

The Wellington Region's School Travel Plan programme:

Partnerships for behaviour change

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Outline

- Transport framework
- Objectives & process
- Partners
- Results
- Future



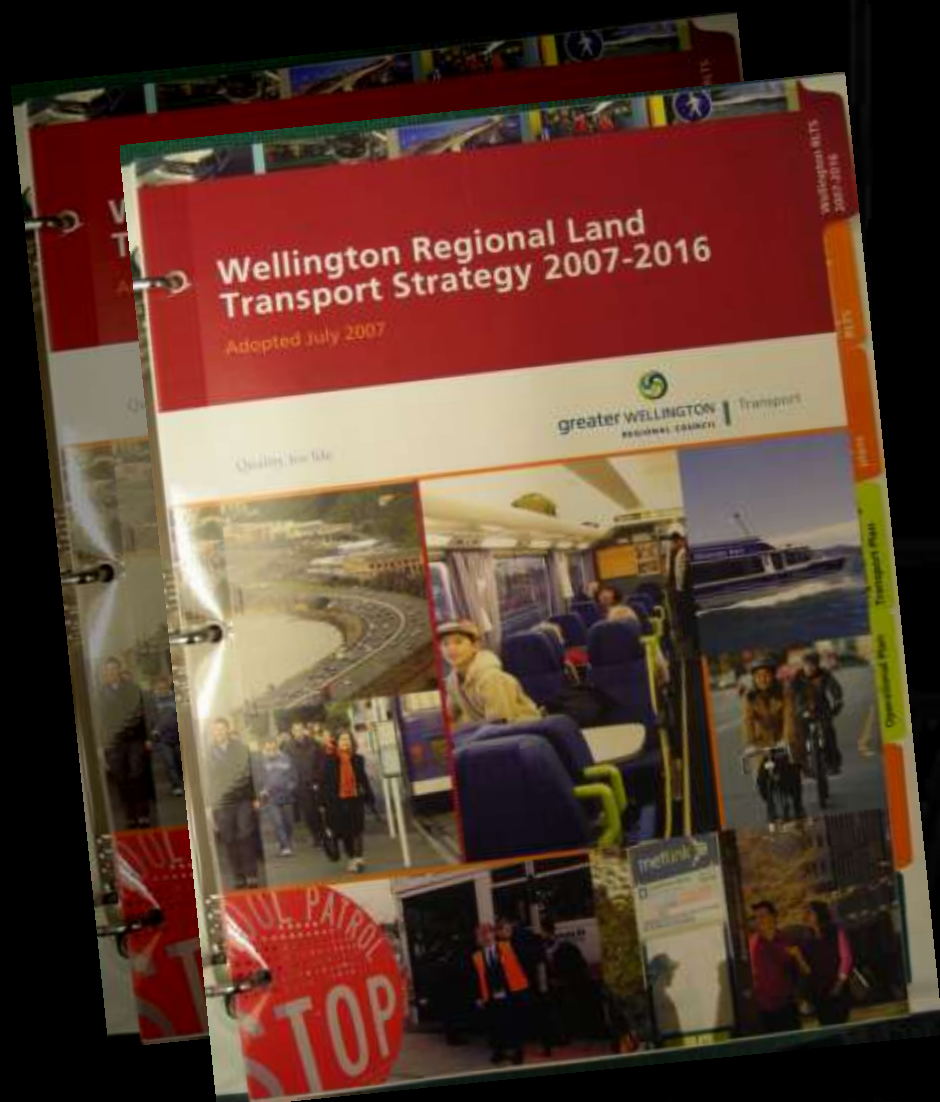
School Travel Plans in the Regional plan

Land Transport Act 1998



Regional Land Transport Strategy (RLTS)

Regional Land Transport Committee



Economical, environmentally and socially...



