

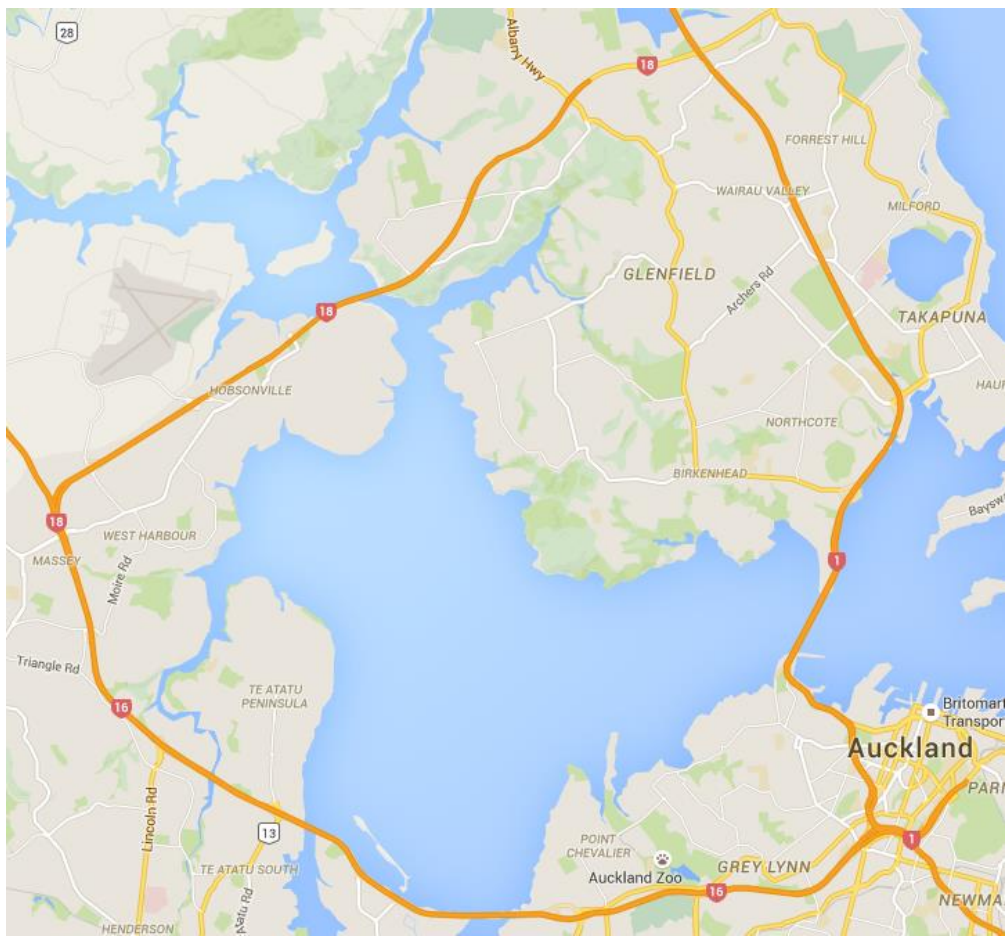
Comparative travel time pilot

Practice Paper, IPENZ Transportation Group Conference

March 2016

Practice Paper, IPENZ Transportation
Group Conference, March 2016

Influencing behaviour change



SH18/16 vs SH1 travel time pilot

- Ready-access to comparative travel times internally
- External publication via various channels
- Monitoring/measuring results
(a work in progress)

SH18/16 vs SH1 travel time pilot



Multi-modal

- Northern Express bus vs Northern Motorway



NZTAAkl retweeted



AkiTransport

Sep 22, 8:07am via Hootsuite

#AKLTraffic frm Oteha Valley Rd to City taking 43mins right now, only 19 on NEX Bus. Could you bus instead? ^TP



13 retweets 6 favorites



Conclusions / next steps

