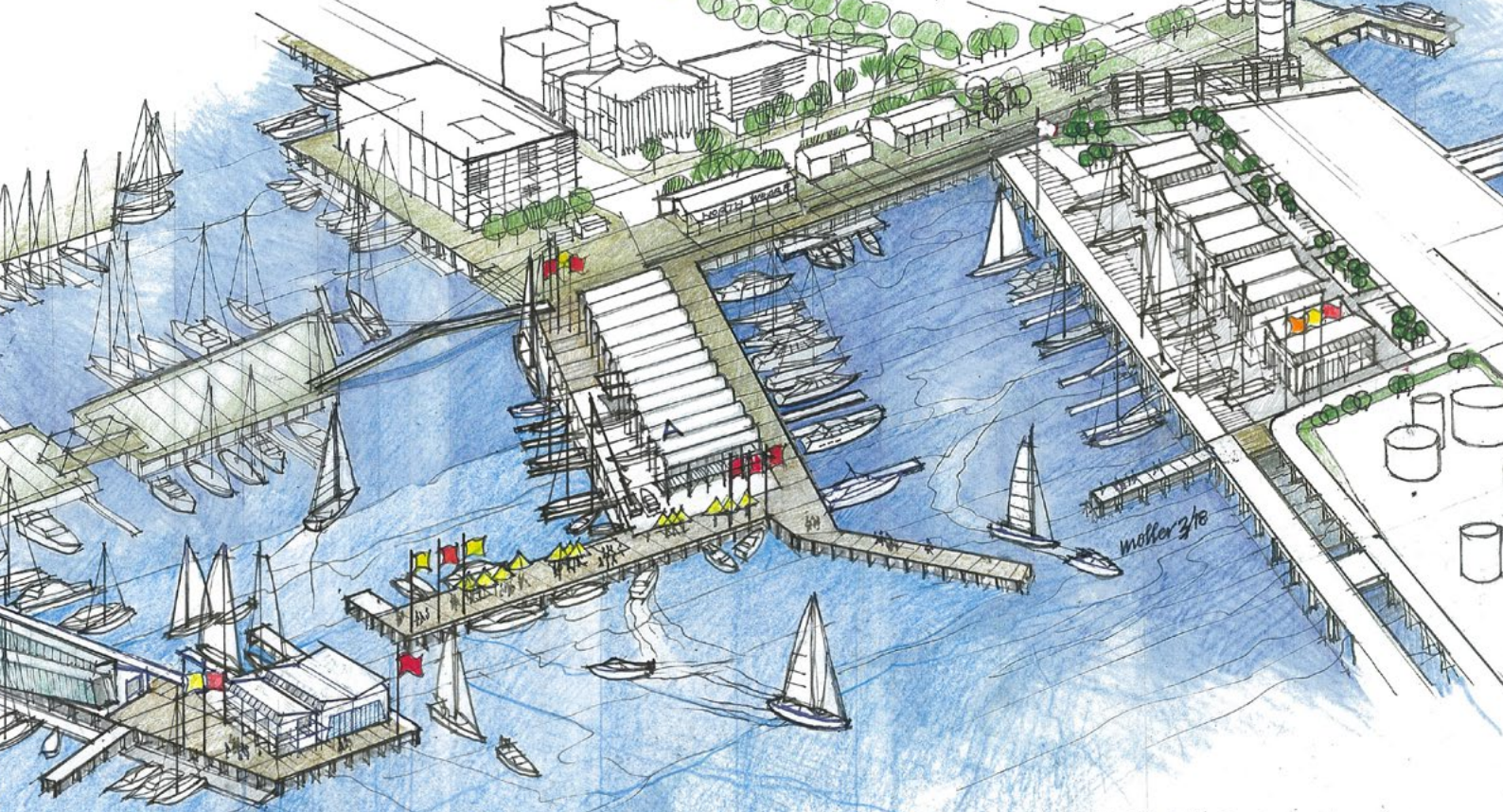




WYNYARD QUARTER TRANSPORT MANAGEMENT ASSOCIATION

STRATEGIC PLAN 2018-2021





May 2018 - First Draft

WQTMA

Wynyard Quarter Transport Management Association

Contact us - info@wynyardquartermta.co.nz



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PURPOSE OF THIS DOCUMENT

This strategy puts the Wynyard Quarter community at the centre of the work of WQ TMA, with initiatives that support a sustainable, connected and vibrant area, and reflects the Auckland wide vision to build the world's most liveable city.