➤ RLTS Objectives

- Safety
- Access, mobility and reliability
- Protect and promote public health
- Environment sustainability
- Economic and regional development
- Affordability

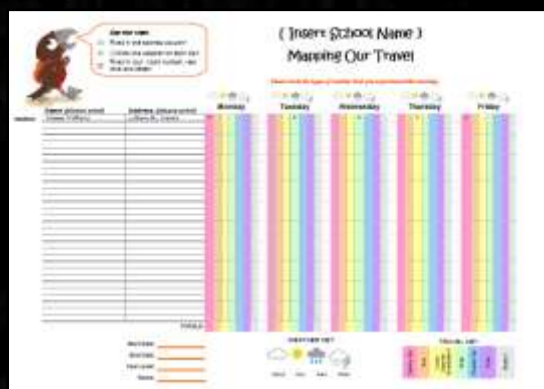
➤ Objectives:

- Reduce traffic congestion
- Improve health and wellbeing
- Increase travel options
- Reduce pollution
- Enhance local community

1. Set up



2. Data Collection



3. Planning



4. Action & Monitoring



Travel plans – who's involved?



Plimmerton School



Why work together?



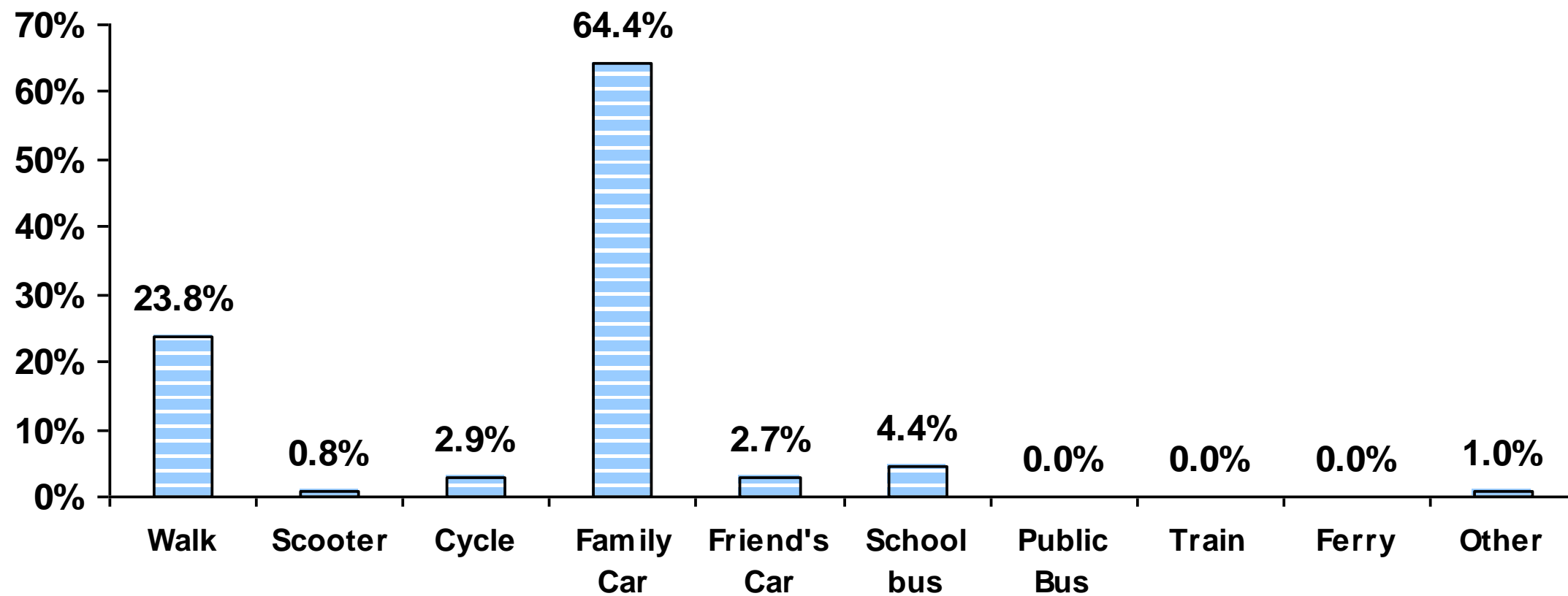
Data Collection

- Qualitative data:
 - Parent survey
 - Mapping Our Travel
 - Programme evaluation

