

PROPOSED PLAN CHANGE

79 ORMISTON ROAD

FLAT BUSH

MANUKAU

TRAVEL PLAN STRATEGY

Prepared By:
Sue Philbin

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Auckland Office:
P O Box 60-255, Titirangi, Auckland 0642
Level 1, 400 Titirangi Road, Titirangi Village
Tel: (09) 817 2500
Fax: (09) 817 2504
www.trafficplanning.co.nz

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TABLE OF CONTENTS

1.0	INTRODUCTION	1
1.1	Background.....	1
1.2	The Travel Plan Strategy.....	1
1.3	What is a Travel Plan?	2
1.4	Site Location	3
1.5	Statement of Intent	4
2.0	STRATEGIC CONTEXT OF THE TRAVEL PLAN STRATEGY.....	4
3.0	TRAVEL PLAN STRATEGY PROCESS.....	7
3.1	Purpose of a Travel Plan Strategy.....	7
3.2	Plan	7
3.3	Set-up.....	8
3.4	Implement	8
4.0	TRAVEL PLAN PROCESS	8
4.1	Set-up.....	9
4.2	Data collection.....	11
4.3	Aims, objectives targets	12
4.4	Action plans	14
4.5	Implementation	14
4.6	Monitor, review, amend.....	14
5.0	SUMMARY	15

Table of Figures

Figure 1 – Site Location	3
Figure 2 – Strategic travel plan development	7
Figure 3 – Travel plan development process	9

Appendix A

Sample Action Plans

1.0 INTRODUCTION

1.1 Background

This Travel Plan Strategy has been prepared to support the proposal to rezone the site at 79 Ormiston Road in Flat Bush from Business – Light Industry to Business – Mixed Use under the Auckland Unitary Plan – Operative in Part (AUP-OIP) to enable a range of retail, commercial, and residential type activities to establish on the site. The site previously had a Business zoning that allowed for mixed-use development under the former Manukau City Council District Plan.

Overall, the aspirations for the Plan Change generate 182 additional AM Peak Hour trips and 50 additional PM Peak Hour trips¹ than the currently consented activities for the site. The extra trip generation can be mitigated through travel demand management (TDM) measures that would be implemented through individual travel plans associated with each tenanted building.

1.2 The Travel Plan Strategy

The Travel Plan Strategy (TPS) is a strategic plan to guide future travel plan development and provide confidence that trip reduction will occur through the implementation of agreed TDM initiatives. It identifies the need for TDM measures that could be formulated in travel plans for each building to reduce single occupant vehicle (SOV) trips to the site and related demand for parking.

In preparing the TPS we have drawn on our experience of establishing, implementing and monitoring business/organisational travel plans, preparing residential travel plans, and establishing Transport Management Associations (TMAs) both in the UK and New Zealand,

This report identifies the travel plan process and sets the context for promoting sustainable transport options for all people travelling to and from the proposed development. It identifies a management system that will ensure the longevity of the travel planning process in relation to the site.

The TPS has been developed in accordance with Auckland Transport (AT) Travel Planning Tools published on the Auckland Transport website, and experience of national and international Travel Plan best practice and guidance for establishing TMAs.

¹ TPC Report :Proposed Plan Change, 79 Ormiston Road Integrated Transport Assessment

1.3 What is a Travel Plan?

A Travel Plan is a long-term travel management strategy for an organisation or site, delivering an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy vehicle travel.

Travel Demand Management (TDM) includes “any initiative that modifies travel decisions so as to reduce the negative impacts of road transport.” In the context of the subject site, the Travel Plan is the mechanism that will be used to fit in with Auckland Council’s Long Term Plan (Section 10.3) for delivering travel demand management, which states:

- *giving priority to walking, cycling and public transport which will help to develop a more sustainable land use pattern;*
- *projects that make more efficient use of existing and future roading infrastructure along with a reduction in car trips to free up road for commercial, freight and other priority users;*
- *projects that will increase public transport use and, therefore, increase the return on investments;*
- *working with communities to deliver road safety education, travel planning, walking and cycling; and*
- *providing a safe, efficient and effective transport network with choices for all road users.*

Ultimately, this will aim to reduce:

- *the need to travel to the site;*
- *single occupant car trips for people travelling to the site; and*
- *the need for car parking.*

This Travel Plan Strategy supports and promotes travel arrangements that encourage the efficient operation of the site. It supports a systematic, planned, positive change to improve and maximise the efficient use of transport infrastructure for all travel modes.

The effective use of the transport infrastructure incorporates TDM initiatives into a program of activities that will be, where practical, adopted by residents, employees and visitors to the site. This will make best use of existing infrastructure and improve accessibility thereby maximising access for cars, deliveries and people choosing to travel to the site by public transport (PT) and active (walking, cycling and scootering) modes of transport.