Wynyard Quarter Transport Management Association was established to satisfy the conditions of the resource consent plans to help shape the area into becoming one of the most vibrant and sustainable areas of Auckland. People come first and the TMA puts safety, consultation and advocacy at the heart of its decision making. The TMA is leading Auckland in developing a robust travel demand management strategy for the area. WQ TMA will become a TMA blue print and catalyst for change that can be duplicated in similar areas across Auckland.



28

ORGANISATIONS
ARE MEMBERS OF THE TMA

7100

EMPLOYEES

87%

OF TOTAL EMPLOYEES IN
WYNYARD QUARTER



8,645

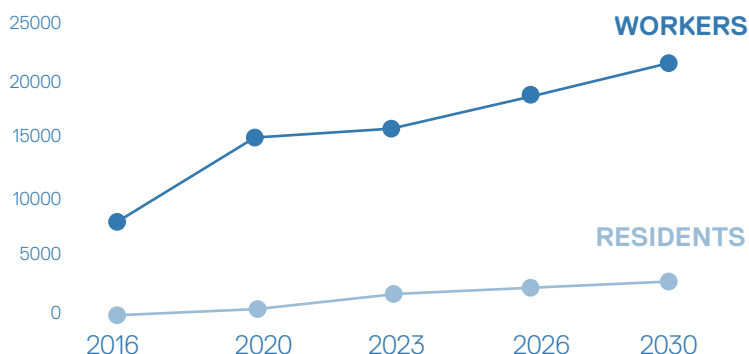
WORKERS JUNE 2016



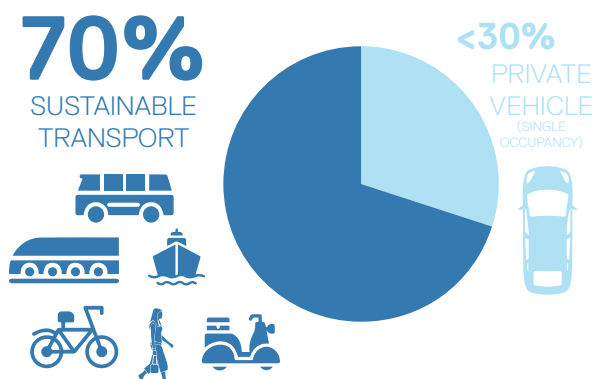
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RESIDENTS JUNE 2018

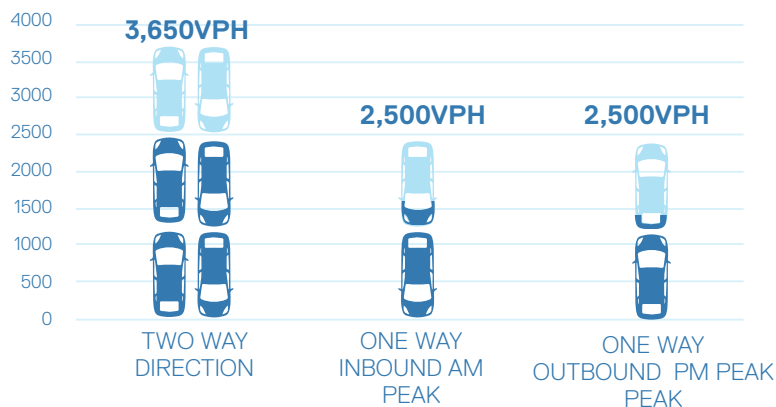
GROWTH PROJECTIONS FOR WQ



TRANSPORT TARGETS AM PEAK



TRIP GENERATION CEILING TARGETS



Dark blue vehicles represent the vehicle count in Wynyard Quarter 2017

CURRENT PUBLIC TRANSPORT MOVEMENTS

ALIGHTING PER WEEK IN WQ MARCH 2018



CITY LINK BUS

2225



NORTH SHORE

9800

BUS TRIPS PER DAY SERVING WQ



MARCH 2018

310



JULY 2018

641

CYCLING AND WALKING FIGURES MARCH 2018



17,332



897

CROSSINGS OVER TE WERO BRIDGE AVERAGE DAILY MOVEMENTS



WHO WE ARE

Wynyard Quarter Transport Management Association is an independent, business led, not for profit, member controlled organisation that is focused on finding workable solutions for traffic and transport issues in Wynyard Quarter. Established as an incorporated society in March 2017, Wynyard Quarter Transport Management Association work with and for its members.

