

WQTMA

Wynyard Quarter Transport Management Association

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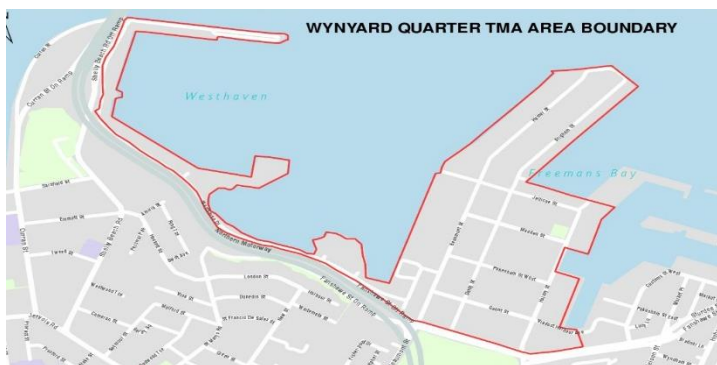
Submission in respect of: Transport Emissions: Pathways to Net Zero by 2050

Date: June 2021

Name of submitter: Wynyard Quarter Transport Management Association ('WQ TMA')

1. Wynyard Quarter Transport Management Association - background

1.1 Wynyard Quarter Transport Management Association (WQ TMA) is an independent group representing developers, landowners, employers, the marine and fishing industries, and the arts and hospitality sector which collectively have, and continue to develop an environment to work, live and play. The former industrial area is now booming with offices, housing, and a vibrant entertainment sector. The area is home to some major employers including Air New Zealand, ASB, Datacom, Fonterra, Kiwibank, Sanford, Southern Cross and has a reputation as the innovation hub for Auckland. The area currently is home to approx. 15,000 employees, and this number is set to rise. The map below shows the TMA area boundary:



1.2 The TMA was established under Part 14.9.3.10 (Wynyard Quarter) of the Auckland District Plan 2004. It was made a condition of the Planning Consent and Environment Court Order 2012. Trip generation ceiling targets were specified in the District Plan (DP) and are linked to the extent and timing of development permitted in Wynyard Quarter. The Resource Consent for Wynyard Quarter set a target of a 30:70 mode split by 2020. With 70% of all journeys being by sustainable modes. However, this figure has been anecdotally revised to a 20:80 or even 10:90.

1.3 The objectives of the TMA as outlined in the Rules are as follows:

- a to advocate to the Government, local authorities and/or persons, corporations or associations for the improvement of transport services and transport infrastructure to benefit the Wynyard Quarter community;
- b to promote and share information with regard to access and transportation in and around Wynyard Quarter; and

- c to do all things as are, or may be incidental to, or conducive to, the attainment of these objectives.
- 1.4 There are constraints on access to Wynyard Quarter. This has resulted in a heavy reliance on trip generation management, and restrictions have been placed on office activity under the Auckland Unitary Plan¹ to ensure that vehicle traffic entering and exiting the Wynyard Quarter is not increased. The mission of WQ TMA is to be the voice of the Wynyard Quarter: creating a thriving safe environment for business and community and fostering economic vitality by building partnerships, and delivering targeted transport initiatives.
- 1.5 WQ TMA recognise that the Wynyard Quarter area is being developed to become a unique waterfront location embracing a thriving economic hub, as well as playing host to major events (for example the America's Cup). WQ TMA understands that the regeneration and development of the area is ongoing. WQ TMA are keen to ensure that the area gets the very best transport infrastructure to support the ongoing economic growth of the area. This means well connected, reliable, frequent sustainable transport options of high quality that ensure the safety and well-being of all users of the area.

2. Comments and observations

Our comments and observations are focussed around our key interest areas of commuter and private vehicle travel.

- 2.1 The scale of change needed to meet the emissions targets that have been set will require bold leadership and new thinking.
- 2.2 One of the main challenges is bringing on board the complex and diverse range stakeholders that need to buy into this journey. This will require clear, concise communications to draw in the "Team of 5 million". The Covid pandemic taught us that we are a "team" and that we are stronger working together. It would be great to see the same level of political leadership, community engagement and cooperation applied to reducing emissions.
- 2.3 There is no one solution. There will need to be a range of measures, both incentives and penalties put in place to initiate change and reduce emissions.
- 2.4 Working with a wide range of stakeholders and communities will be key to enabling change in behaviours and modes and thereby reducing transport emissions.
- 2.5 What lessons can NZ learn from other cities around the world. How can we do things better?
- 2.6 Wynyard Quarter would be an ideal area to pilot or trail initiatives prior to wider launch. WQ TMA would be keen to work collaboratively on such initiatives.
- 2.7 Swapping ICE for EV's will reduce emissions but won't reduce congestion, urban sprawl, the number of accidents caused by cars, neither will it reduce the need for parking or the costs associated with maintaining the road network. It may also increase social inequity. Options that solve multiple transport related issues need to be prioritised.

¹ Auckland Unitary Plan, 1214.8.2(2)(a)(ii) requires that restricted discretionary office activities in the Wynyard Quarter have to demonstrate that the activity, along with any other existing, permitted or consented activities do not exceed the following trip generation targets: 3650 vehicles per hour two way; 2500 vehicles per hour one way inbound or outbound during the weekday morning peak (7am to 9am); and 2500 vehicles per hour one way outbound or inbound during the weekday afternoon peak (4pm to 6pm).