1.4 Site Location

The proposed development is located at 79 Ormiston Road, Flatbush, Manukau at the intersection of two arterial road corridors shown in Figure 1:

- **Te Irirangi Road Corridor**, which provides strategic north-south linkage between the Metropolitan Centre Zones of Manukau and Botany. The proposed Airport to Botany Rapid Transit project, discussed in the Integrated Transport Assessment², will enhance the strategic linkage between these two Metropolitan Centres and the subject site.
- **Ormiston Road Corridor**, which provides a strategic linkage between the Business – Town Centre Zones of Otara and Ormiston, as well as serving Residential – Terrace Housing and Apartment Building and Business – Light Industry Zones. The corridor also has existing bus service provision between Middlemore Hospital, Otara, Flat Bush and Mission Heights.

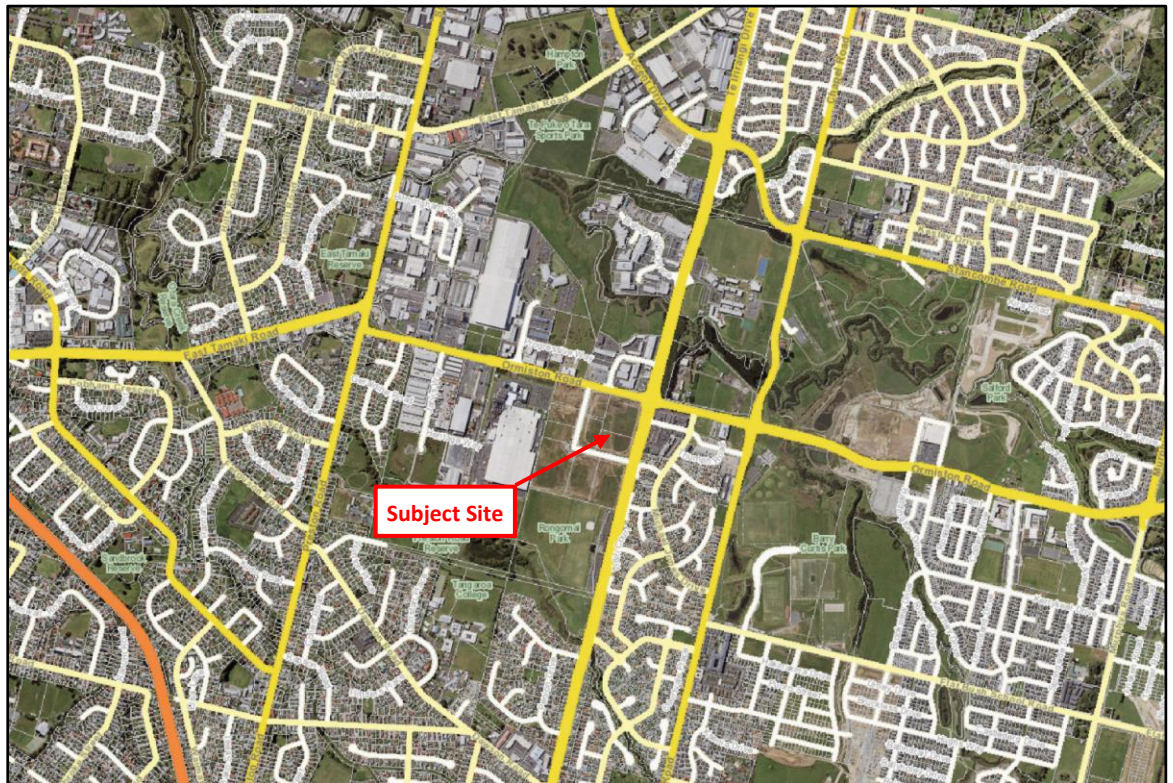


Figure 1 – Site Location

In terms of developing the TPS and subsequent travel plans, it is important to note that the site is well served by road access, and footpath and cycleway connectivity, thereby presenting opportunities to promote alternative modes of transport to Single Occupant Vehicle (SOV) trips.

² TPC Report :Proposed Plan Change, 79 Ormiston Road Integrated Transport Assessment

1.5 Statement of Intent

Travel plans will promote sustainable forms of travel to all people living and working at the Ormiston Road development, and to all visitors and deliveries.

The developer should ensure that a travel plan clause is included in the tenancy agreement for each property to encourage employees, visitors, residents and deliveries to use sustainable modes of transport to access the site where it is practical and cost effective to do so.

