
Report name: Travel Plan Follow Up Survey

Purpose of Report

1. This report is an evaluation of the HCC staff travel plan

Recommendations

It is recommended that SLT:

- (i) Note the report;
- (ii) Continue to provide incentives as outlined in the Staff Travel Plan;
- (iii) Decide if SLT need to have any further updates regarding the Staff Travel Plan.

Discussion

2. In May 2007 SLT agree to carry out a staff travel plan with support from GWRC. The focus of a staff travel plan is to reduce the number of staff driving alone to work.
3. In November 2007 baseline surveys was carried out and the data used to create a staff travel plan. The travel plan focused on using positive incentives to encourage staff to use other forms of transport besides driving alone to work. SLT agreed to a revised plan in May 2008.
4. The Environmental Sustainability Strategy (ESS) uses this survey as KPI on Council environmental performance. Its goal is that by 2013 only 40% of staff will drive to work alone.
5. In March 2009 a follow up survey was completed to evaluate the effectiveness of the travel plan. The survey results have been attached as Appendix 1.

6. The major finding of the survey shows that there has been an 11% decrease in the number of staff driving alone to work. The main areas of increase were public transport (5% increase) and cycling (2% increase).
7. The major cost associated with the travel plan was the introduction of a public transport subsidy for staff. It was stated that this would be reported back to SLT on its effectiveness annually.
8. As each claim on the public transport subsidy goes through payroll a report was generated to establish how many staff have used the subsidy and how much the subsidy is costing Council.
9. The public transport subsidy has been offered to staff since August 2008. It was estimated that approx 59 staff would use this subsidy and cost \$35,000 p.a. (includes FBT). To date 50 staff has used this subsidy and this has cost Council \$6,985.2 (includes FBT). Using March'09 as an indicator of current use I estimate that the annual cost will be \$13,000 p.a. (includes FBT). This is a lower figure than expected even though participation was close to what was expected. Analysis of the data shows staff do not always claim the subsidy even if they are entitled to the subsidy.

Legal Considerations

10. n/a

Financial Considerations

11. Public Transport Subsidy for staff estimated cost of \$13,000 p.a.

Options

Staff Travel Plan:

12. Continue the staff travel plan
13. Not continue the staff travel plan

Public transport subsidy

14. Continue or increase the public transport subsidy
15. Not continue the public transport subsidy

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Appendices

Appendix 1: Travel Plan Follow Up Survey

As part of the Travel Plan a follow up survey was carried out to help evaluate how successful the travel plan is in promoting Hutt City Council (HCC) staff to use alternative modes of travel to get to work. A baseline survey was carried out in November 2007, and the evaluation survey was carried out in March 2009.

This section summarises the results from the research phase of Council's Travel Plan. The structure of this section is in three parts, Methodology, Results and Conclusion. The Result section is split by the following categories.

- Mode Split
- Travel Behaviours
- Incentives and Information

Methodology

A baseline staff travel survey was undertaken from November 1st – November 16th 2007. This online survey involved around 30 questions on how staff currently travels and what would encourage them to use different transport modes. 329 staff or 75% of staff responded to the survey.

The evaluation staff travel survey was undertaken from February 25th - March 18th 2009. This online and paper survey had 23 questions on how staff currently travelled, if they had changed travel behaviours and what incentives were they aware of. 245 staff or 56% of staff responded to this survey

The evaluation data was analysed by HCC travel planner using excel. Each trip is counted and added to the tally of different modes. Staff who did not work that day are removed from the data. The analysis of the data is for week days as there are relatively few staff working on the weekends. To keep the survey relatively simple there was no attempt to match up distances travelled by each mode.

Results

Mode Split

Staff were asked to state how they travel to work over a period of a week. A breakdown of what mode staff travel to work can be seen in Figure 1. In comparison to the baseline survey the biggest difference is the amount of staff

driving to work alone (11% decrease). The main areas of increase were public transport (5% increase) and cycling (2% increase).

