

# Household travel behaviour change Project Report

## *Getting Around*

### Review of Outcomes Feedback with Key Stakeholders Exit Strategy Recommendations

Completion date: 30 June 2007

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June 2007

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**With thanks to**

**Hutt City Council and the Ministry for the  
Environment  
Sustainable Management Fund**



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## 1. Executive Summary

The Sustainability Trust (Trust) had a contract from the Ministry for the Environment's Sustainable Management Fund to develop and implement community-based reduction in vehicle kilometres travelled projects within Hutt City.

The *Getting Around* project was subsequently devised to achieve this aim.

Desired project outcomes were to:

- Reduce the amount of vehicle kilometres travelled by participants in the project
- Help individuals make voluntary behaviour change choices about how they get around
- Develop capacity of community groups to “make it happen” within their own community
- Develop awareness of the environmental impacts of carbon emissions, especially regarding vehicle trips over a short distance

To achieve these outcomes, the Trust used a community group participation approach, as opposed to a top down or information-only approach. This approach engages participants in one-to-one conversations with a trained conversationalist. The participants were engaged through approaching community groups and other community venues and attempting to speak with each member in the group, or attending the venue. The Trust worked with staff at Hutt City Council and Greater Wellington to develop networks with community groups mainly in the Alicetown area. While this approach is labour intensive, findings in this project suggest that there is a definite change of awareness around vehicle kilometres travelled and with on-going reinforcement of key messages, sustainable behaviour change can take place.

Since the project began in July 2006, there has been widespread media coverage of the climate change issue. From the release of the Al Gore movie “An Inconvenient Truth”<sup>i</sup> to the Stern report<sup>ii</sup> and television programme “Wa\$ted” there is a readiness now more than ever before for people to look for ways they can make a positive difference. In a 2007 member survey, the Automobile Association (NZ) found that although 88.7% of its members are concerned about anthropogenic environmental impacts, many are also not sure about what actions to take<sup>iii</sup>. Getting Around empowers participants to make a positive change towards sustainable modes of transport, as well as encouraging those people who have made that shift already to carry on and increase their efforts.

## Results

Of the 105 people who participated in a *Getting Around* conversation, 58% came up with an idea to change to a sustainable mode of transport for at least one car trip, regardless of whether they already use sustainable transport modes already.

Results from evaluations of the project show that 51% of evaluated participants have tried out the idea that they conceived at the time of the conversation, while 35% now carry out this idea on a regular basis. Moreover, 59% of participants have thought of and tried out new ideas on their own following the conversation. 63% have also talked to other people about how they get around since the conversation and 41% have changed others' way of getting around to more sustainable modes.

Baseline data also shows that between November 2006 and May 2007, 83% of participants in the intervention group reduced kilometres while 17% increased. In the control group, who were not exposed to *Getting Around*, only 61% had reduced kilometres while 39% had increased.

## 2. Progress since Milestone 5 Report

During the month since our previous report (Stage 5 Report – 31 May 2007), the Trust has;

- Completed 25 more conversations to make a total of 105 with individual households and completed toolkits for all of these.
- Evaluated the base line monitoring data for participant and control groups
- Collected further anecdotal evaluation data and analysed it
- Reported outcomes of the project to stakeholders.

## 3. Intervention – Getting Around Conversations

*Getting Around* is the first project of its kind in New Zealand as it employs a community development based approach that uses conversations with householders and the creation of individualised action plans and provision of resources to bring about voluntary behaviour change. It differs from common approaches to travel behaviour change because it is individually tailored to householders' needs and interaction occurs face to face, rather than through billboards or bulk pamphlet mailouts. *Getting Around* can also be differentiated by the fact that householders are encouraged to identify benefits other than environmental for reducing the number of kilometres they drive, such as getting exercise or saving time or money. This means that participants are more likely to make a sustainable change in transport mode as

there will be an individualised incentive to do so. Moreover, less obvious methods of reducing kilometres such as combining trips, ridesharing (carpooling) and shopping less often are also recognised and encouraged by *Getting Around*. This helps people to realise that they may be already making a difference subconsciously, resulting in empowerment and further awareness of changes that they are capable of making. Finally, *Getting Around* strives to share information and ideas between community members.

### **3.1 Methodology**

#### **3.1.1 Diagnostic Testing of Project Tools and Resources**

Upon the recommendation of Liz Ampt from Steer Davies Gleave consultancy, all tools were diagnostically tested with members of the public to optimise usability for New Zealand participants. Diagnostic testing has proved to be a very effective testing technique tool for the *Getting Around* project. It has very clearly demonstrated that ‘information artefacts’ that appear to designers to use universally understood language and instructions can be frequently misunderstood or even ineffective for the people using them. It was essential for the *Getting Around* project that materials created for participants were well understood to assist behaviour change and achieve the overall aims of the project.

#### **3.1.2 Delivery of Conversations**

The primary method of delivery for the project was by conducting face-to-face conversations between a trained conversationalist and community members using a model from Voluntary Behaviour Change projects in transport from Australia <sup>iv</sup>. Initial staff training on conversations and Voluntary Behaviour Change Theory was received from Liz Ampt from Steer Davies Gleave consultancy in November, 2006 for 5 days <sup>iv</sup>. A conversation schedule was used to identify participants’ transport habits (see Appendix 1) and generate ideas to further reduce kilometres. Prompts were used to help participants identify their frustrations with driving and how this may be ameliorated with changes to current habits or use of alternative, sustainable, modes of transport. Behaviours that reduced kilometres driven in the automobile were positively reinforced. To facilitate implementation of their ideas, the conversationalist offered to send the participant resources such as bus timetables, regional cycling maps, information on bicycle purchase, working from home and ridesharing. The conversation usually lasted approximately 10-15 minutes and was followed up with a letter reminding the participant of their particular ideas for further reducing kilometres. This reminder letter and accompanying tailored resources reinforced behaviours that reduce kilometres.

**Sample Selection:** In stages 1 and 2 of the project which included a trial delivery of the conversation, the community of Alicetown was identified as a key area in which

to carry out monitoring, interventions and evaluation. At the Alicetown Community Centre, a conversationalist was sent to conduct conversations with six different user groups.

To extend the reach of the intervention project, the following groups were also approached and subsequent conversations were conducted at the following locations/events:

- Hutt Expo
- Lower Hutt Assembly of God Church
- Petone Library
- Huia Pool
- Alicetown Playcentre

## **3.2 Target Group Overview**

### **3.2.1 Alicetown Community Centre**

*Getting Around* was offered and completed with six community groups based at the Alicetown Community Centre. Those groups were;

- Two Rudolf Steiner Playgroups
- Alicetown Craft Group
- Alicetown Community Centre Playgroup
- Pelangi Playgroup
- The 50's plus group.

The role of the Community Centre Coordinator (CCC) was a vital link between *Getting Around* staff and the groups, prioritising groups to work with, liaising with the class tutors or co-ordinators and introducing the *Getting Around* conversationalist to each group. Most group members were approached individually or in pairs to give them a brief introduction to the project and ascertain whether they were interested in participating. If appropriate, a 'conversation' was carried out then and there. Otherwise participants' contact details were collected and they were contacted at a suitable time for a 'conversation'. In most instances the participants were happy to take part on the spot, with only a few wanting to be called at another time.