The developer understands that:

1. TDM measures will assist in mitigating the traffic effects generated by the development, in particular the additional vehicle trips generated by the additional height limits being sought as part of the Plan Change.
2. Without TDM measures in place, parking demand could exceed parking supply.

2.0 STRATEGIC CONTEXT OF THE TRAVEL PLAN STRATEGY

The Auckland Regional Land Transport Strategy 2010-2014 (RLTS)³ provides guidance for the expected growth of the region. The strategy assumes that travel demand management measures adopted across the region will reduce vehicle trip growth by 12%. The implementation of travel plans for the site to encourage the use of alternative modes of transport is in line with the overall RLTS objectives.

The RLTS vision which informs the objectives seeks to enhance access and travel choices such that:

- people and goods are able to move when and where necessary;
- transport supports vibrant, well designed, attractive and environmentally sustainable urban and rural centres, business and economic activity, and access to social, cultural and recreational activities;
- getting around by all modes is integrated, safe, effective, and accessible to all, including people with disabilities;
- people have choices which enable them to participate equitably in society, especially those with mobility issues, including children and the elderly and those most disadvantaged;
- transport resources are used efficiently, supported by sustainable, innovative design practices; and
- the transport system is resilient in the event of shocks and is adaptable to change.

³ Auckland Regional Land Transport Strategy 2010-2040. Published by Auckland Regional Council (April 2010)

The following are objectives set out in the RLTS, based on reducing the impact “for an expected population increase of 53 per cent between 2006 and 2040”:

- the strategy proposes an increase in roading capacity of 9 per cent;
- travel demand management measures that will reduce vehicle trip growth by 12 per cent; and
- an increase in public transport services of 130 per cent.

The outcome of the strategy is that in the period through to 2040, congestion levels are expected to remain at roughly current levels, public transport usage is expected to increase by 270 per cent to 675,000 trips each weekday and walking and cycling trips are expected to increase by 128 per cent to almost one million trips per weekday.”

The predicted percentage increases in public transport and active transport trips demonstrate the potential success of TDM measures in reducing vehicle trip growth whilst promoting other modes and provide the context for the TPS.

The Auckland Regional Land Transport Plan is the ‘funding and delivery mechanism’ for meeting the aspirational targets outlined in the RLTS.

All publicly funded land transport activities in Auckland are contained in the RLTP, including those that would support the 79 Ormiston Road TPS:

- public transport (bus, rail and ferry) services;
- improvements to bus stops;
- footpaths and cycleways; and
- travel demand management.

The RLTP promotes TDM measures that encourage higher vehicle occupancy. Public transport has a key role to play in enticing drivers to take the bus, train or ferry in preference to driving. Other initiatives to encourage higher vehicle occupancy are also important, including priority lanes for high-occupancy vehicles, carpooling applications (Apps) and ride-share parking spots at public transport hubs. Existing programmes such as travel planning, walking school buses and travel management initiatives with a variety of organisations across Auckland also help to manage demand.

The Government Policy Statement on Land Transport (GPS) (2018) directs funding for RLTP projects and specifically supports improving ‘access’ such that the land transport system will provide increased access to economic and social opportunities and enables transport **choice** and access.

The Auckland Plan (2050)⁴ identifies six integrated outcomes (belonging and participation; Maori identity and wellbeing; homes and places; **transport and access**; environment and cultural heritage, opportunity and prosperity) that are spatially reflected in development strategy. Transport links all six outcomes. The Auckland Plan strategic directions and focus areas for the ‘transport and access’ outcome are set out in table Table 1 and emphasise **better connections, travel choices**, and more uptake of **walking, cycling and public transport**. The TPS embraces the direction and focus areas published in the Auckland Plan.

Table 1 – Auckland Plan Strategic Direction and Focus Areas for Transport and Access

Direction	
Better connect people, places, goods and services	
Increase genuine travel choices for a healthy vibrant and equitable Auckland	
Maximise safety and environmental protection	
Focus Areas	
Make better use of existing transport networks	Better integrate land use and transport decisions
Target new transport investment to the most significant challenges	Move to a safe transport network free from death and serious injury
Maximise the benefits from transport technology	Develop a sustainable and resilient transport system
Make walking, cycling and public transport preferred choices for many more Aucklanders	

The Auckland Transport Alignment Project (ATAP) was established in 2016 to identify strategic transport projects for Auckland. ATAP included representation from Ministry of Transport, Auckland Council, Auckland Transport, NZ Transport Agency, the Treasury, KiwiRail and the State Services Commission.