WHY DO WE EXIST?

The formation of a voluntary Transport Management Association (TMA) was a condition of the original planning consent issued for Wynyard Quarter (WQ). It was proposed in the original District Plan (DP) 2004 as a suggested way in which transport and travel to Wynyard Quarter could be managed to meet the needs of all stakeholders.

Trip generation ceiling targets were specified in the District Plan and are linked to the extent and timing of development permitted in Wynyard Quarter. For details of the targets set by the District Plan please see Appendix A.

VISION & MISSION

VISION

Our vision is of an efficient, networked and highly connected transport system supporting a diverse and vibrant Wynyard Quarter community.

Our mission is to be the voice of Wynyard Quarter: creating a thriving safe environment for business and community and fostering economic vitality by building partnerships; and delivering targeted transport initiatives.

MISSION





GOALS OF WQ TMA





WHAT DO WE DO?

Managing travel demand is key to keeping Wynyard Quarter moving. WQ TMA strives to identify, utilise and promote innovative and sustainable travel options.

Reducing congestion and improving access in and around Wynyard Quarter is critical. Part of the solution is to encourage high occupancy modes of travel at peak times, as well as increasing travel choices to support a vibrant and healthy WQ community. The whole community needs to look for ways to minimize harm from the transport system to both people and the environment.

Wynyard Quarter needs an efficient and well connected public transport system. Multi modal journeys and active modes of travel are part of the solution for WQ. New technology will change the way we connect, travel and work, bringing efficiencies, and reducing the need for peak hour travel.

WQ TMA are the only independent organisation working specifically on transport and travel demand in Wynyard Quarter



FUTURE PROJECTIONS FOR WYNYARD QUARTER

Wynyard Quarter is going through one of the largest urban regenerations in New Zealand, evolving from an industrial port area to a place where people can live, work and play.

The vision for the area is a mix of residential, retail, entertainment, recreation and commercial development. This will enable the growth of a strong, diverse, vibrant and sustainable community, whilst retaining the fishing and marine industries. The image to the right shows the area in a photograph taken in November 1961



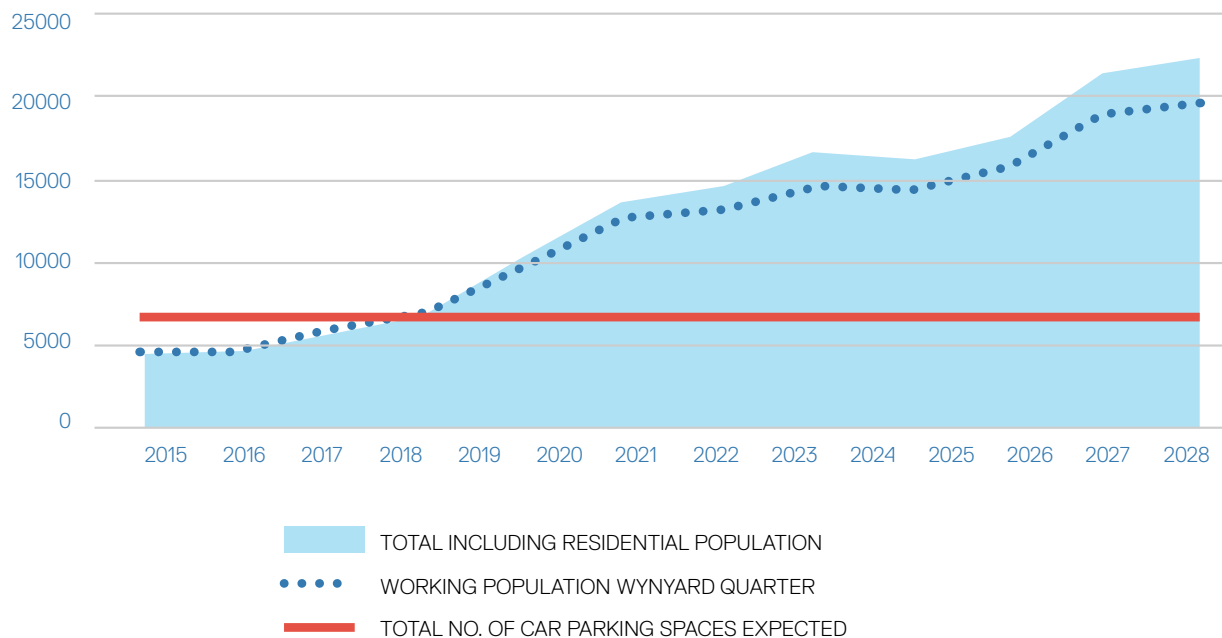
The diagram below shows an aerial view of what Wynyard Quarter might look like when completed in 2026. As well as green space, there is intensive development both in terms of residential and commercial.