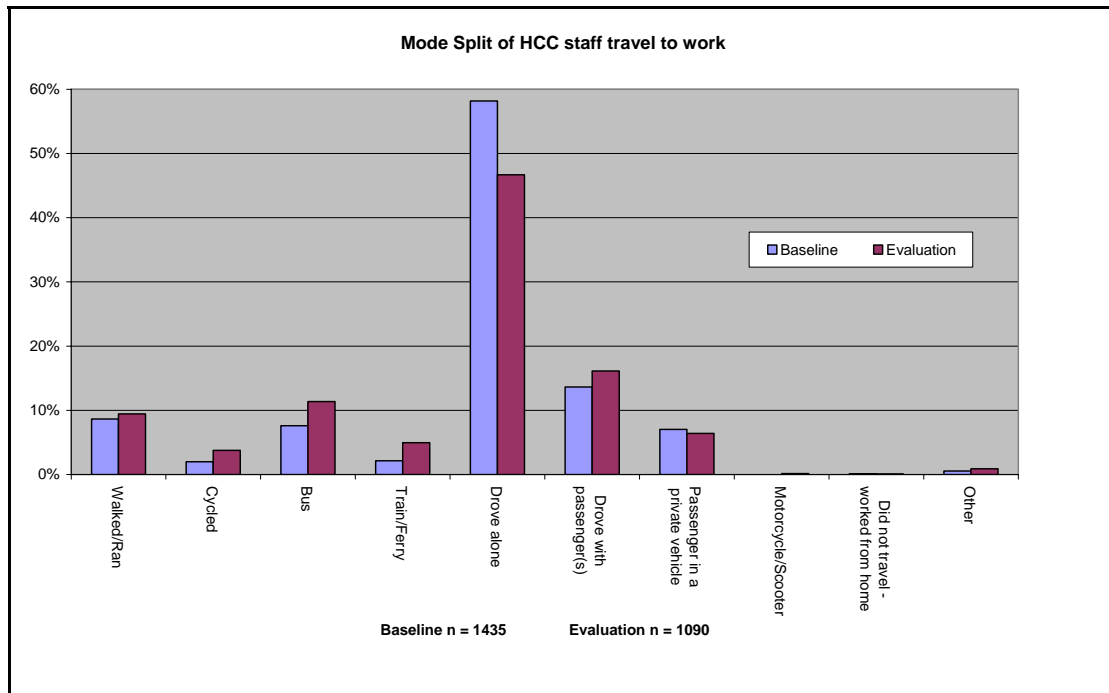


Figure 1: Mode split for HCC staff travelling to work

A supporting question was asked to determine what modes staff travel more and modes that staff travel less (Figure 2 & 3). 57 staff responded to this question. The result show that these staff now use multiple different modes of travel and the majority of these staff are now not driving alone to work.