In 2016, ATAP developed a strategic approach for transport in Auckland, based on three integrated components. These were making better use of existing networks, targeting new investment to the most significant challenges and **maximising new opportunities to influence travel demand**. The ATAP package builds on previous work with a clear weighting towards public transport (rapid transit in particular which will service the Airport from the East), walking and cycling, safety and the environment. The ATAP package has been developed for a 10-year horizon. It identifies projects that are expected to be delivered and completed over the 2018-2028 period.⁵ ATAP sits alongside the GPS, the Auckland Plan, and the RLTP and provides a signal that will inform each of these processes.

The 79 Ormiston Road TPS adheres to the overarching strategic approach adopted by ATAP by “maximising new opportunities to influence travel demand” and by offering commuters, residents and visitors travel choices.

⁴ <https://www.aucklandcouncil.govt.nz/plans-projects-policies-reports-bylaws/our-plans-strategies/auckland-plan/Pages/default.aspx>

⁵ <https://www.transport.govt.nz/land/auckland/atap/questions-and-answers/>

3.0 TRAVEL PLAN STRATEGY PROCESS

3.1 Purpose of a Travel Plan Strategy

The purpose of the Travel Plan Strategy is to lay the foundation for the development of a framework for individual travel plans for each building as they become operational. The process of TPS development is shown in Figure 2.

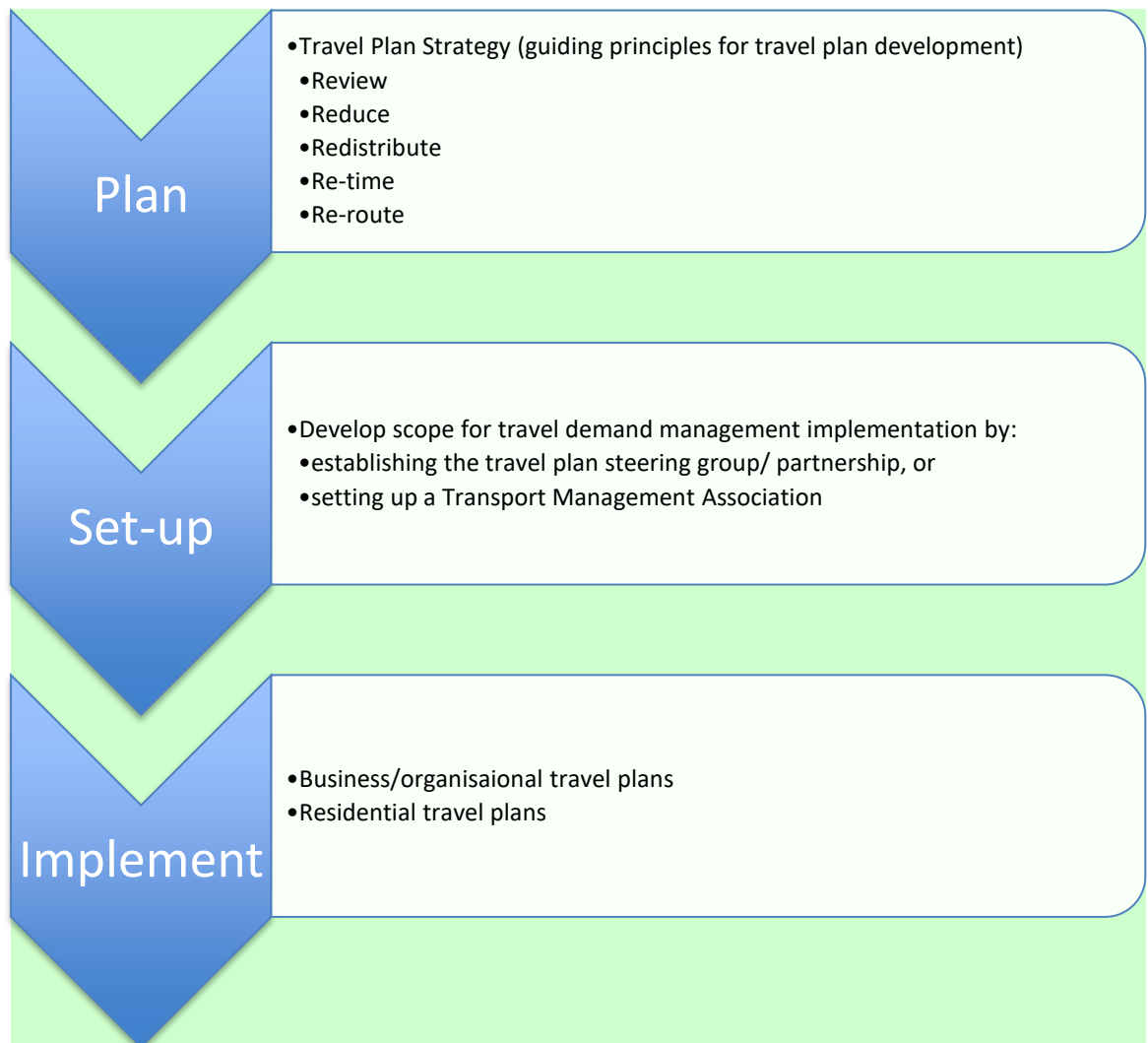


Figure 2 – Strategic travel plan development

3.2 Plan

The aims of the TPS are to:

- enable future commuters and residents to make informed travel choices;
- influence long term sustainable travel behaviour to and from the site; and
- align with future workplace/residential accessibility.

