

Auckland Manukau Eastern Transport Initiative (AMETI) Travel Demand Management (TDM) Framework and Implementation Plan

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Travel Demand Management (TDM)

TDM emphasises the movement of people, rather than single occupancy vehicles, and gives priority to and promotes alternative modes (i.e. walking, cycling, carpooling and passenger transport)


The Regional Land Transport Strategy 2010-2040 defines TDM as:

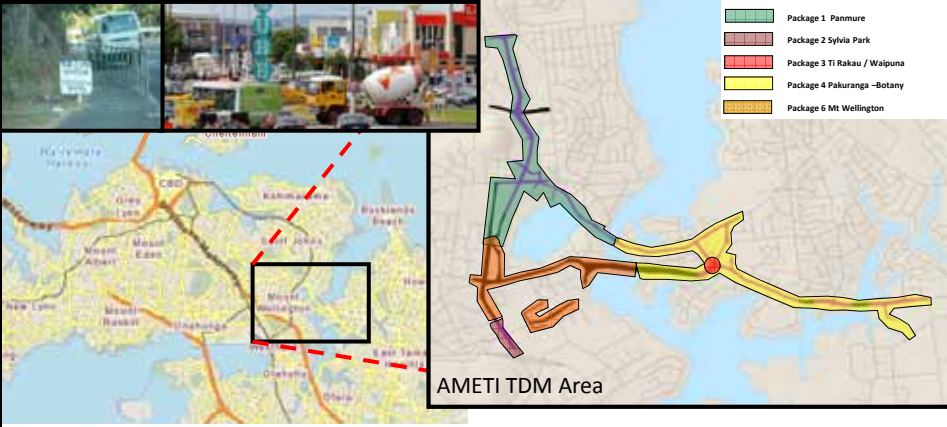
"initiatives aimed at modifying travel behaviour in order to maximise the efficient use of transport systems".

A TDM Framework is a **package of TDM measures tailored to an area**, which complement the planned physical transport infrastructure and ensure optimal benefits of delivering such improvements are achieved.




AMETI Study Area





AMETI project aims:

- To improve the efficiency of business and freight transport by road
- To significantly increase the number of people travelling by bus and train
- To enhance walking and cycling in the areas it serves
- To support the growth of industry and jobs and catalyse growth in business areas.




Area Wide TDM Case Studies

Sustainable Travel Towns, UK




TravelSmart, Australia



SmartTrip, United States




- **Results:**
 - 7-14% reduction of single occupancy vehicle trips
 - 8-75% increase in walking /cycling
- **Key Conclusions:**
 - Individualised marketing measures are a vital TDM measure
 - Within a short time frame significant vehicle reductions can be achieved
 - A complete TDM Framework is more effective than independent measures or marketing programmes only



Get on board with TravelSmart

It feels good to **travelsmart**



AMETI TDM Framework and Implementation Plan

- Implementation Plan includes:
 - Vision
 - Baseline data
 - Targets
 - Key Performance Indicators
 - Programmes of measures
 - AMETI TDM Packages
 - TDM Package Programme
 - TDM Package rough order costs

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graph TD
    RWC[Regional Walking and Cycling] <--> SG[Stakeholder Group]
    SG <--> TP[Travel Planning]
    SG <--> AMETI_PC[AMETI Project Communications]
    SG --> AMETI_PD[AMETI Project Director]
    SG --> CT[Community Transport]
    
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Mode	2006 Census Data	2020 Target-Low	2020 Target-Mid	2020 Target-High
Drove a Car, Truck, Van or Motorcycle	~85%	~75%	~70%	~65%
Passenger in a Car, Truck, Van or Motorcycle	~10%	~15%	~18%	~22%
Motor Cycle or Scooter	~2%	~3%	~4%	~5%
Walking / Cycling	~3%	~10%	~15%	~20%
Other	~0%	~0%	~0%	~0%

Vision and Goals

The goals of the AMETI TDM implementation plan are to:

- Align the AMETI construction programme and AMETI TDM tasks;
- Increase accessibility to Quality and Rapid Transit Networks within the AMETI area;
- Increase accessibility to and surrounding Town Centres, Schools and Work Places within the AMETI area;
- Provide for a connected walking and cycling network within the AMETI area; and
- Promote the AMETI travel options and benefits.

AMETI Construction project

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AMETI TDM Measures

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AMETI TDM Implementation Plan

AMETI TDM Framework

- Eight Programmes of Measures
 - Area-Wide Information & Communications
 - Town Centre programmes
 - Work-based programmes
 - Cycle Network Infrastructure
 - School-based programmes
 - Measurement and Evaluation
 - Household programmes
 - Organisational

Area-Wide Information & Communications	Work-Based Programmes	School-Based Programmes	Household Programmes	Town Centre Programmes	Cycle and Walking Programmes	Measurement and Evaluation	Organisational
Work with AMETI Communications team to integrate messaging and alerts	Conduct research to develop AMETI employer profiles	Develop school recruitment strategy	Identify household clusters within AMETI area	Conduct town centre accessibility plans	Create an AMETI Cycle Network Map and electronic devices	Research and develop approach to measure and evaluate Plan	Create AMETI TDM Working Group, with a dedicated TDM Co-ordinator
Develop tailored web-based materials and tools	Identify Travel Champions and Communications Network	Implement integrated cluster-based school programmes	Research and develop guidance on community marketing	Develop parking management plans for town centres	Complete regional cycle network	Collect baseline measures; conduct follow-up and evaluation	Provide staffing and consulting support for the TDM Working Group.
Design information and educational collateral materials,	Segment employers and prioritise employment clusters	Implement integrated cluster-based social marketing programmes	Develop local walking and cycling maps	Develop local walking and cycling maps	Complete local cycle network	Use programme evaluation results to refine TDM implementation plan	
Implement travel plan programmes as per successful model	Develop a success model for Work-based programmes in the AMETI area	Develop station area access plans for Rapid and Quality Transit Network	Develop station area access plans for Rapid and Quality Transit Network	Develop station area access plans for Rapid and Quality Transit Network	Ensure adequate end of trip facilities		
Develop on-going partnership frameworks	Implement travel plan programmes as per successful model	Introduce town centre WiFi systems	Introduce town centre WiFi systems	Introduce town centre WiFi systems	Implement bike racks on buses as part of regional trials		

TDM Packages

Summary Timeframes	
TDM Package A: Area Wide TDM	Ongoing
Sylvia Park Construction	2013-2014
TDM Package B: Sylvia Park	2013-2015
Pakuranga Construction	2014-2021
TDM Package C: Pakuranga/ Botany	2016-2021
Panmure Construction	2011-2019
TDM Package D: Panmure /Glen Innes	2012-2019
Mt Wellington Construction	2021-2035
TDM Package E: Mt Wellington	2017 / 2018

Area Wide TDM Package
Programmes:

- Communications
- Monitoring
- Evaluation
- Organisational

TDM Packages
Programmes:

- Work
- School
- Household
- Cycle and walking
- Town Centre