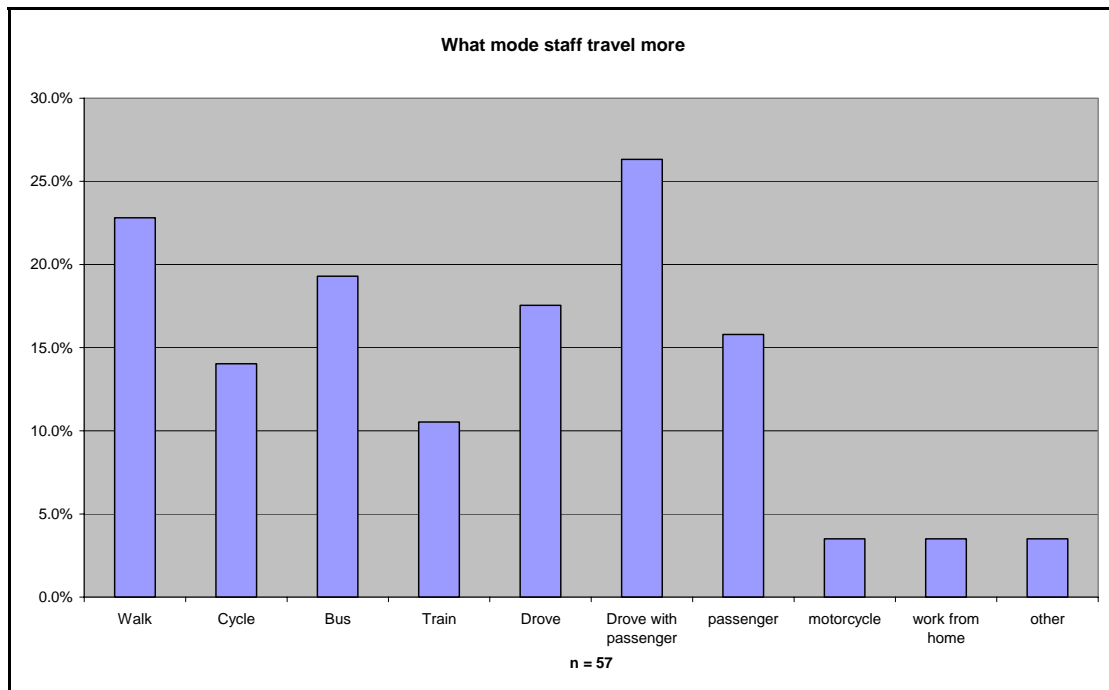


Figure 2: What modes staff travel more

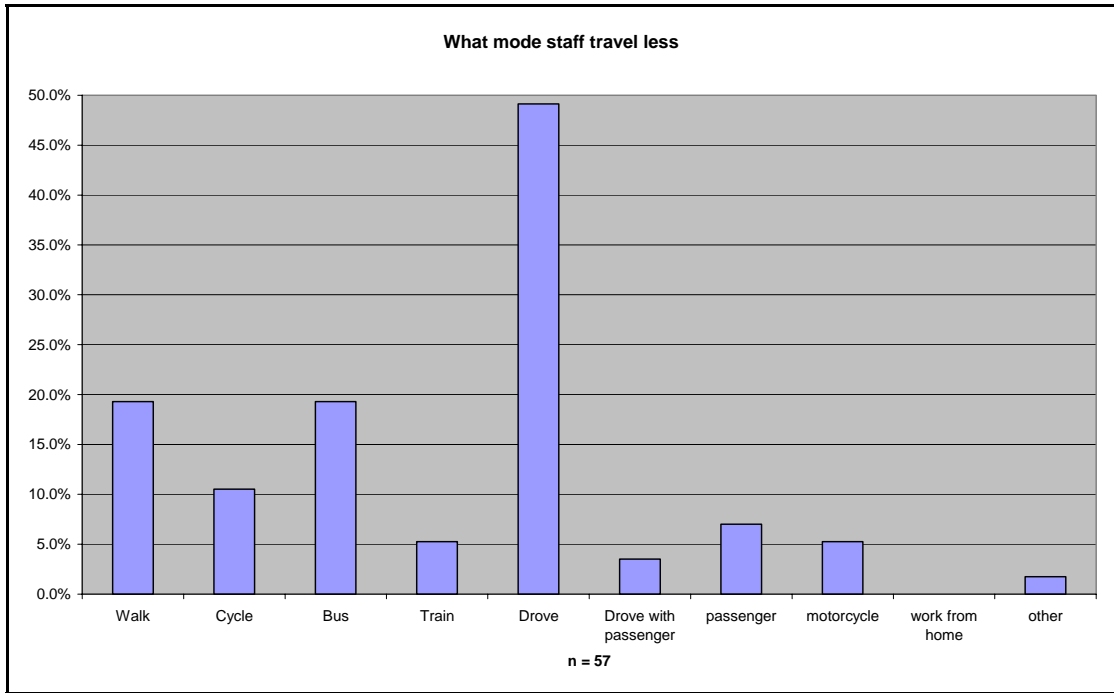


Figure 3: What modes staff travel less

Travel Behaviours

Staff that stated that they have changed modes of transport to work were then asked why they had changed. The question was to list as many reason as the individual liked then select one as their main reason. 56 staff responded to this question and the result can be viewed in Figure 4. The result showed that there is not one influencing reason why staff change there mode of travel.