The criteria to be included in each travel plan will adhere to the the five 'Rs' of travel demand management. These are:

- review existing data and travel information (to provide a base line and identify gaps in supporting infrastructure and services);
- reduce trips to and from the site (reduce the need to travel e.g. providing residential, commercial and service activities in the same site, and technological solutions);
- redistribute trips to alternative/sustainable modes (walking, cycling PT) through marketing and awareness campaigns;
- re-time trips that cannot be reduced so that they do not coincide with peak hour through marketing and awareness campaigns; and
- re-route trips away from contested corridors and/or modes where possible.

3.3 Set-up

The first tasks are to plan the scope, approach and budget for developing travel plans for the site, secure the resources required, and gain management commitment. Individual travel plans can then be developed, comprising a clear and agreed set of priority actions, with timelines, costs and accountabilities consistent across the site. A travel plan template can be used to ensure consistency.

The formation of a travel plan steering group or TMA will provide a management structure which will secure the ongoing implementation of travel plan actions and the continuous monitoring necessary to ensure sustainable transport modes are adopted and continued to be used by commuters, residents and visitors.

3.4 Implement

Successful travel plans require regular reviews of travel behaviour (through surveys), monitoring of progress in implementing the travel plan 'action plan', and an ongoing process for considering new ideas and improvements.

Surveys can include company employee travel surveys, resident travel diaries, vehicle counts, cycle and pedestrian counts and bus patronage information. This combination of information will provide accurate data for the assessment of the effectiveness of travel plans for the site.

4.0 TRAVEL PLAN PROCESS

The travel plan process shown in Figure 3 is an expansion of the TPS strategy.