Two groups were approached differently

- The Wednesday morning Rudolf Steiner Playgroup was the first group to be offered *Getting Around*. It was a small group of only five participants. Because of this the conversationalist spoke them as a group and had some worthwhile discussions around travel, however then only one person wanted to have an individual conversation because the others perceived that 'they had already covered it.'



- The 50's plus group meet regularly to hear a speaker. This group was given a 30 minute presentation on sustainability issues in general, focussing on transport in particular and were then invited to ask questions and have an individual conversation. It is interesting to note that no one volunteered for a conversation after this presentation. As with the Rudolph Steiner Playgroup, the opportunity to have an individual conversation was not taken up after a whole group presentation.

As a result of this response, future groups were approached differently. Members were approached individually, rather than spoken to collectively in the first instance. One member of the Rudolph Steiner group subsequently attended the Thursday morning Playgroup and was happy to participate in a conversation there.

In many instances groups were visited more than once to capture participants who were either away on the day of the initial visit or who the conversationalist did not have time to engage with. This served as reinforcement of the project as the conversationalist could give previous participants their toolkit in person and in some cases have a chat about whether they had yet taken steps towards putting their idea into practice.

The best approach was to engage with each member individually if possible as everyone has their own 'story' to relate and the way they get around is individual. While carrying out the conversations it was often possible to relate, (with the storyteller's permission) one member's story to another person in the group and share ideas that may work for them also. The conversationalist then had the opportunity to suggest the participant talk to that person directly, thereby spreading and reinforcing the message, and potentially the desired behaviour.

Some examples of good ideas shared:

- One participant caught the after midnight bus home from Wellington city on a Friday night and expressed what fun it was, while another participant had caught the train into the city and taxied home. After hearing about the bus decided she would try that as it would save a significant sum of money and could be more fun.
- Several mothers were concerned about catching the bus with preschoolers and their buggies, as they perceived it could be stressful and difficult. The conversationalist was able to share the story of a couple of members of the same group having used the bus and found that it was easy, that the bus drivers and members of the public were very helpful in off peak hours, and they and their children enjoyed the experience.
- Freezing milk so that it wasn't necessary to go to the shops just for that item.

- Combining lots of jobs in one car trip to reduce the amount of trips made.
- Shopping once at the supermarket every two weeks and walking to the supermarket in between time for small purchases,
- Alternatively shopping two or three times per week and walking each time sharing the load over several trips.

“Trusted others” are important in these examples. The participants often knew the people whose story the conversationalist was sharing, were able to relate to that person and their experience and feel they had something in common with them.

Anecdotal evidence suggests that a significant number of participants on some levels felt isolated and were looking for more of a sense of community. Building on the “trusted others” idea, being involved in the *Getting Around* project has stimulated on-going discussion on how people get around. Ideally group members will continue to share ideas with each other, promoting further reduction in vehicle kilometres travelled, and strengthening community ties through ridesharing and walking or catching public transport together.

### 3.2.2 Alicetown Playcentre

The Alicetown Playcentre has various groups of parents that meet on different days depending on the age of their children. The same method of approaching individuals was used as at the Alicetown Community Groups, with a great response rate. Several parents attend both the Playcentre and a playgroup at the Alicetown Community Centre, so had already participated in the project.

### 3.2.3 Lower Hutt Assembly of God Church

*Getting Around* was launched with the Church Administrator of Lower Hutt Assembly of God, Darryn Gadd. Darryn helped organise the Odometer Surveys (see Section 4 – Baseline Data) and provided the interface between church members and Greater Wellington staff. Darryn decided that the best way to launch *Getting Around* to the church members was presenting it at a service himself and collecting contact details of interested participants. A conversationalist then phoned those participants for an individual conversation. A total of 21 participants signed up and of those 14 then had a phone conversation. Some could not be contacted or the number was incorrect, or the person declined at that point. This is a successful way of engaging participants for *Getting Around*, with members being urged to sign up by someone they know and trust. Phone conversations involve no travel, however there was some participant attrition (as above) and in spite of the request at sign up for participants to state the best time to telephone, it took several attempts before the conversation could actually take place.

### 3.2.4 Petone Library

A conversationalist set up an information table in the atrium of Petone Library for three hours one day. The conversationalist proactively approached people and offered conversations and a brief introduction of the *Getting Around* project. It was a very successful way of capturing people with six conversations carried out in that time. Conversations were either carried out on site or contact details were taken of interested individuals and they were later contacted by telephone. This was repeated on another day for four hours, resulting in seven conversations.

### 3.2.5 Huia Pool

A conversationalist engaged with parents as they watched their children at swimming lessons. This was an effective way of capturing conversations, with six carried out in two hours. However it was harder for the conversationalist as they had to interrupt established groups of parents chatting. This was repeated for 3 hours on another day, resulting in seven more conversations.

### 3.2.6 Hutt Expo

*Getting Around* had a stall at the Hutt City Expo for Hutt City ratepayers. This was useful for getting the name of the project out into the Community as well as making further networking links with other Hutt City groups and employees of Hutt City Council. One conversation was carried out on the spot and a further four people signed up for one later. Of those, two have been successfully carried out, one declined and one was not able to be contacted.

### 3.2.7 Media Releases

Four media releases were used over the period of the project. After analysing uptake of conversations from these it was decided it was not a priority to gain any more as it is not a particularly effective way of gaining conversation participants.

Response summary:

- Hutt News 8 May, three responses, sharing stories and pointing out problems with public transport or cycle paths, but no actual conversations.
- Alicetown Community Centre Newsletter 30 April, no responses.
- Petone Baptist Church Newsletter 22 April, no responses.
- Be the Difference email newsletter to Hutt City Members 26 April, one response but no actual conversations.

### 3.3 Findings

A total of 105 conversations were held with toolkits being sent out to almost all participants. Two participants didn't want information sent out to them but took some resources at the time of the conversation.

Group members who chose not to participate may still be influenced by the diffusion of information as the others discuss their participation in *Getting Around*. Nicola Taylor, Alicetown Community Centre Coordinator commented:

'The flow on effect for the centre has been very positive, there has been a lot of discussion generated in the groups and with the committee, increasing our existing focus on encouraging sustainable practices. It has also been a positive experience for the centre to be involved with enhancing our profile. I would really like to encourage the project to be continued.'

There is also cross over of participants who attend more than one group in the area. They are exposed to the project more than once, and became a source of obtaining further groups to contact. It was in this way that the Alicetown Playcentre was recommended by a member of the Alicetown Community Centre Playgroup and the Petone Baptist Church by a member of the Rudolf Steiner Playgroup.

Table 1 shows that approaching individuals in a community group setting or somewhere they feel relaxed, or have to spend time anyway, such as the pool or library is by far the most effective way of obtaining participant uptake of *Getting Around*. Approaching individuals in public places such as the pool or the library is also a good method to get demographic diversity. Printed media stimulated no uptake but may have a role as the first point of hearing about the project, or as reinforcement. i.e. one participant who was called for a follow up evaluation of *Getting Around* stated that "the Hutt News article was good." While some conversations were conducted by telephone, there was a considerable attrition between those who had signed up for and agreed to a telephone conversation and those that could actually be reached for the conversation.