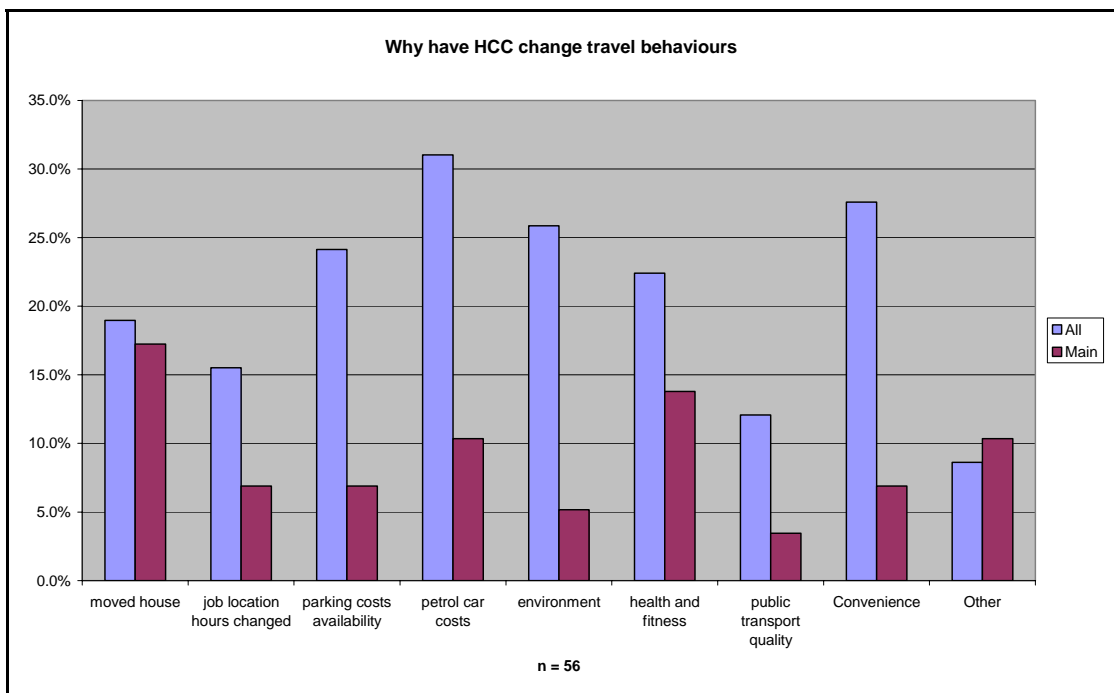


Figure 4: Why have HCC staff change travel behaviours

To understand the barriers in getting staff not to drive alone to work all staff who drive alone were asked to state reasons why. As in the previous question staff had the option of choosing as many reasons as they liked and then selecting a main reason. These results are illustrated in Figure 5. From the results it is clear that a major reason why staff drive alone to work was convenience and time. However very few staff selected these as their main reason and there is no one overall main reason why staff drive to work alone.