- 2.8 Economic incentives (and disincentives) will produce faster results than “softer measures”. Such actions can then be tangibly measured and evaluated.
- 2.9 There is a lot of data and some conflicting facts around transport and emissions. It would be beneficial to have a place where data is collated – a single place of truth.
- 2.10 Traffic calming and parking management will not, by themselves, reduce SOV travel. In some areas parking management needs increased enforcement along with heavier charges for all day parking and increased penalties for overstayers, in order to reduce emissions.
- 2.11 There is little evidence of transport demand management programmes in NZ. This is a missed opportunity as such programmes are hugely successful overseas, and deliver great results.
- 2.12 House prices in Auckland generally decrease further out from the city centre. Urban sprawl has driven people further away from their workplaces and therefore increased journey times which, in turn has meant higher emissions. Transit orientated urban development isn’t something that can be easily retrofitted into existing communities. This does need to be built into new developments.

3. Considerations

Public transport	
	Ensure buses and trains can take bikes and micro mobility at peak times
	Make public transport easier to understand and provide free trials for those looking to swap from unsustainable modes
	Distinguish between peak and off-peak travel in terms of concessions in key areas and on key routes
	Remove barriers, for example allow pay by phone rather than a standalone card
	Provide tax breaks for employers giving staff discounted public transport options
Active modes	
	Increase active modes uptake by providing pool/free bikes and or scooters to targeted communities. Training and safety equipment should also be provided
	Ensure active modes pathways are safe, well lit, connected and fit for purpose
	Encourage employers to provide pay back opportunities for those wanting to purchase E bikes, bikes and micro mobility
	Increase the number of safe and secure bike parking facilities in key areas
Electric / sustainable vehicles	
	To encourage update improvements are needed to public charging infrastructure for both vehicles and bikes / micro mobility

	Public car share scheme should only be using EV's. It would be absurd to have a car share scheme using old diesel cars, for example
	Find solutions to enable electric vehicles to be charged safely at homes and in communities
	Accelerate car share and car pool schemes by providing incentives and active promotions
	Reduce barriers to buying low emission transport. This could include incentives, tax breaks or support for interest free loans for electric car and electric bike/scooter purchases
	Ensure taxis and ubers are of the right type and in the right place for all road users. Some cities have banned uber schemes as they are deemed not to be sustainable transport
ICE vehicles	
	Attractive buy back schemes for ICE, especially high emission vehicles, when they are traded for EVs
	Develop a clear plan for how will ICE vehicles be repurposed when they are deemed redundant
Car parking	
	Car parking is significant factor in enabling private vehicle travel. Most Councils control car parking so can use levers as needed
	Councils approve all Resource Consents and it may be that providing public transport options rather than car parking spaces could be a new way of looking at developments in some locations
Targeted campaigns	
	Communications need to be clear and concise with real incentives to drive long term behaviour change
	Research and target the group who, through their transport use, creates the most emissions
	Look for group rather than individual solutions – such as workplaces, churches, sporting activities, schools etc.
Delivery and impact	
	Using delivery mediums which foster speedy results rather than mechanisms which are traditionally complicated, heavy on regulations and which produce outcomes very slowly.
	Consider the social impact of all new schemes and provide support to those on low incomes to facilitate change and reduce emissions

Businesses	
	Ensure that increased flexible working doesn't drain income from businesses who rely on employee/commuter spending
	Important to see reductions in emissions, not businesses just offsetting their emissions
	Develop clear guidelines so that developers know what is expected of them. This could include guidance on end of trip facilities, secure public bike parking, electric charging points etc.

4. Next steps

- Raise awareness of issues and associated targets
- Unbundling the real cost of car ownership
- Development of a mix of push and pull levers
- Control and remove barriers to PT and active modes usage
- Properly funded and supported, independently lead TDM programmes in key areas.
- Gamification an important tool to use for engagement
- Be open to transport options that aren't yet available
- Be aware that EV's are subject to rapidly changing technology

4.1 Short term measures

- Emissions testing for all vehicles
- Higher registration rates for vehicles emitting higher emissions – as per UK scheme
- Expansion of the congestible fund supporting more low emission vehicles for both business and personal us.
- Planning and urban development rules amended to focus in on sustainable, low emission solutions
- Unbundling the real cost of car usage – how much time do we use our cars, the cost of providing free parking, insurance, servicing, fuel etc. Nottingham, UK have introduced a workplace car parking levy to try and reduce SOV trips
- Increase bike/scooter uptake by providing pool/free bikes and or scooters to targeted communities
- Take into account international trends such as huge increases in online shopping and home delivery. Opportunities to consolidate freight drop offs and reduce emissions
- Re-examine roading projects to ascertain if they will increase vehicle use. If so, should that funding be spent on sustainable transport solutions that reduce emissions.

4.2 Medium term

- Infrastructure to support growth in public transport. The PT network needs to be connected and user friendly. Remove barriers, for example allow pay by phone rather than a standalone card.
- Consider how to make improvements to PT that will benefit the greatest number of people. For example, a dedicated bus lane on the Auckland Harbour bridge would create more

reliable journey times, enable increased bus frequency, carry more people and therefore encourage mode shift.

- Enhanced train network which connects major cities and is a viable alternative to flying.
- Congestion charging could be used as a mechanism to reduce emissions. Any charges need to be such that it will change behaviour. That levy should also be linked to emissions and distance travelled.
- Consider low emission zones as per London.

5. Conclusion

WQ TMA would recommend and endorse the development of a package of travel behaviour change interventions to flank the introduction of any triggers for change. This package should have its techniques grounded in behavioural economics and other models of change that recognise how people make travel decisions and how these can be influenced.

The introduction of any new charges needs to be done in conjunction with significant improvements in public transport (infrastructure and services), improvements to active mode accessibility and routes, as well as the introduction of a comprehensive suite of travel demand management initiatives.

Most businesses require good transport connections and service access for both customers and goods, in order to thrive. It is important to protect the necessary infrastructure for businesses such as construction, marine and fishing, which are unable to function without heavy machinery and equipment.

9 JUNE 2021