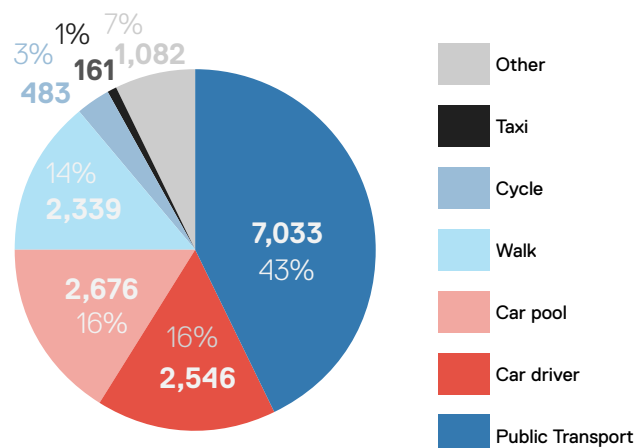
The predicted growth in both working and residential population in Wynyard Quarter from the present time through to 2028 is shown in the graph below. With the population set to quadruple over the next decade, the challenges associated with that in terms of transport and traffic are far reaching. The graph shows no increase in the current level of parking, which means that real changes in travel behaviour are necessary to maintain access to the area whilst accommodating growth.

GROWTH PROJECTIONS FOR WYNYARD QUARTER



The following modal split (inbound am peak only) was predicted for 2030 in The Arup WQ Transport Peer Review report October 2014.

The predicted public transport figures would indicate that over 7,000 passengers would need to be moved in and out of WQ by 2030. This means that a very high frequency public transport system needs to be in place in order to meet these targets and remain within the District Plan trip generation ceiling targets.





OUR FOCUS AREAS



Sustainability

Promoting economic, environmental and cultural sustainability. Wynyard Quarter will strive to become fossil fuel free by embracing relevant low carbon initiatives, sustainable travel modes, and the sharing economy.



Innovation and new technology

Utilizing innovation and sustainable new technologies for the benefit of the Wynyard Quarter community, thereby accelerating solutions to accommodate the continued economic growth of the area.



Accessibility and safety

Working collaboratively to ensure Wynyard Quarter remains accessible at all times. Striving to foster better understanding of the unique working environment of Wynyard Quarter amongst users and seek to improve the safety of all transport modes in the area.



Advocacy, consultation and communication

Enabling businesses and wider community to work together for the benefit of Wynyard Quarter. To have one voice to communicate the interests of Wynyard Quarter and ensure balanced representation of the Wynyard Quarter stakeholders on key issues, projects and initiatives.

OUR STRATEGIC PRIORITIES

Outlined on the following pages are the priorities for Wynyard Quarter TMA. These are based around our focus areas and are not yet prioritised. There are a number of key developments and activations, significant to Auckland happening in Wynyard Quarter over the next four years, which the WQ TMA can positively contribute to.

America's Cup

In 2021 Auckland will be the focus of global media attention as it becomes the home of the 36th America's Cup. The opportunity to showcase WQ and Auckland to the world is welcomed by the WQ community, with consideration given at all stages of the construction and event phases to those living and working in the precinct. There are opportunities associated with this event to roll out sustainable transport solutions in a coordinated way, which enhance brand values of Panuku, Auckland Transport and Auckland Council.

Light Rail

Central Government's announcement to progress Light Rail from the Wynyard Quarter to the Airport is exciting. The WQ TMA has a unique role to play in supporting the initiative, advocating for connectivity with other forms of public transport in and around the Wynyard Quarter, reducing the number of vehicle trips to and from the area and promoting the use of sustainable transport modes to residents, businesses and visitors.

Fossil-Fuel-Free Streets Declaration

By signing the C40 Fossil-Fuel-Free Streets Declaration, Auckland Council has pledged to procure only zero-emission buses from 2025 and ensure that a major area (yet to be determined but likely to include parts of the CBD and Wynyard Quarter) is zero emission by 2030.