Table 1. Summary Table of Uptake of Conversations from Community Groups, Venues and Media Releases

Group Venue or Media Release	Approximate Number in Group	Number of Participants
Assembly of God	Approx 50 HH	14
Alicetown Community Centre Playgroup	10 -12	9
Rudolf Steiner Playgroup – Wed	5	Nil
Rudolf Steiner Playgroup –	10 – 12	10

Thurs		
Craft Group	10	7
Pelangi Indonesian Playgroup	7	7
50's plus	12	nil
Alicetown Playcentre	30 -35	24
Huia Pool	n/a	14
Petone Library	n/a	13
Hutt Expo	n/a	3
The Hutt News	42,369 HH delivered to	3 responses, no conversations
Be the Difference email to Hutt residents	1047 HH	1 response, no conversations
Alicetown Community Centre Newsletter	1300 HH delivered to or picked up	nil
Petone Baptist Church Newsletter	70 HH	nil

### 3.3.1 Who was reached by *Getting Around*

While the project was based in Hutt City, conversations were concentrated in the communities of Alicetown and Petone. Nonetheless, the project managed to capture participants from throughout Hutt City and nine participants from outside of the jurisdiction of Hutt City. This indicates a great potential for diffusion of the *Getting Around* project's message to parts of Hutt City that conversationalists did not reach (63% of evaluated participants had talked to other people about how they get around – see Evaluation of Project, pg 14). Figure 1 is a summary of where participants of *Getting Around* reside.

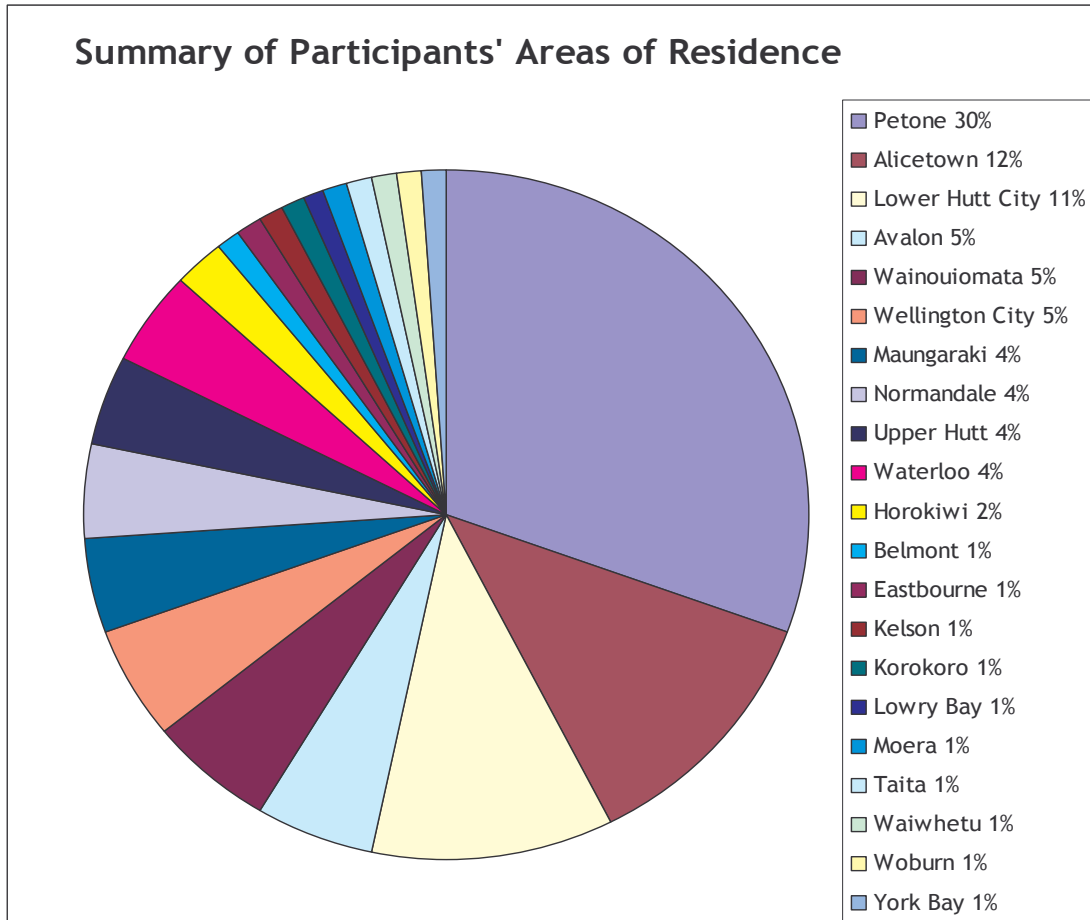


Figure 1

As figure 1 indicates, the majority of *Getting Around's* participants reside in Petone, Lower Hutt and Alicetown. These participants were mostly captured through the Alicetown Community Groups and the Petone Library. Participants from other parts of wider Hutt City were mostly captured through the Huia Pool, Assembly of God Church and Alicetown Community Groups. There were a total of 9 participants who actually reside in Wellington City or Upper Hutt, they were captured through attendance at the Assembly of God Church and Alicetown Community Groups.

### 3.3.2 Uptake of Tools

During the conversation, it was decided what sort of tool (letter) participants were to receive. These were posted out within 10 days of having the conversation and appropriate resources included where required. Resources used are listed in the table below.

There are four types of tools:

**Good News Letter** – the participant already uses sustainable modes of transport and are happy for *Getting Around* to use their story.

**Achievements Letter** - the participant already uses sustainable modes of transport or makes efforts to reduce the number of kilometres driven.

**Ideas Letter** – the participant has come up with an idea to change to a sustainable transport mode for one or more trips.

**Ideas Letter and Good News/Achievements** – the participant already uses sustainable transport modes but has also come up with an idea to change a further trip or trips.

Table 2. Summary Table of Tools and Resources Sent Out to Participants

Tool Type Sent	Number of Participants
Good News Letter	11
Achievements Letter	19
Ideas and Achievements/Good News Letter	57
Ideas Letter	4

Table 2 shows that of the 105 people who have participated 58% of them came up with an idea to change to a sustainable mode for at least one car trip, regardless of whether they already use sustainable transport modes already.

The other 29% were using some sustainable transport modes already. Figure 2 below is a breakdown of resources, other than toolkits/letters sent out to participants:

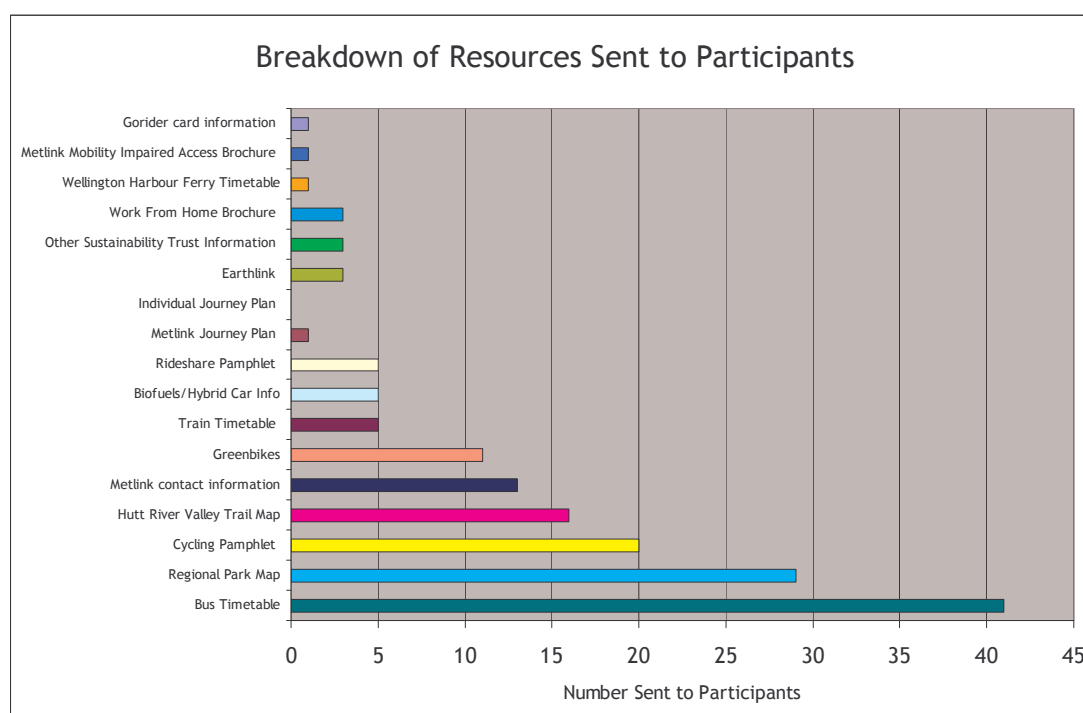


Figure 2

In addition to the Ideas, Achievements and Good News Letters, the most popular resources sent out to participants were Metlink bus timetables and regional park and cycling maps, information that is generally available to the public. This shows that the *Getting Around* project often provided greater awareness of existing resources and a trigger to actively engage people in sustainable modes of transport.

It is also pertinent to note that giving people a ‘pat on the back’ for their current use of sustainable transport modes, often gave them a perceptible ‘lift’. It is important to celebrate participants’ achievements, through their current travel choices even when they had not previously made the connection with their choice and the reduction of emissions. Ideally, those participants will be encouraged to look for further ways to reduce their kilometres travelled.

### 3.3.3 Barriers to Reducing Kilometres

In addition to helping participants use sustainable modes of transport, the *Getting Around* project also recorded barriers to reducing car usage and using sustainable modes of transport. For example, although 46% of participants have bicycles in their household, only a third of the 46% cycle on a regular basis. Concerns over safety were the most frequently cited barrier for cycling. However, some participants also stated that certain features enabled them to use sustainable modes of transport more frequently e.g. regular bus services. Comments were also made in response to the *Getting Around* project’s media releases. Barriers and enabling factors stated by participants and respondents are summarised in the Table 3 below.

Table 3. Barriers and Enabling Factors to Sustainable Transport

	Barrier (Number of Responses)	Enabling (Number of Responses)
Quality/ availability of Cycling Lanes	5	
Accessibility for elderly or disabled bus users or passengers with children	5	
Pedestrian Safety	3	
Punctuality of Bus Services	3	2
Lack of Bus Services in Area	3	
Price	3	
Courtesy / safety of Bus Drivers	2	
Crowdedness of buses and trains during peak hours	2	



Hutt River Trail	1 (unsafe to cycle)	1
Bike racks / car parks at train station	2	1

As indicated in the table, the most commonly cited barriers to using sustainable modes of transport are the quality and availability of cycling lanes and accessibility of buses for elderly or disabled passengers or people with small children, especially with prams or buggies. These comments were mostly elicited from the Alicetown Playcentre, Petone Library and responses to media releases. All issues identified were reported back to Metlink and Hutt City Council to inform them of barriers to sustainable transport that are faced by the public (see Appendix 2).

### 3.3.4 Evaluation of Project

In order to assess the effectiveness of the project for participants, evaluations were conducted by telephone six weeks after the initial conversation. Questions included:

Did participants carry out the idea they generated at the time of the conversation?

Have they changed any other ways they get around?

Evaluations generally lasted 5-10 minutes. To reduce bias, a conversationalist other than the one who conducted the initial conversation was used to carry out the evaluation.

Of the 31 evaluations completed, 51% have tried out the idea that they generated at the time of the conversation, 35% now carry out this idea on a regular basis. Moreover, 59% of participants have thought of and tried out new ideas on their own following the conversation. 63% have also talked to other people about how they get around since the conversation and 41% have changed others' way of getting around to more sustainable modes. The following is a summary of comments that participants who were evaluated gave:

- 15 participants said that the *Getting Around* project has been very effective in raising awareness about sustainable transport and environmental issues in their communities.
- Four participants also said that they found the resources sent to them to be very useful.
- One participant said that the project is effective because it reinforces good behaviour.
- One participant said that the evaluation itself is useful in following up the project.

- Two participants liked the personalized approach of the project.
- Many participants would like to see the project continued.

Of the participants evaluated who had not tried out their ideas, the following barriers were cited:

- Time constraints
- Laziness
- One participant could not carry out her idea of taking the bus because she was heavily pregnant.
- One participant said that better cycle lanes are needed to encourage the public to cycle while there also needs to be better awareness on the part of cyclists of safety issues.
- One participant claimed that the project was not relevant to her because of the limited transport options in her area of residence.

One participant said that she would like to have the option of having toolkits and resources sent to her via email to reduce paper use. This will be taken into account for future projects, however, most resources cannot be sent electronically and the personalized approach of receiving a letter has been a key element of the project. Two participants claimed that the project was not particularly useful to them on a personal level because they were already aware of the issues.

### **3.4 Limitations of the *Getting Around* Project**

Evaluations with participants of the *Getting Around* project indicate the project is effective in raising community awareness and inciting action around sustainable transport. However, the process is labour intensive and time consuming, which limits the number of community members that the project can reach.

Also, people who participated in the *Getting Around* project may do so because they already have some level of awareness of sustainability and transport issues. This means that it may be more difficult for *Getting Around* to reach community members who do not consider dependency on automobiles as a problem.

## **4. Baseline Data – Odometer Surveys**

In order to assess the impact of interventions, baseline data was collected in the form of an odometer survey which would document the average kilometers driven by households in a week before and after interventions. These were collected from a targeted control (non-participating) group and from a targeted intervention group.

Data was collected by a different organization, Greater Wellington Regional Council to reduce bias that may have arisen by associating the odometer survey with the conversations.

## **4.1 Methodology**

### **4.1.1 Diagnostic Testing of Odometer Surveys**

The odometer survey was diagnostically tested for user comprehension. The results were that the odometer survey was successful in being understood by 80% of the people 80% of the time.

### **4.1.2 Delivery of Odometer Surveys**

Data collectors from Greater Wellington Regional Council were sent to meeting places of the control and the intervention groups. At the meeting, they asked for volunteers to contribute to data gathering of kilometers driven by members of their community. Odometer readings spanning 3 weeks were taken for all cars in the household. In November 2006, readings were taken in person three times over a two week period. In May 2007, the first reading was taken in person; a form was given to volunteers which they took to their cars to note their odometer reading. The subsequent two readings were collected by telephone.

Sample Selection: Target groups were chosen because of the links they had with an existing church or community group that holds regular meetings. In this way, the odometer surveys formed a part of the meeting for the period of a fortnight, with three readings in that time. The collective nature of the group also served as a prompt and to remind members to complete the survey- a three minute task. The Alicetown Community Centre groups and the Lower Hutt Assembly of God were chosen to be the intervention groups and Victory Christian Centre as the control group.