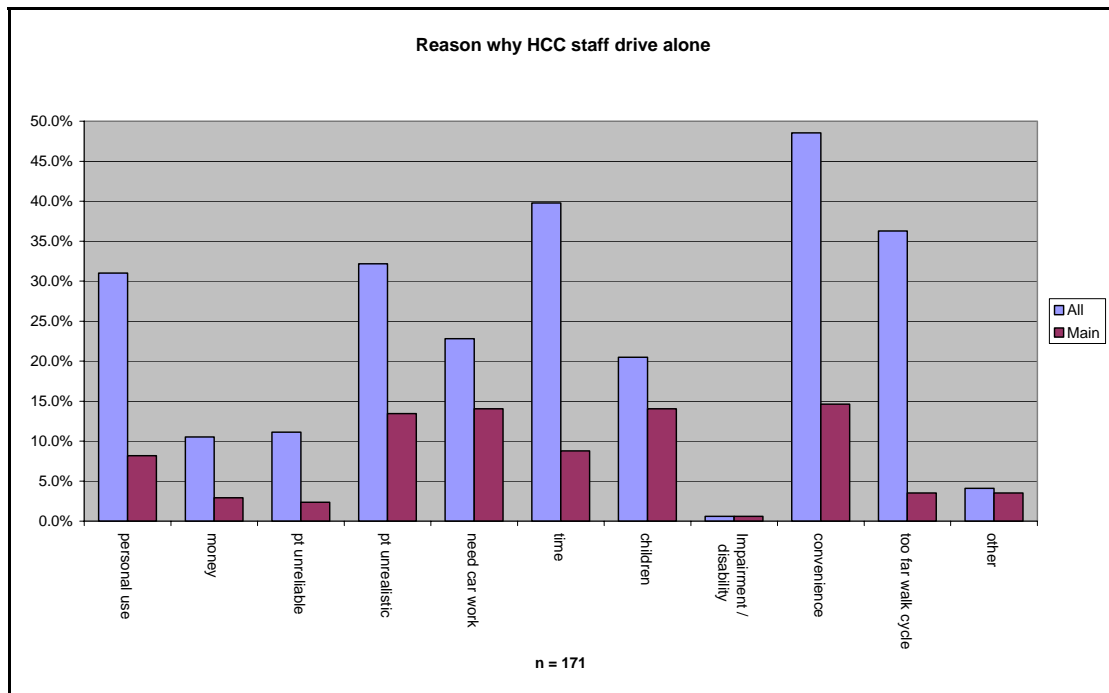


Figure 5: Reason why staff drive alone

Incentives and Information

The Travel Plan focused on providing staff with incentives and information (Figures 6, 7, & 8). A range of events and services have been offered over the last year. These were promoted to staff using different forms of communication.

Most staff knew about specific events, however this does drop off over time (pool party occurred in November 2007). Services have a much more varied response. Participation of staff in Events and Incentives was low.

The intranet was the main source of information on the Travel Plan however there were 26% of staff that did not recall anything about the travel plan besides filling in the evaluation survey.