The projects noted as contributing to the zero emission aspiration include the city rail link, prioritising walking and cycling, dis-incentivising private vehicles, increasing capacity of car share scheme, installation of electric vehicle infrastructure and the continued development of the Wynyard Quarter as an exemplary sustainable development. All the cited projects align with the priorities of WQ TMA. The TMA has the opportunity to leverage change and add real value to this significant project.

WQ TMA will continue to represent the views of its members on activities, developments and events that may impact on the Wynyard Quarter area.





1. SUSTAINABILITY

Objectives	Initiatives
Reduce single occupancy vehicle trips and congestion in WQ	Increase the uptake of shared transport such as car and vanpooling
	Increase the number of dedicated shared transport spaces in both public and private car parks
	Seek to improve public transport frequency and connectivity
	Seek to increase public transport patronage
	Seek to increase uptake of active modes
	Remove barriers for active mode users
	Work with Auckland Transport to deliver targeted travel demand programmes and initiatives
Promote sustainable transport options	Work with the WQ community to develop a clear understanding of the transport issues and possible solutions
	Provide independent advice and support
	In partnership with Auckland Transport, facilitate travel expos and support travel demand management initiatives to businesses
	Facilitate travel planning advice for WQ businesses
	Work with AC and AT to review travel plans and encourage implementation
Fossil fuel free streets	Work with CCO's and WQ community to strive to obtain C40 goals
	Support projects that work to reduce carbon emissions in WQ
	Work with CCO's and other organisations to introduce relevant transport related reduce, reuse and recycle projects to WQ

2. INNOVATION AND NEW TECHNOLOGY



Objectives	Initiatives
Make efficient use of current car parking capacity	Support trial of parking apps to make the most efficient use of private car parking capacity
	Investigate the feasibility of valet parking scheme for WQ
	Encourage businesses to investigate how apps might maximize car parking usage
	Lobby for all parking to be on one platform easily accessible to the public
	Encourage businesses to pass on the true cost of parking to staff
Increase utilisation of electric vehicles (EVs)	Work with businesses to increase electric vehicle uptake and usage
	Advocate for the provision of infrastructure for EVs in WQ
	Advocate for more electric public transport in WQ
Increase electric bike numbers	Ensure that electric bike infrastructure is easily accessible in WQ
	Encourage member businesses to provide electric bike charging stations
	Encourage electric bike hire and support in WQ
Make public parking utilisation more efficient	Encourage the use of publicly available real time data for all public parking in WQ
Use pricing to improve parking turnover	Support app based solutions that can adjust pricing according to time and day
	Support increased turnover of car public parking spaces
Carpooling verification	Support app based solutions to enable verification of car poolers in vehicles in WQ
Increase car share options	Encourage and support sustainable car share options in Wynyard Quarter including the increased provision of car share parking spaces
Reduce peak travel	Utilizing new technology and AT's flexible working programme, encourage businesses to offer flexible working and thereby help reduce peak hour travel and congestion



3. ACCESSIBILITY AND SAFETY

Objectives	Initiatives
Safe freight and commercial vehicle movements	Improve understanding of the unique WQ environment with all commercial operators
	Encourage safe and reliable access for freight and commercial vehicles
	Encourage dialogue around roading improvements
	Advocate for safe and reliable access for deliveries to the area
Safe recreational marine journeys	Advocate for safe and reliable access for recreational marine vehicles
	Encourage dialogue around roading improvements
Safe active modes journeys	Ensure people using active modes understand the WQ working environment and feel safe in and around the area
	Facilitate consultation on improvements that could be made to cycling and walking routes
	Promote safe connected laneways
Minimise impact of events and activations on business as usual in WQ	Advocate to ensure business as usual is maintained during events and activations
	Ensure all event organisers have public safety as a priority and that appropriate Temporary Traffic Management Plans are in place and are shared with WQ TMA
	Liaise with AT to negotiate sustainable transport options for visitors to events
	Make submissions on events and activations that impact on the Wynyard Quarter area
Improve accessibility for entertainment sector	Broker parking resources to open up private parking (particularly after office hours) to maximize the use of the existing parking capacity in WQ
	Encourage event travel outside of peak commuter travel times
Transport infrastructure improvements	Advocate for transportation and infrastructure improvements and changes as appropriate
Keep TMA members informed	Liaise with CCO's and disseminate information on changes to roading layout or network in a timely manner