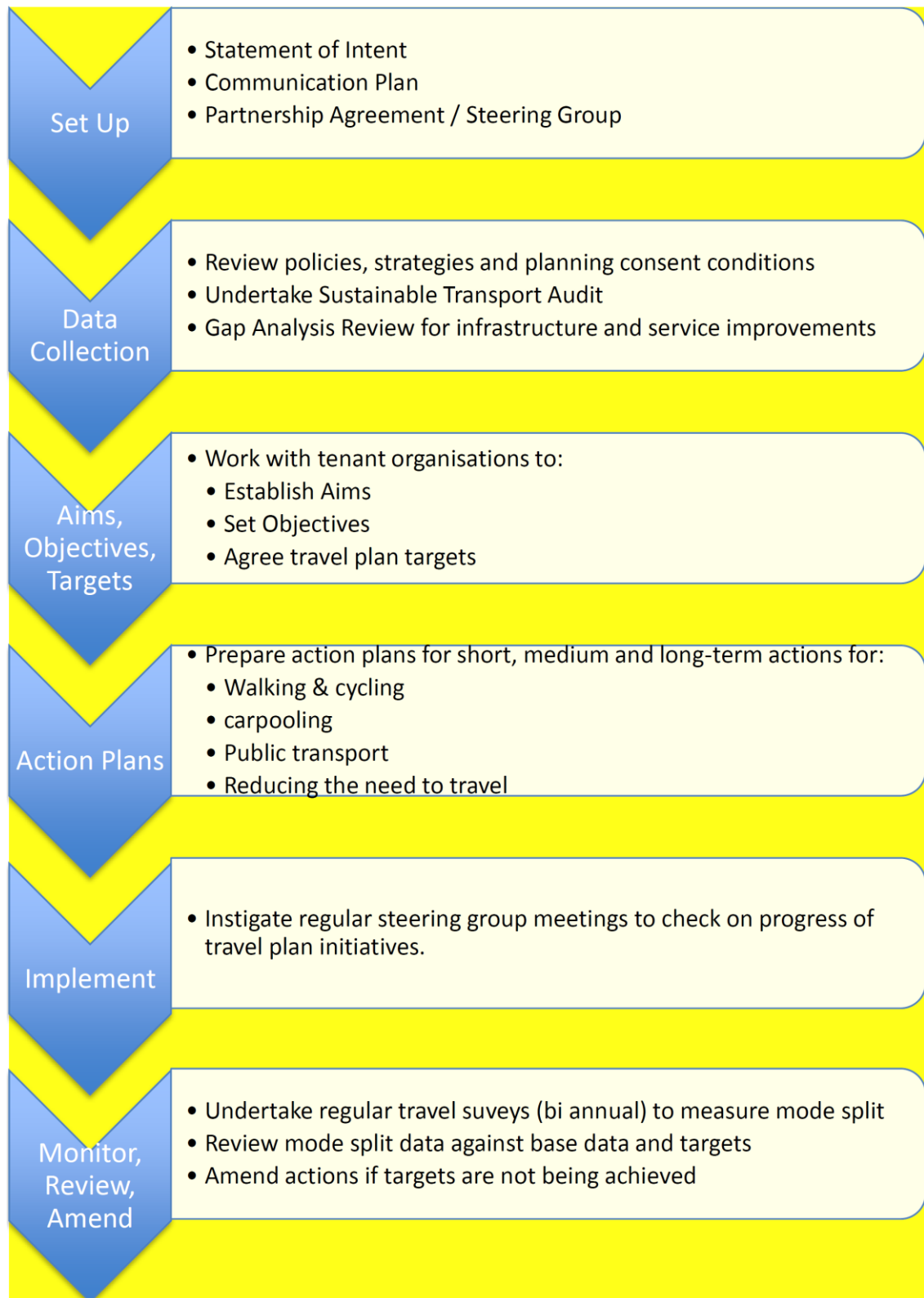


Figure 3 – Travel plan development process

4.1 Set-up

In this instance, and considering the size of the site, it is recommended that the travel plans for the tenanted properties on the site are coordinated by a TMA or similar

organisation. Therefore, all the stakeholders (organisations responsible for trip generation for the site) would be responsible for implementing the TDM initiatives associated with the site. In addition each tenanted building would have a travel plan associated with it which would be managed internally.

The most successful Travel Plans have management support and dedicated staff resource within the organisation. It follows that the decision to develop and implement a Travel Plan should be a formal commitment at the highest level of the organisation, often with the assistance of the local council.

Each organisation will have a staff member who has responsibility to oversee the implementation of the Travel Plan measures and who will fulfil the role of Travel Plan Co-ordinator. Once appointed, the name and contact details of the Co-ordinator will be provided to the Auckland Transport Travel Demand Team. The Travel Plan Coordinator will need to be the driving force behind the success of the Travel Plan and the role will need to include:

- liaising with TMA or similar management body;
- overseeing the on-going development of the Travel Plan;
- liaising with senior management to maintain commitment and support for the Travel Plan;
- promoting the Travel Plan to staff, contractors and visitors through effective marketing and awareness raising campaigns;
- progressing the implementation of measures associated with the Travel Plan;
- acting as a point of contact for all staff, contractors and visitors requiring Travel Plan information;
- co-ordinating the necessary data collection and monitoring programme for the Travel Plan;
- undertaking reviews of, and making revisions to, the Travel Plan;
- establishing and co-ordinating an internal Travel Plan working group, and
- providing a point of contact for the local authority and other local Travel Plan Co-ordinators and networks to pursue joint plans and initiatives where relevant.

The Travel Plan will need to be endorsed and supported by senior management which is critical to ensuring its success and is an important step in making the Travel Plan a reality. Senior Management support is important to:

- agree any necessary funding required to to implement the travel plan measures;
- allow budget allocations for individual staff Travel Plan activities;
- secure the release of staff time for work concerned with the Travel Plan and attendance at meetings such as focus groups, and
- endorse any features that may call for changes in the conditions of work.

A Travel Plan Steering Group made up of senior management should be endorsed by senior management and established by the Travel Plan Co-ordinator. Once appointed, the names and contact details of the Travel Plan Steering Group will be provided to the Auckland Transport Travel Demand Team. The role of the Steering Group will be to:

- provide the management support required to take ideas forward and make strategic decisions;
- steer the Travel Plan in the desired direction and address any issues that may have arisen;
- set tasks, priorities and work programmes for the Travel Plan Coordinator and provide/secure assistance and associated funding as necessary;
- agree any additional funding to implement the Travel Plan action plan;
- ensure that the work around the Travel Plan is co-ordinated with other activities within the organisation, and with Auckland Transport's TDM programme; and
- embrace corporate social responsibility by leading by example.

4.2 Data collection

Current traffic flow information and bus patronage figures can form the base line for assessing the traffic impact of the proposed development.

Traffic counts can be carried out annually or bi annually to assess and review the trip generation of the site and to gauge the success of the travel plans.