For the purpose of analysis, the data was divided into three groups; Control group (Victory Christian Centre), Intervention Group (Alicetown Community Groups and Lower Hutt Assembly of God) and an Exposure Group i.e. group that was exposed to/offered conversations but did not uptake (Alicetown Community Groups and Lower Hutt Assembly of God). Even though the exposure group had no uptake of conversations, they were separated from the control group in case the exposure to Getting Around had affected their travel behaviour.

The Odometer Survey was carried out at the following three centres:

- The Lower Hutt Assembly of God (intervention/exposure group)  
35 participants had usable data in November 2006  
26 were able to be recontacted for usable data in May 2007, four of whom had had interventions

- Victory Christian Centre (control group)  
35 participants had usable data in November 2006.  
18 were able to be recontacted for usable data in May 2007
- Alicetown Community Centre (intervention/exposure group)  
Five groups were contacted of which four agreed to participate. They were:  
Two Rudolf Steiner Playgroups  
ACC Craft Group  
ACC Playgroup  
29 participants had usable data in November 2006.  
10 were able to be recontacted for usable data in May 2007, eight of whom had had conversations.

## 4.2 Results and Findings

Our results show that between November 2006 when the first set of readings were taken and May 2007, when the second set were taken, there were statistically significant reductions in the kilometres driven by all groups.

In the control group, the average reduction in kilometres per week per person in the household (km/wk/p) was 50.3km/wk/p.

In the intervention group, the reduction was 66.7km/wk/p.

While in the exposure group, the reduction was 54.3km/wk/p. This means that in the control group, there was, on average, a 34% reduction in kilometres drive, and in the intervention group, this figure was 75.3% and in the exposure group, 63.5%. Individual changes in the Intervention, Exposure and Control groups can be seen in Figures 3a,b & c, respectively.

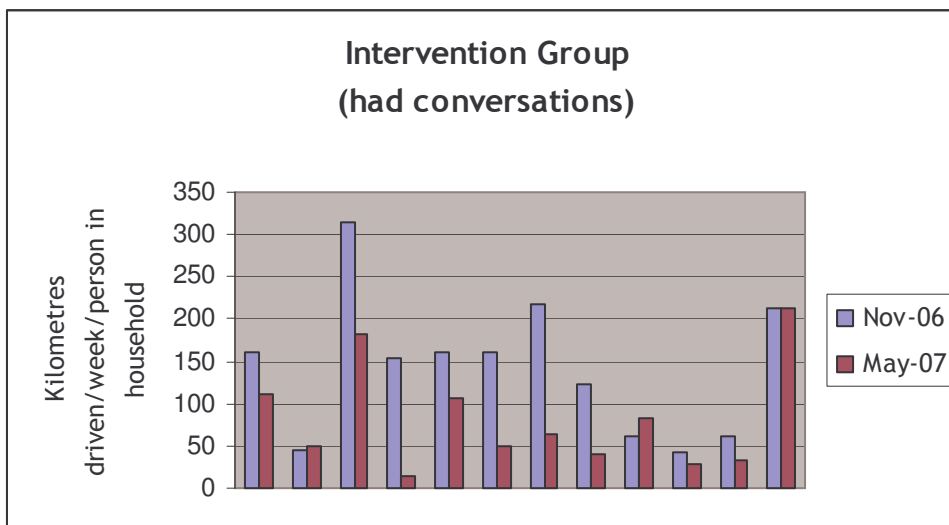


Figure 3a

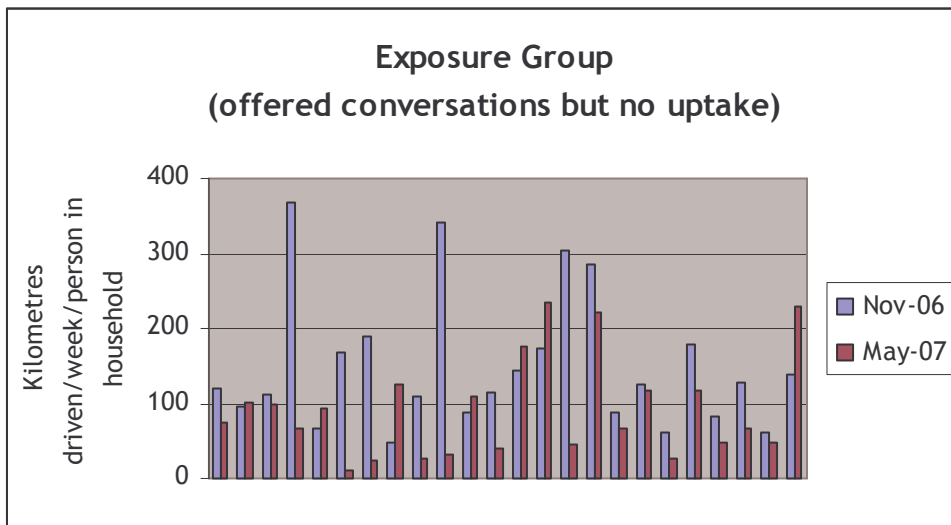


Figure 3b

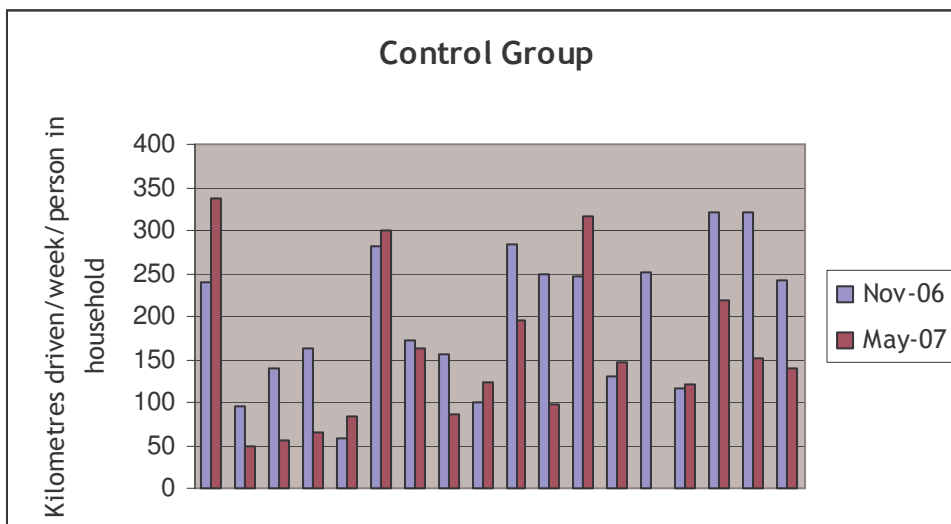


Figure 3c

As seen in the following figures, between November 2006 and May 2007, 83% of participants in the intervention group (fig.4a) reduced kilometres while 17% increased. In the exposure group (fig. 4b), this was 71% and 29% respectively. In the control group, 61% had reduced kilometres while 39% increased (fig. 4c).