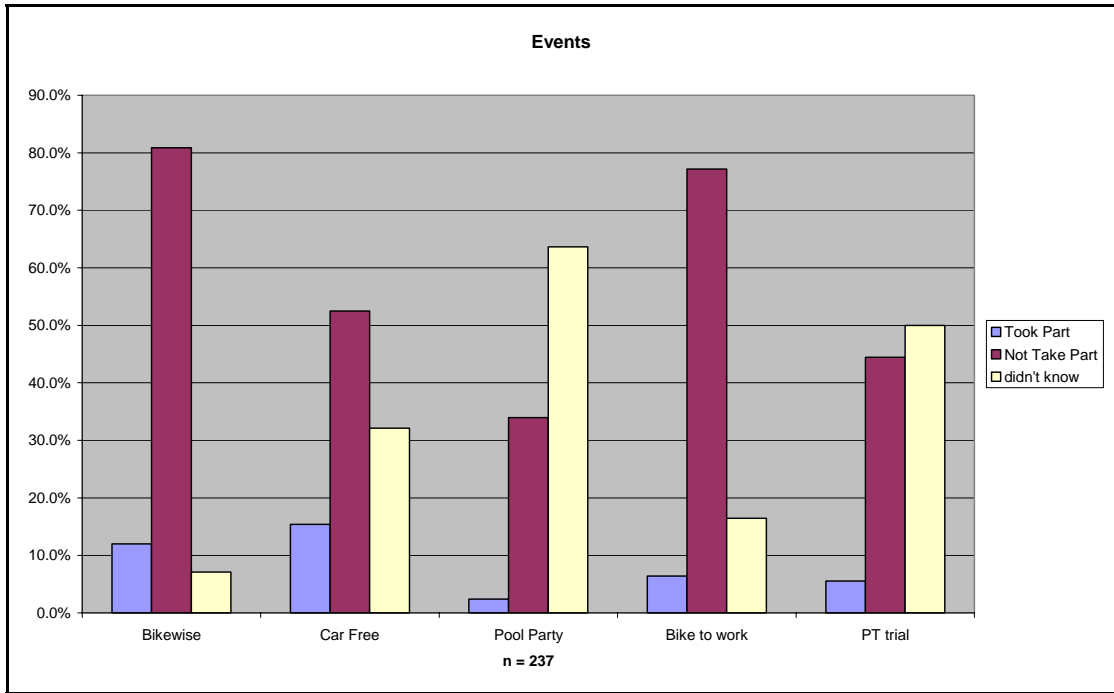


Figure 6: Events

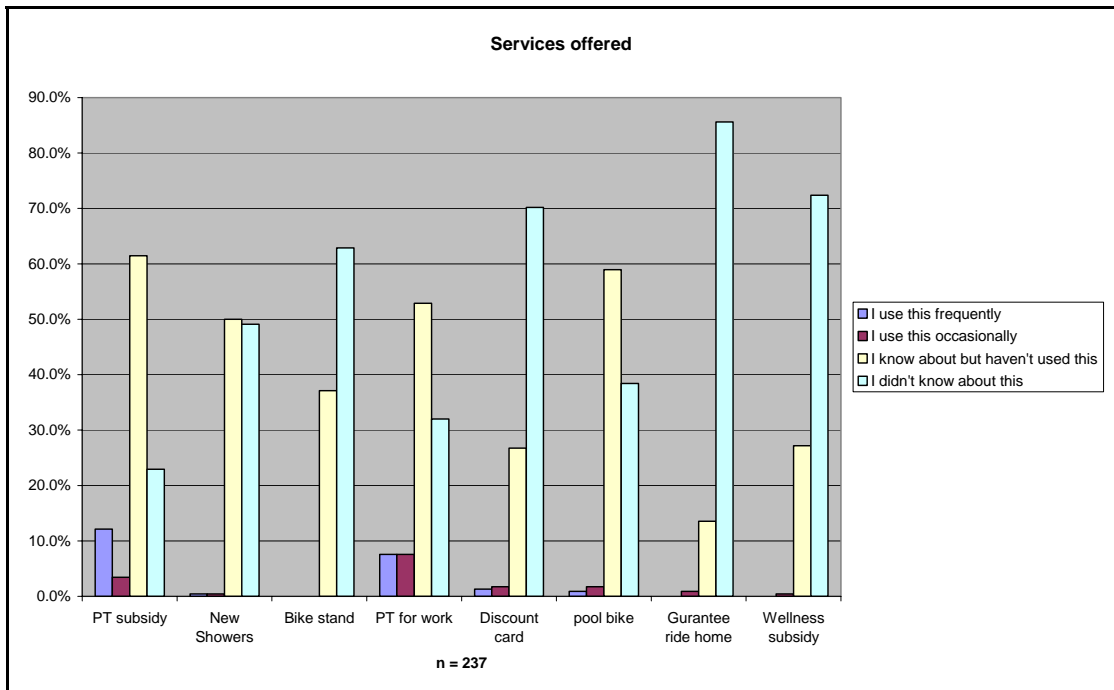


Figure 7: Services

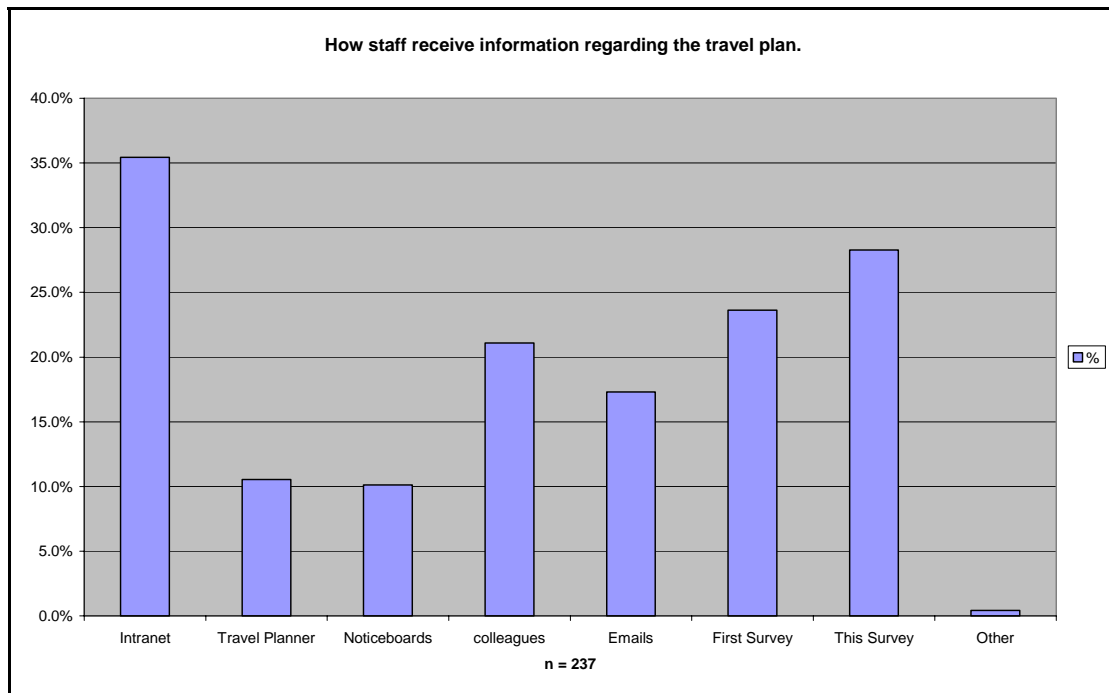


Figure 8: Information

Conclusion

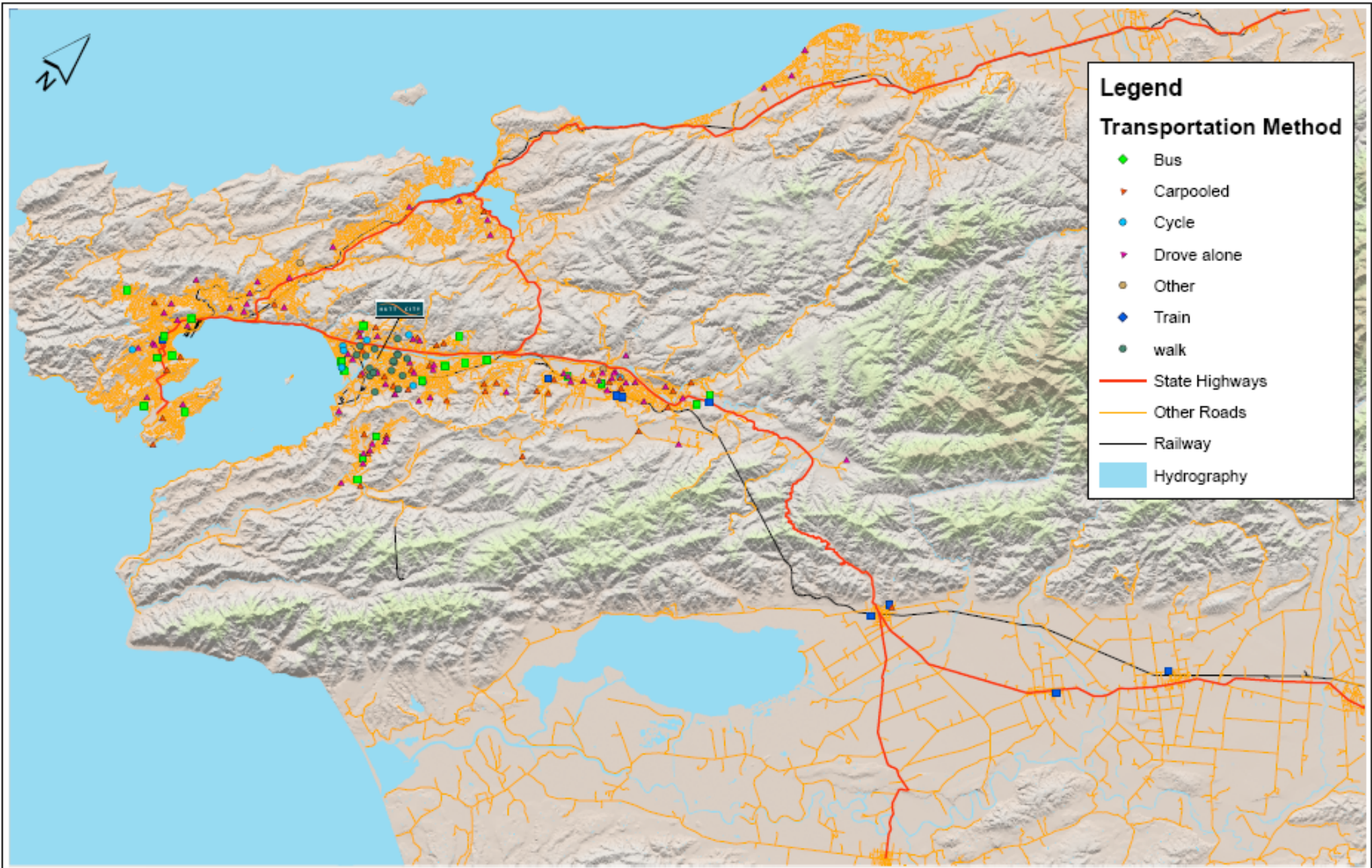
The Travel Plan set a goal in 2007 of reducing the percentage of staff driving alone to work from 58% to 48% (a 10% decrease). The evaluation survey shows that we exceeded the target with an 11% decrease observed. The Environmental Sustainability Strategy (ESS) uses this survey as an Environmental KPI, the ESS target is to reduce the number of staff driving work to 40% by 2013. The results from the survey suggests that we are well on the way to achieving the ESS target