- Quantitative data:
 - Class survey
 - Parent survey

WELLINGTON REGION'S

Average baseline mode share measured by class survey over one week for schools evaluated in 2007-2009

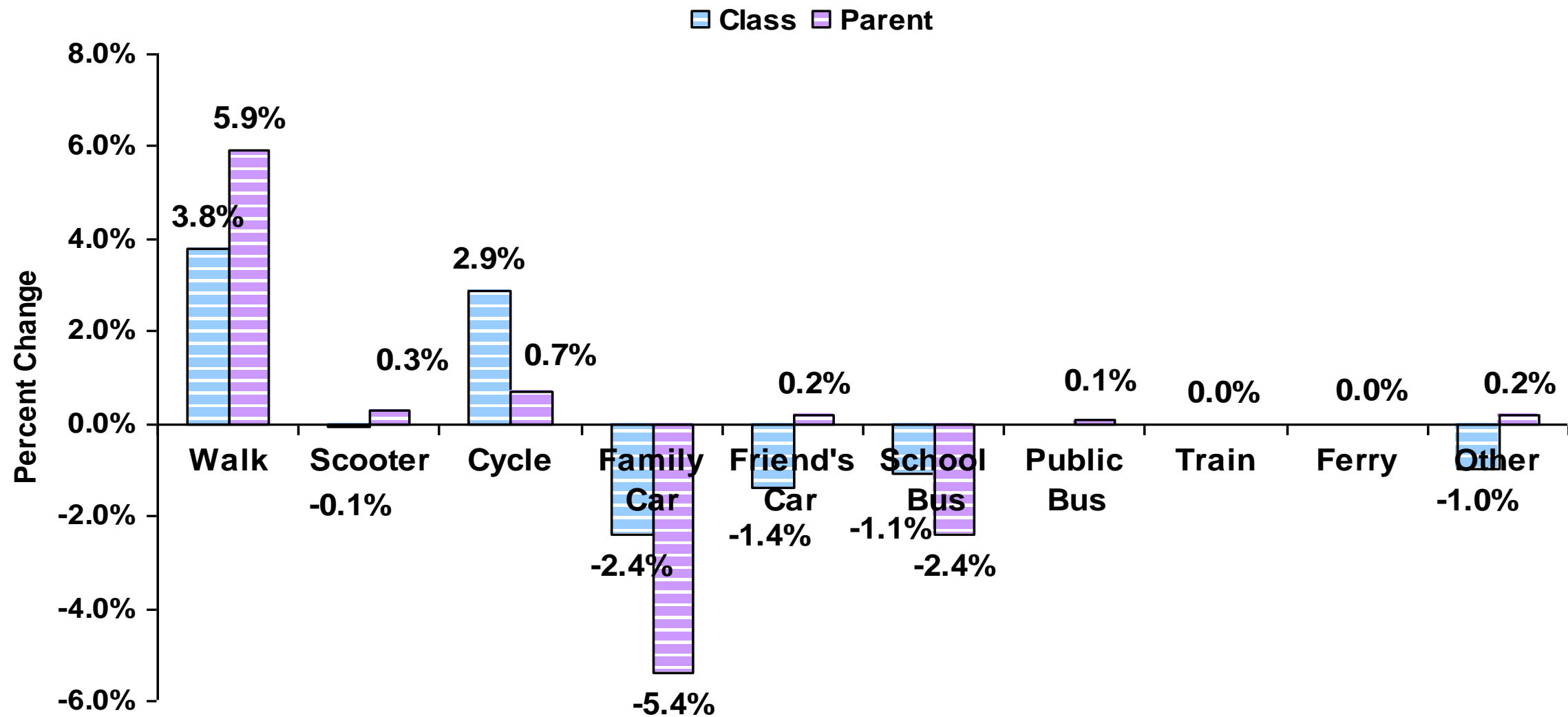


PROGIMAIMING



WELLINGTON REGION'S

2007-2009 mode share change recorded on class and parent surveys



Other outcomes?



“When I wok to skool I lik to pic dases.”

Year 2 student from Maoribank School

Future plans

- Engagement
 - Mapping our Travel resources
 - Parent information
- Feet First
- Process evaluation
- Partnerships