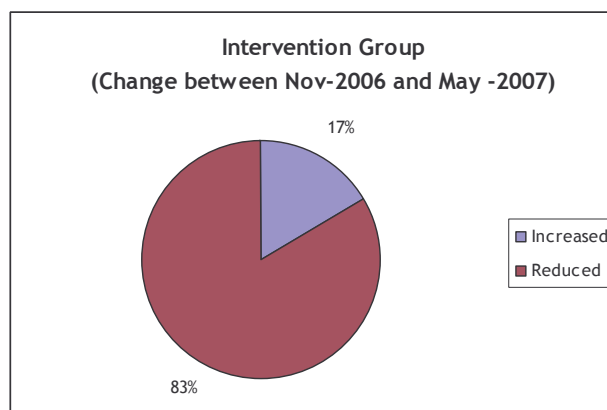


Figure 4a

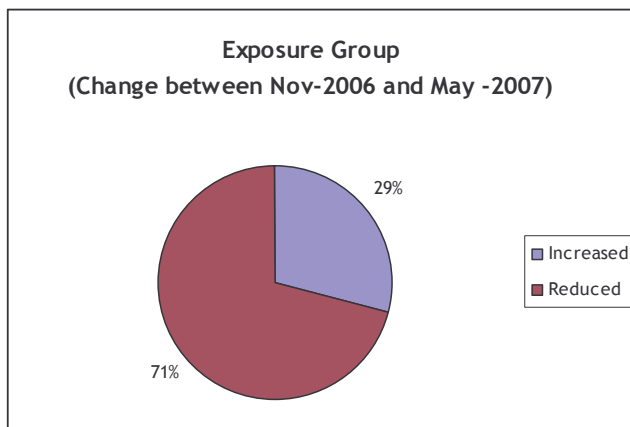


Figure 4b

While the reductions in both groups were both statistically significant, the difference in reductions between the control, exposure and intervention groups was not. This is in part, due to the small sample size of the intervention group. Therefore, it is not possible to determine whether the larger reduction in the intervention group was due to the interventions or caused by other variables.

However, in the evaluations of the interventions, 52%-37% of respondents stated that they had changed their methods of getting around directly because of the intervention. Given this qualitative evidence that the interventions have had an impact on transport behaviours, it is valid to attribute the reductions in the intervention group, at least in part, to the *Getting Around Project*.

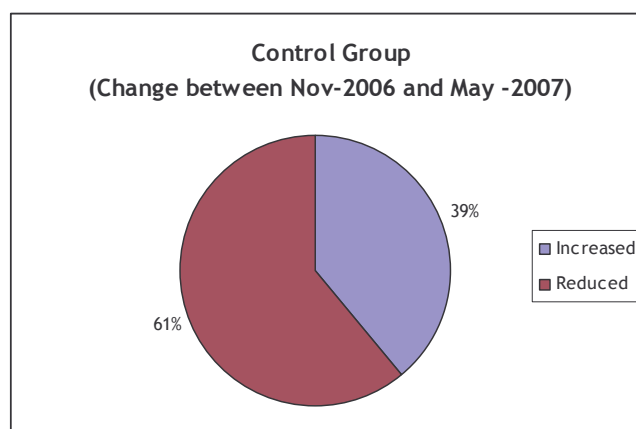


Figure 4c

There were two individual cases of outliers where participants had taken long-haul trips resulting in high odometer readings. However, when these outliers were excluded from the data analysis, it did not have a significant effect on the results.

Participant retrieval between the two sets of readings is summarised in Table 4 below.

Table 4. Odometer Data Collected

	Number of participants with usable odometer data		
	Intervention Group	Exposure Group	Control Group
First Set of Readings (Nov/06)	29	37	35
Second Set of Readings (May/07)	12	22	18

Table 5 below is a summary of the average number of residents and cars per household that participated in the odometer survey. Although these are slightly higher for the exposure group, this difference is not statistically significant, indicating that the three groups are comparable in terms of household size and number of cars per household.

Table 5. Average Numbers of Residents and Cars per Household

	Intervention Group	Exposure Group	Control Group
Average Number of Residents in Household	2.6	4	2.7
Average number of Cars per Household	1.7	1.8	1.6

### 4.3 Limitations

As stated above, the difference between the control and intervention groups was not statistically significant. This is largely due to the small sample size of the intervention group caused by the high attrition rate in the second set of odometer readings in May 2007. This high attrition rate was due to the difficulty in reaching participants by telephone for the second round of readings. In the intervention group, the attrition rate was 41% with an initially small sample of 29. In the control group, this was 51%. Using our methods, there was difficulty in contacting the same amount of participants in the second set of readings; many participants were not reachable by phone. The methods employed were also time-consuming and labour intensive, requiring 105 hours to retrieve the data in November 2006 and 53 hours in May 2007.

In addition to the high attrition rate, it was not possible to determine whether the reductions in kilometres driven were caused by other variables such as seasonality, fluctuating petrol prices, household size etc. The number of kilometres driven is also

not necessarily reflective of a household's carbon emissions which are dependent on the fuel efficiency and condition of the car.

There was also a relatively short lag time between interventions and the collection of the second set of readings so the effect of the interventions may not have had sufficient time to take effect. It is also possible that participating in the odometer survey itself made people more aware of their car usage and resulted in kilometre reduction.

## **5. Lessons Learnt**

### **5.1 Methods**

- Many people already take measures that reduce kilometres, however, their motive for this is not always environmental; it is often for the sake of saving time or money for petrol or parking. Nonetheless it is important to reinforce sustainable behaviour, give people a “pat on the back” and inform them of the environmental benefits of their efforts.
- Although it is useful to have quantitative baseline data for any projects working with social change, the validity of the odometer survey data for the Getting Around project was compromised by the small scale of data collected given a small, part-time staff.
- Quite a few participants did not have any frustrations with their car or enjoy driving. It is important to develop another protocol to approach such participants.
- While demographic of participants was not recorded, many of the participants were visibly mothers with children since they were approached through Alicetown Playcentre or children-related community groups. This may have affected the trend in transport usage habits. However, because the conversations targeted households, rather than individuals, this was not a serious caveat. Moreover, conversations at the Petone Library, Huia Pool, Assembly of God Church and other Alicetown Community Groups appeared to add more demographic diversity to the participant sample.
- By far the most efficient way of delivering conversations was onsite and face-to-face. This approach was well-received possibly because it was personal and generated interest in other members of the group. Conducting conversations by phone was less effective because it was difficult to contact participants at a suitable time or the participant had forgotten that they had expressed interest in the project and declined to have the conversation.



- The way a group was exposed to the project may have had an effect on uptake and level of interest in the project. For example, where a group coordinator introduced the project to members in person and encouraged them to participate, there tended to be higher uptake and participation.
- Since conversationalists are the primary point of contact between the programme and potential participants, the attributes of a conversationalist are an important factor in the effectiveness of the programme. Attributes of a conversationalist that proved to be useful in the *Getting Around* were:
  - Friendliness, ability to relate to participants
  - Knowledge of available transport options
  - Ability to be unfazed by rejections
  - Active listener
  - Effective note-taking skills

## 5.2 Tools

The most popular tools sent out were Good News and Achievement Letters, indicating that many participants are already engaging in sustainable modes of transport.

## 5.3 General

While evaluations and qualitative data have shown the *Getting Around* project to be highly effective for inducing voluntary behaviour change on an individual level, the project has limited influence on the infrastructural barriers to using sustainable modes of transport.