There is some difference between the baseline and evaluation survey that could be influencing the results. More staff filled out the baseline survey giving a higher degree of accuracy to the baseline survey. Fuel prices increased significantly then decreased between the two surveys possibly influencing travel behaviours. However, the price of petrol at the time of the evaluation survey (\$1.59 / litre) was lower than at the time of the baseline survey (\$1.74 / litre).

The survey suggests that there is not one influencing factor as to why people change their travel behaviour over this period. There also a range of reasons why staff drive alone to work. Therefore there is no simple solution on what may influence staff to change travel behaviours.

Participation by staff at events and services was low, even when that event or service is well known by staff e.g. over 90% of staff knew about bikewise but only 12% participated. Using data from the survey 63% of staff never participate at an event or have used a service. Again this indicates that there are no simple solutions to changing staff behaviour.

In order to reach the 40% target by 2013 Council should continue to offer a range of initiatives to staff. It is therefore recommended that all the actions in the Travel Plan be fully implemented over the next year and reviewed annually.



Legend

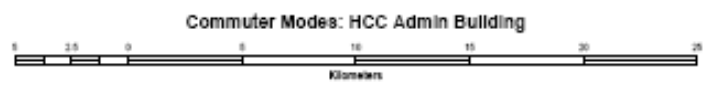
Transportation Method

- ◆ Bus
- ▶ Carpooled
- Cycle
- ▼ Drove alone
- Other
- ◆ Train
- walk

- State Highways
- Other Roads
- Railway
- Hydrography



Compiled : C. Hunter
 Instigated : G. Ross
 Job Ref : NA
 Date : 01/04/2009



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