style="list-style-type: none"> • Transport Division • Corporate Communications 	<ul style="list-style-type: none"> • Wellington City Council • Hutt City Council • Primary schools’ Board of Trustees
<p>Corporate Travel Pilot Programme</p> <ul style="list-style-type: none"> • Wellington Regional Council • Two private corporations <p>Work with willing corporations (beginning with WRC) to identify ways in which the corporation could encourage their employees to travel by environmentally benign modes of transport (e.g., walk to work days, or providing lockable bike sheds), and to reduce contributions to traffic congestion (e.g., through more flexible working hours).</p>	2001/02 2002/03	<ul style="list-style-type: none"> • Traffic congestion is most problematic at rush hours when the majority of the City’s workforce start/finish work. • Most traffic congestion is caused by people who work in the central city. • Working with a couple of corporations will assist us to determine how these problems might be alleviated, and at what cost. 	<ul style="list-style-type: none"> • Transport Division • Corporate Communications 	<ul style="list-style-type: none"> • Two private corporations
<p>Public Awareness Programme Two years from now, the Transport Division will have developed a range of support material (pamphlets, rideshare, web-site, etc.). The next logical step would be to develop an individualised marketing programme. This would be similar to the 'Travel Smart' programme developed in Western Australia. This would target individuals with 'Realistic Transport Choice' alternatives.</p>	2002/03	<ul style="list-style-type: none"> • Information materials need to be well disseminated to be useful. • A co-ordinated effort involving many organisations may serve to saturate the population more effectively than the Regional Council on its own. • A range of promotional methods is more likely to be effective than information material on its own (e.g., guided walks and rides to work, competitions, etc.) 	<ul style="list-style-type: none"> • Transport Division • Corporate Communications 	<ul style="list-style-type: none"> • General public Wellington City, Porirua, Lower Hutt