A sustainable transport access audit should be undertaken prior to preparing the travel plans to identify opportunities to promote alternative transport to the private car. Therefore, the bus network, cycle network and footpath network should be assessed and information relating to their suitability to support sustainable modes should be included in the travel plans. Much of this work has been undertaken for the Integrated Transport Assessment¹.

The success of the travel plans and the mode split for trip generation can be measured by annual or bi annual travel surveys carried out with tenant organisations and the residential properties. Data collected from these surveys can be used to review and amend the travel plans as necessary.

4.3 Aims, objectives targets

The measures suggested within this plan are intended to encourage travel by more sustainable modes of transport and seek to fulfil the aims and objectives of the plan and achieve the targets.

Aims

The specific aims of the Travel Plan are to:

- positively influence the travel behaviour of people living at, commuting to and visiting the site
- encourage travel by public transport, cycle and by foot by improving their attractiveness and in the case of PT its availability and cost;
- promote car pooling as an alternative to single-occupancy car travel;
- help reduce local road congestion and the resultant noise pollution and air quality impacts associated with it, and
- promote healthy and sustainable lifestyles to all.

Objectives

The overarching objectives of the Travel Plan are to:

- reduce the number of single occupancy car trips to and from the education facility;
- maximise the number of journeys by alternative, more sustainable travel modes such as walking, cycling and public transport, and
- minimise the environmental effect of travel generated by the education facility on the local community.

These are based on, and consistent with, the objectives set out in the Auckland Regional Land Transport Strategy.

The Travel Plan assists people to make sustainable travel choices. It is not anti-car. It is a cogent strategy for providing and promoting realistic, high quality alternatives to improve the travel environment.

In summary the Travel Plan will achieve the following outcomes:

- *increased use of carpooling;*
- *improved the efficiency of parking;*
- *reduced congestion in the immediate vicinity of the site;*
- *increased PT patronage;*
- *reduced exposure to the negative impacts of transport on health, thereby demonstrating corporate social responsibility for the local environment;*
- *reduced greenhouse gas emissions, and*
- *improved transport safety around the site by reducing SOV travel.*

In addition, the Travel Plan will:

- *reduce trips generated by the site;*
- *demonstrate corporate responsibility to the wider business community;*
- *identify measurable mode split targets for walking, cycling, and PT patronage;*
- *make provision for snapshot travel surveys to be undertaken bi annually.*

Targets

Targets are related to the Travel Plan objectives and will be SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related).

Targets for mode split and overall trip generation will be set such that the trip generation from the site will not exceed that associated with the originally consented activities for the site. Therefore, the targets will be in line with the existing consented land use. The additional trips generated by the revised plan change will be mitigated by the implementation of the travel plan 'action plans'. The specific numbers will be calculated according to the business uses and tenants for the completed development.

The targets are split into Action targets and Aim targets. Action targets are those that require the management to undertake a specific action by a certain deadline (e.g. establish a carpooling scheme by a certain date). Aim targets require that specific measurable output (e.g. increasing carpooling from 5% to 20%, an increase of 15% of all trips by 2020).

4.4 Action plans

According to the information gathered from data collection and the sustainable transport access audit, actions plans will be prepared to promote those sustainable transport modes that can be utilised by the development. Where there are gaps in transport services or infrastructure, the developer can advocate to the transport services provider to fill those gaps.

Action plans will be prepared to promote walking, cycling, carpooling and public transport. Sample Action Plans are shown in Appendix A.

Typically, the actions in an action plan are grouped into short, medium or long-term actions. Short term actions are those that are implemented within 6-12 months, medium term actions are implemented within two years and long term actions are implemented within three years. Actions are assigned to a person, department or external entity such as Auckland Transport. The estimated budget to complete the action is also included in the action plan.

4.5 Implementation

The Travel Plan Co-ordinator for each organisation will be responsible for implementing the Travel Plan action plans within that tenant organisation. The Travel Plan Co-ordinator will also be responsible for setting up working and focus groups, and liaising with the TMA or similar management organisation for the development.

4.6 Monitor, review, amend

Monitoring is vital to ensuring the success of the Travel Plan and making sure that the aims and objectives are being met and delivered. Where the monitoring reveals issues with achieving targets, it provides the evidence base for reviewing the Travel Plan and the measures contained within it. Even if targets are being met, it is important to adapt the plan to make improvements and to introduce new measures and targets where appropriate.

Travel Plans can be monitored every 12-24 months through snap shot travel surveys and/or peak hour traffic counts once the development has reached say 80 percent occupied.

The monitoring of each travel plan will be the responsibility of the Travel Plan Co-ordinator for that building, although independent monitoring may also be appropriate.

The form of the survey questionnaire will be agreed with Auckland Council prior to issue and will include questions appropriate for the use of each building in order to gather mode split data.