4. ADVOCACY, CONSULTATION AND COMMUNICATION

Objectives	Initiatives
Advocate on behalf of TMA members	Make submissions on strategies, developments, events and issues related to traffic and transport in WQ
	Consult with and on behalf of the business community on relevant issues
	Advocate for improvements to public transport
	Work to mitigate the traffic and transport impacts of major developments and events in WQ
Establish links with relevant bodies	Encourage open dialogue between CCO's and WQ TMA to enhance two way understanding of projects and processes
	Encourage open dialogue between Waitemata Local Board and WQ TMA
	Encourage open dialogue between Heart of the City and WQ TMA
	Updates from CCO's and Waitemata Local Board uploaded onto TMA website and/or distributed to TMA members
	Open up dialogue with other organisations with a sustainability and transport focus
Mitigate the impact major events and activations	Make submissions on behalf of TMA members as appropriate
	Liaise with event organisers to minimize disruption to business as usual in WQ
	Liaise with event organisers to ensure they have a comprehensive understanding of the WQ environment
	Encourage event organisers, participants and visitors to events travel by sustainable modes and outside of peak commuting times
	Advocate to ensure that legacy projects are sustainable and do not have a negative impact on the transport network of the area
	Disseminate relevant information to wider WQ community
Communicate relevant and timely information	Regularly update the TMA website
	Circulate relevant email updates to TMA members
	Continue ongoing engagement with CCO's and Heart of the City to ensure up to date dialogue
Encourage best practice	Facilitate events that enhance networking opportunities
	Celebrate successes relevant to WQ TMA
	Showcase exemplar work in the travel demand management field
Strive to build an inclusive WQ community	Foster greater understanding between the different components of the WQ community

APPENDIX A

THE REQUIREMENT FOR A TMA IN WQ

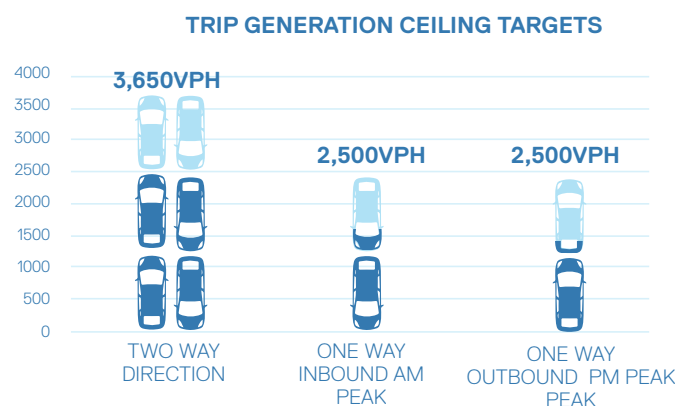
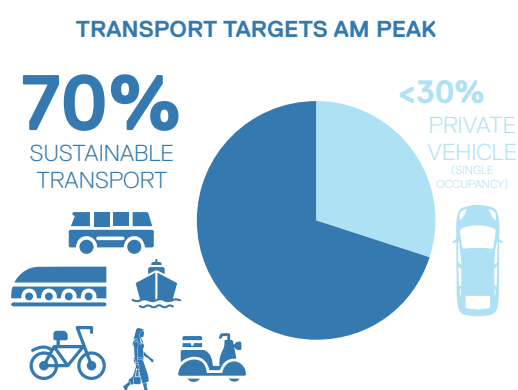
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Trip generation ceiling targets were specified in the District Plan (DP) and are linked to the extent and timing of development permitted in Wynyard Quarter. These targets belong to Auckland Transport but are a strong influencing factor in the work of WQ TMA. Many of the activities and initiatives promoted by the TMA will assist AT in meeting these targets,

Section 14.9 of the District Plan states: “the intention of the travel management provisions is to constrain and manage single occupancy private vehicle trips to and from Wynyard Quarter, particularly during peak traffic periods, and to increase the proportion of trips using other modes. The aspiration is to achieve a 70/30 modal split, where single occupancy private vehicle trips represent no more than 30% of all trips.

Auckland Transport collect data annually (as a condition of Annexure 18). The March 2017 report showed that:

- Two way count was at 2454 (ceiling 3650) - 67% of ceiling target
- One way count am was at 1520 (ceiling 2500) - 61% of ceiling target
- One way count pm was at 1424 (ceiling 2500) - 57% of ceiling target



Dark blue vehicles represent the vehicle count in Wynyard Quarter 2017

APPENDIX B

THE FORMATION OF WQ TMA

The WQ TMA was originally launched by Auckland City Council in May 2012. It was a Council funded and Council led organisation, and the primary members were the land owners developers and CCO's. After the reorganisation of local government, responsibility for establishing the TMA was transferred to Auckland Transport (AT), in response to which the TMA entered an establishment phase and a Transport Working Group was set up. The first Transport Working Group meeting was held in June 2013.