## 6. Review with Stakeholders

Reports regarding transport concerns of participants were presented to stakeholders, Metlink and Hutt City Council. These concerns are summarised in Table 3 of this report. Both Metlink and Hutt City Council have responded to the reports given to them. Metlink has explicitly welcomed feedback from the project and the public in general. In response to concerns over customer services, Metlink has emphasised that they are investing heavily to improve their customer services. Metlink is also aiming to improve their services in the future with purchase of new trains, refurbishment and investment in a real time bus schedules. Feedback concerning lack of bus services in some areas has been passed on to the Service Design and Delivery team. Detailed responses from Metlink and the original report presented to them can be found in Appendix 2 of this report. Hutt City Council has said that it will continue to work on improvements to pedestrian infrastructure within the Lower Hutt CBD.

## 7. Exit Strategy

Greater Wellington and Hutt City Council will continue to promote and fund voluntary household behaviour change initiatives for the next financial year 2007/2008.

The following community groups have been identified to continue working with.

- Victory Christian Centre
- Petone Baptist Church
- Various marae
- Recreation centres and or community houses.

### 7.1 Plan for Implementing Exit Strategy

#### 7.1.1 Promotion

- Set up materials to display at Westfield Shopping Centre in September
- Regular promotion four times per year to tie in with the start of school terms, (link with school travel plan project and Kidsafe “Chaos at the School Gate” promotion with Plunket and Police).
- Create a *Spring into Action* promotion at Recreation centres, workplaces and schools in October to coincide with Push Play initiatives. Enlist Hutt City Council Leisure Active staff support for this.

#### 7.1.2 Resourcing

- Train conversationalists and budget for a certain number of hours per week to have conversations at these venues or within these communities. Set up a dedicated phone number for people to call.

#### 7.1.3 Monitoring and Evaluation

- Allow budget for independent ongoing evaluation of project uptake and success. Greater Wellington funds will cover this.
- Monitoring of uptake is critical for ongoing funding. Devise a pre- and post-survey to track changes in travel behaviour. This would be an alternative to the odometer surveys. Greater Wellington is awaiting feedback from Land Transport regarding the importance of measuring kilometres travelled.

## **8. Recommendations**

### **8.1 Methods**

- While it is important to collect baseline data to quantitatively assess outcomes of a project of this nature, it is also crucial to employ a method of collecting baseline data that is appropriate for the scale, budget and labour availability of the project. If targets cannot be reached for collecting baseline data, the resulting data may be limited in its utility.
- Community groups are useful to approach because they can potentially reach large numbers of people and build rapport for the project through ‘trusted others’ such as community group coordinators, church leaders etc. For the *Getting Around* project, community groups were also an effective way of capturing participants from a number of suburbs. One church group has already expressed interest to participate in a similar project in Wellington City.
- It may increase the reach of the project to deliberately target groups of different demographics. This may also be enhanced by having multilingual conversationalists who can converse with potential participants who are not fluent in English.

### **8.2 Tools and Resources**

- It would be worthwhile to develop and diagnostically test resources such as badges or bumper stickers for participants. This would provide participants with a gift for their participation, a reminder of their commitment to kilometre reduction as well as increase visibility of the message of the project to the wider public.
- Be aware of resources and tools that already exist, they are often the most popular and are a good way of conserving funds.
- Give participants the option to receive toolkits and resources by email to reduce waste where appropriate.

### **8.3 General**

- Reasons cited for reducing kilometres voluntarily were often economic. It may be useful to have figures and facts concerning economic benefits of reducing kilometres to provide potential participants with incentives that directly benefit them.

- Church groups are very effective groups to approach for collecting baseline data such as odometer surveys. This is most effective when collected onsite rather than over the telephone.
- Church groups are also effective groups to approach for conversations. As generally cohesive communities, the flow-on effect is particularly apparent. A church group from Central Wellington has already expressed interest in partaking in a project like *Getting Around*.
- Apart from Church groups, other groups that may be interested in getting involved in kilometre reduction projects may include:
  - Community Health Groups
  - Local Environmental Groups
  - Walking Advocacy Groups
- Positive reinforcement for efforts to be sustainable is the key to engaging and empowering communities. When people are recognised for their efforts, they feel that they can make a difference and may seek to continue to make changes.

# Appendix 1 – Conversation – *Getting Around*

1. My name is xxx from *Getting Around* – a programme that is about reducing the kms we travel at the same time as giving extra benefits for you and your community.

2. You would have seen our presentation about this.

3. Yes

- What did you make of the presentation?
- Listen/muse in their own words – Important!
- Listen for stories of their own way of reducing kms

4. No

The presentation explains that *Getting Around* is a program about reducing the kms we travel at the same time as giving extra benefits for you and your community.

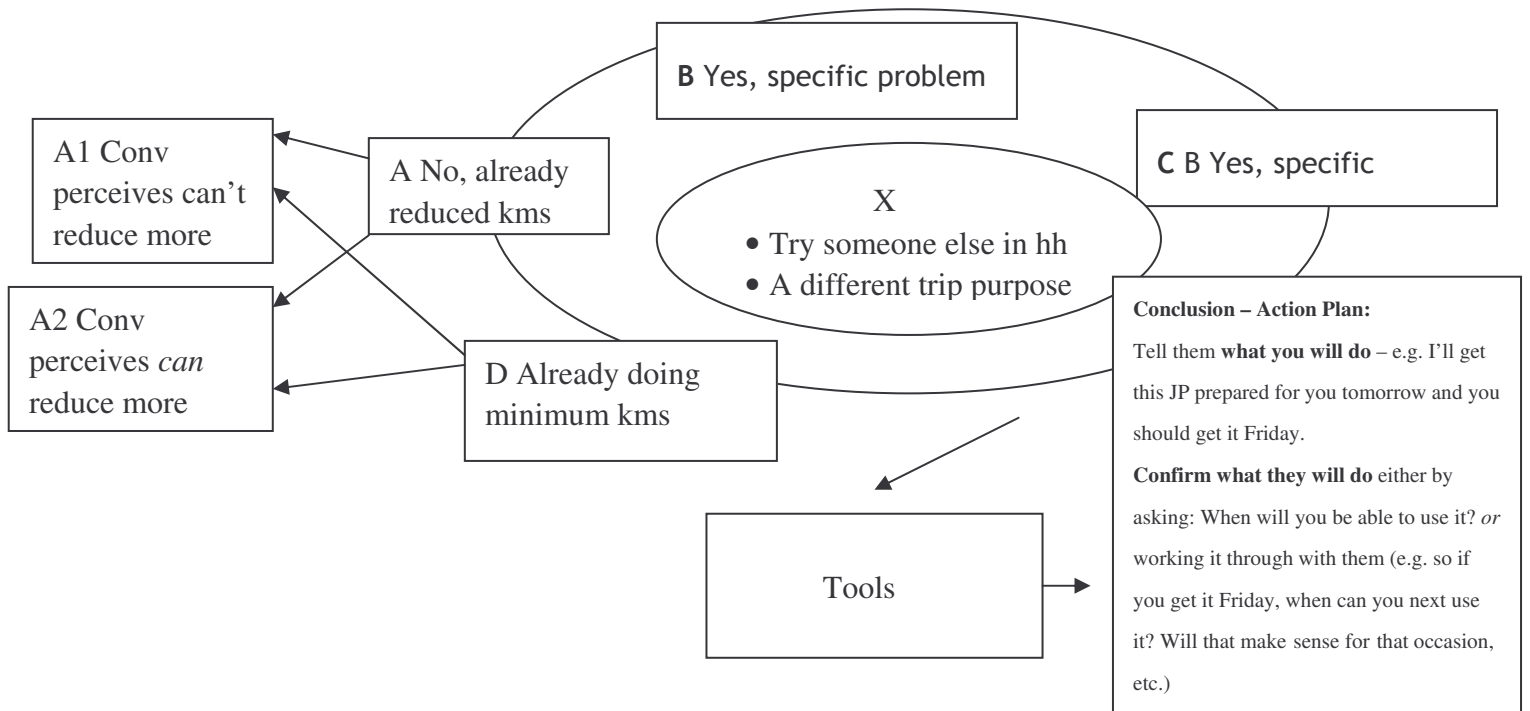
5. Are there any times when you (or your family) have been thinking about using your cars a bit less lately?