The results of the survey will be collated by the Travel Plan Co-ordinator and be available for review if requested.

Key Performance Indicators (KPIs) will be developed/agreed at the implementation stage and then assessed annually/bi annually to determine the success of the Travel Plan measures. It will be the responsibility of Auckland Council / Auckland Transport to measure the traffic data related KPIs (such as increased bus patronage) and report back to the management.

Each travel plan will be reviewed to determine the success in achieving a mode shift away from SOV trips and trip generation reduction. Depending on the results the travel plan will be amended so that targets can be achieved. Appropriate action will be dependent upon the degree to which particular targets are not being met and the availability of future planned public transport infrastructure in the area such as the implementation of the Rapid Transit project along Te Irirangi Drive.

5.0 SUMMARY

This Travel Plan Strategy outlines how travel planning will be established for the subject site within the context of National and Regional transport strategies. It is proposed that TDM measures to be included in the action plans are implemented over a 36 month time frame, once 80% of the development is occupied, and will evolve when new travel options become available.

Prepared by:



Sue Philbin

Appendix A: Sample Travel Plan Action Plans

The following action plans are indicative and not exclusive and therefore do not preclude additional measures from being included.

Implementation of the actions will commence once the Travel Plan has been approved by Auckland Transport and Auckland City and will cover a three-year period.

Actions will be implemented over the short, medium and long term. Short term will be 6 to 12 months, medium term 12 to 24 months and long term 36 months or longer.

These action plans have been designed to be amended over time as the travel planning process matures.

KEY

AT = Auckland Transport

AC = Auckland Council

CARPOOLING ACTION PLAN

Carpooling Measures	Person or organisation responsible for implementation & progress to date	Short Medium Long term	Funding source	Estimated cost
Promote carpooling as a cost saving to staff	Management to distribute leaflets and posters	S	AT	N/A
Register with the AT National carpool programme	Management to connect intranet to lets carpool website	S	AT and internal	IT time
Provide a guaranteed ride home scheme for carpoolers in case of emergency	Contract with a suitable provider to offer a guaranteed ride home scheme			
Promote carpooling through National and Regional events such as Car Free Day in September	Management to organise when events occur	S / M / L	AT	N/A

CAR PARKING ACTION PLAN

Car parking Measures	Person or organisation responsible for implementation & progress to date	Short Medium Long term	Funding source	Estimated cost
Allocate a proportion of proposed on-site car parking for carpooling	Management	S	Management	\$2k

WALKING ACTION PLAN

Walking Measures	Person or organisation responsible for implementation & progress to date	Short Medium Long term	Funding source	Estimated cost
Use AT Maps to show safe walking routes around the area	AT to provide maps	L	AT	?
Advocate for well maintained footpaths	In progress	L	AT	N/A
Ensure footpaths link with bus stops	AT	L	AT	N/A
Ensure signposting for pedestrians is clear	AT	L	AT	N/A
Provide cloakroom, storage and changing facilities	Management	S	?	N/A
Promote National and Regional Walking events such as walk to work week in March and November	Management will promote campaigns	L	AT	N/A

CYCLING ACTION PLAN

Cycling Measures	Person or organisation responsible for implementation & progress to date	Short Medium Long term	Funding source	Estimated cost
Use AT maps showing safe cycle routes around the area	Management to display in staff areas	L	AT	\$?
Advocate for well-maintained cycle routes;	AT/AC responsibility			
Advocate for greater cycle route connectivity between residential areas	AT/AC responsibility			
Ensure signing of cycle routes is clear	AT responsibility			
Provide cloakroom, storage and changing facilities as demand for facilities increases	Management	S	?	\$?
Provide safe, secure, covered cycle parking as demand for facilities increases	Management	M	?	\$?
Promote National and Regional Cycle events such as the CycleWise Challenge in February each year	Management will promote campaigns	L	AT	N/A

PUBLIC TRANSPORT ACTION PLAN

Public Transport Measures and Shuttle Bus Measures	Person or organisation responsible for implementation & progress to date	Short Medium Long term	Funding source	Estimated cost
Provide PT timetables for all staff and students through the notice boards and leaflet displays	Management to display in staff areas	S	AT/ACG	N/A
Promote the Auckland Transport website	Management	S	AT & internal	IT time
Advocate for bus services that fully support hours of operation	Management to discuss with staff at AT	S	N/A	N/A
Advocate for increased use of services from connected residential areas	Management	S	N/A	N/A
Provide commuters with PT HOP cards These cost \$10 each	Management/AT	M	AT	N/A
Provide a guaranteed ride home for commuters in case of emergencies.	Contract with a suitable provider to offer a guaranteed ride home scheme			