



## Getting the most bang for your travel planning budget

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## Outline

- Why get involved in travel plans
- Who to work with
- What to sell
- How to get started

## Considering options

- key outcomes
  - congestion, active transport, safety, sustainability
- travel options
  - Active transportation - cycle, walk, jog, kayak
  - Public transit
  - Ridesharing - carpooling & vanpooling
- travel plans
  - Packaging these options to increase attractiveness & encourage use

## Targeting your \$

- hospitals and universities
  - generate significant traffic /congested access
  - transport significance
  - greater opportunities for travel behaviour impact
- create a programme for the council
  - component of transport strategy (TDM, cycling, walking, parking, environment)

## Selling your product

- a partnership to achieve:
  - transport & economic efficiencies
  - effective growth strategy
  - reduced carbon footprint
  - maintained competitiveness
  - improved access to services (multiple sites)
  - savings through managing car parking
  - enhanced attractiveness as employer

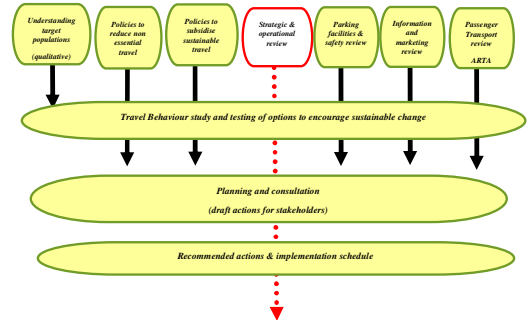
## Setting it up

- partnership approach
  - memorandum of Understanding
- organisation
  - travel champion, Sr Mgt & staff, stakeholder participation
  - 25% funding
  - on-site infrastructure, facilities, information & policy
- local Council
  - 75% funding
  - local infrastructure
  - experience in institutional travel plans
  - passenger transport infrastructure
  - liaison for passenger transport service improvement

## Tools

- consultant
  - project scope
  - research
    - travel behavior survey & consultation
    - information Review
    - site audit
  - plan & prioritise
- budget
- follow up (monitor & evaluate)

## Research



## Practical examples

### Questions and Answers

## Universities Travel Plan



## Auckland District Health Board

- Partnership components
  - funding 75/25%
  - project manager & travel planning consultant
  - travel champion & staff participation
  - passenger transport services, information & marketing
  - Infrastructure (public) (private)



## Victoria University

- Funding 75/25%
- travel planning consultant
- outcomes:
  - increase price of staff parking permits by \$100/year over the next 3 years
  - revenue funded:
    - Better inter-campus public transport
    - Guaranteed ride home and administration for car-pooling scheme
    - Locker facilities
    - Cycle storage
    - Increased administration of proposed parking permit system

## **Capital and Coast DHB**

- question of priority
- external vs internal priority
  - compromised by other -major redevelopment project
  - communications dwarfed by messaging about construction process
- travel plan died once external funding for Travel Plan Coordinator ended

## **Resources**

- New Hampshire hospital travel plan guide
- Institutional travel plan guidelines
- Greater wellington regional council website