- Wait in silence, even if an immediate ‘not really’
- **Try:** When was the last time you were in a car and really wished that you didn’t have to make that trip?
- **Try:** Are there things about getting around the Hutt that you really find a hassle?
- **Do you use your car more or less than you used to a year ago?**

6. No

- Tell me a little about the way you (and your family) get around
- Listen for times when you can muse (repeat), praise, ask how they achieved something?
- Otherwise, back to wheel (e.g. for other hh members)

7. No – already reduced kms (see wheel A)
8. Yes – other (see wheel)



A1 Listen to story of why  
 Ask about benefits (and problems) – but focus on benefits  
 Did they tell others?  
 Is there a good news story – will it help someone else to change?  
 Suggest a Achievements letter (Achievements letter tool)-> tool  
 Can we repeat the story? (Good news story tool)-> tool  
 Back to wheel for X

A2 Listen to story of why they believe they 'do not travel much'  
Muse in their own words

Ask about benefits (and problems) – but focus on problems (Most likely to be 'I have to have a car for that...')

Does it *ever* bother you?

If yes, Focus on last trip of that kind - did you think about another way you could do that (even now and then)

If a tool seems obvious -> tools

If you think of a story that someone else has done, or your own solution: 'Someone I was talking to the other day did...'

Otherwise back to wheel for X

B. *They have a trip type they want to reduce*

What is it about xxx that bothers you?

Have they thought of a way of solving it? Why hasn't that worked?

Not tried it -> tool

Do you know anyone else who seems to have solved the problem?

Remember to muse: So you haven't.....? So you wish ....?

If you think of a story that someone else has done, or your own solution: 'Someone I was talking to the other day did...'

If all else fails, think through tools out loud ...

Either ->tools or back to wheel for X

C. *They have a frustration or hassle they want to get rid of*

Have they thought of a way of solving it? Why hasn't that worked?

Not tried it -> tool

Do you know anyone else who seems to have solved the problem?

Remember to muse: So you haven't.....? So you wish ....?

If you think of a story that someone else has done, or your own solution: 'Someone I was talking to the other day did...

If all else fails, think through tools out loud ...

X

Are there any other people in your household who might be wanting to reduce kms or have a hassle some sort –or a story about the way they changed?



# Appendix 2 – *Getting Around* Report for Metlink

## Introduction

The Sustainability Trust (Trust) has a contract from the Ministry for the Environment’s Sustainable Management Fund to develop and implement community-based reduction in vehicle kilometres travelled programmes within Hutt City.

Desired project outcomes are to:

- Reduce the amount of vehicle kilometres travelled by participants in the programme
- Help individuals make voluntary behaviour change choices about how they get around.
- Develop capacity of community groups to “make it happen” within their own community
- Develop awareness of the environmental impacts of carbon emissions, especially regarding vehicle trips over a short distance.

To achieve these outcomes, the Trust is using a community group participation approach, as opposed to a top down or information-only approach. This approach engages participants in one-to-one conversations with a trained conversationalist. The participants are engaged through approaching community groups and other community venues and attempting to speak with each member in the group, or attending the venue. The Trust has been working with staff at Hutt City Council and Greater Wellington to develop networks with community groups mainly in the Alicetown area. While this approach is labour intensive, training received by the Trust in Voluntary Behaviour Change mechanisms have convinced staff of the efficacy of face-to-face meetings and individual householder involvement to achieve sustainable change. Conversations were held with community members through Church communities in Lower Hutt, Alicetown Community Groups, the Petone Public Library and Huia Pool in Lower Hutt.

## Results

Many participants made comments regarding their usage of public transport. The following are comments that participants made with regard to Metlink’s services.

## Concerns

The following issues are potential barriers to community members using Metlink’s services:

- In the conversations carried out by the *Getting Around* programme with community members, there were numerous complaints over the punctuality of the bus services. There was also concern over the safety and attitudes of bus drivers.

- Numerous community members expressed concern that buses are not particularly accommodating to elderly passengers and passengers with wheelchairs or prams. There is difficulty to place wheelchairs or prams and drivers are often not helpful or rude.
- Concern was expressed over the lack of bus services in Koro Koro and Maungaraki. Sparseness of services often rules out the bus service for people with time constraints. There is also no public transport to Tirohanga except for the school bus service.
- Train service from Upper Hutt to Wellington often too crowded.
- The Flyer has gone up in price
- Cost of train is prohibitive.
- Metlink Journey Plan gave wrong information especially during public holidays, causing major waits for one individual participant.
- There is also frustration with the size of the text on the Metlink website.

### **Positive Feedback**

- Assistance for boarding and alighting trains is great in Wellington, however, could be extended to the Hutt area.
- Numerous participants think the Flyer is a great service.
- Off-peak bus drivers tend to be very helpful
- Petone park and ride is very convenient.
- Several participants were generally very satisfied with the bus service around the Hutt Valley.
- Several participants were very satisfied with assistance given by train attendants to mothers with children and prams.

### **Suggestions**

- A 24 hour concession pass was suggested. Especially on longer journeys such as between Wellington and the Wairarapa, timetables don't often allow passengers to travel both ways in a day. A 24 hour pass (maybe excluding peak commuter times) may be incentive to use public transport, especially for longer journeys.
- A light rail system from Courtney Place to the Railway Station.
- Extend the last Melling train to 6:10
- More park and ride spaces in Petone and more secure street parking.
- More provision for cyclists (separate lanes for buses and bicycles).

- Having shuttles and small vans to increase frequency of bus services.
- There should be more communication with passengers on trains regarding unexpected stops. Announcements should be made on the public announcement system why stops have been made and the expected delay time.

## Conclusion

In order to improve our services to the community and as part of our reporting process, the *Getting Around* programme is seeking feedback from Metlink with regard to the above comments. Public transport is a crucial alternative and sustainable mode of transport for many community members and any feedback from Metlink will contribute to how the *Getting Around* programme communicates transport options to community members. We also hope that Metlink finds these comments useful.

## References

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  - <sup>ii</sup> Stern, N, (2007), *The Stern Review on the Economics of Climate Change*, HM-Treasury, [http://www.hm-treasury.gov.uk/independent\\_reviews/stern\\_review\\_economics\\_climate\\_change/stern\\_review\\_report.cfm](http://www.hm-treasury.gov.uk/independent_reviews/stern_review_economics_climate_change/stern_review_report.cfm)
  - <sup>iii</sup> King, P (2007), What We Think, *Directions*, Issue No. 72, New Zealand Automobile Association Inc.
  - <sup>iv</sup> Voluntary behaviour change training by Liz Ampt, Steer Davies Gleave, 30/10-3/11/06.