The focus of the TMA under AT was to establish a network of businesses and to meet statutory traffic monitoring requirements. AT provided free travel planning advice to businesses relocating into the Quarter to try to encourage mode shift.

In March 2014 it was accepted that there was a need to revitalise and reignite the TMA by transforming it into an association that was led by businesses and tenants. In spring 2015, Auckland Transport produced the "Moving Forward" report which outlined the future development for the WQ TMA.

In December 2015 a round table session was held with businesses and interested parties in Wynyard Quarter. The attendees considered and discussed the reasons for joining, services offered, the focus of the TMA and financing options. The outcome of that meeting was the establishment of an Interim Board with a mandate to move to establish the TMA as a standalone business led organisation.

The Interim Board existed from December 2015 through until mid-2017. During that time (with support from Auckland Transport) the following reports were produced:

- Parking Plan
- Construction Workers and Contractors Access Plan
- Draft Business Plan

Copies of these reports can be found on the TMA website www.wqtma.co.nz

In March 2017 WQ TMA was registered as an Incorporated Society. A Board of Directors was formally elected in June 2017. The Board meets on a monthly basis and businesses, landowners and developers are all represented. Auckland Transport, Panuku and Waitemata Local Board are non-voting members of WQ TMA Board.

The boundary for the TMA is shown below. This includes the statutory area required by the District Plan but has been extended by the TMA to encompass new developments and the Westhaven Marina area.



APPENDIX C - OUR FIRST YEAR

TMA membership in year one includes a good representative mix from the stakeholders, developers, tenants and interested parties in WQ. These are: ASB, Asia Pacific Yachts, Auckland Seaplanes, Auckland Theatre Company, Auckland Transport, Bayleys, Bulk Storage, Datacom, Firth Industries, Fonterra, Generator NZ, Goodman Property, Jack Tarr, Marvel Bar & Grill, Mott MacDonald, NZ Marine, Online Republic, Orams Marine, Panuku, Precinct Property, Sanford, Stolthaven Terminals, Titan Marine, The Conservatory, Viaduct Harbour Holdings and WSP Opus.

WQ TMA Board is formally elected each year from the membership and meet monthly. Auckland Transport, Panuku and Waitemata Local Board have non-voting representatives on the WQ TMA Board.

WHAT HAVE WE ACHIEVED?

Advocating for public transport improvements and safer speeds in WQ

TMA are already in discussion with Auckland Transport on the best routes for Public Transport in WQ. TMA have supported and opposed reduction in speed limits in the area to reflect the needs to businesses. This resulted in no traffic calming measures, being introduced into the Brigham and Hamer Street industrial area.

Carpooling

A new Wynyard Quarter wide web based scheme has been launched. This is based on the carpool scheme that Auckland Transport currently support. WQ TMA are working with public and private sector to get car pool spaces dedicated in the area. WQ TMA continues to look for car and vanpooling sites to alleviate traffic congestion at peak times.

Communication

WQ TMA has its own website and news bulletins are circulated to businesses in WQ. A Facebook page has also been created. Networking channels have also been established.

Cycleways

WQ TMA members voiced safety concerns over proposed routes for cycle ways. Auckland Transport took on board the comments which influenced the route and construction of the cycle paths.

Parking management and brokerage

TMA supported Auckland Transport in increasing pricing for short stay spaces in WQ to improve car park turnover. WQ TMA Board are keen to look at ways to open up private car parks in WQ through a brokering scheme to improve parking efficiency in the area.

Research

Three independent strategic reports have been produced by WQ TMA. These include the 2016 Parking Plan, Construction Workers and Contractors Access Plan, and draft Business Plan for 2017/18.

Setting up a robust TMA

WQ TMA was set up as an Incorporated Society in March 2017. The Board of Directors was formally elected in June 2017. The Board meets on a monthly basis to steer the direction of the TMA.

Submissions

On behalf of its members, WQ TMA made formal submissions on the America's Cup Resource Consent, the Auckland Council 10 year budget and the Draft Auckland Plan 2050.

Travel planning

WQ TMA works with AT and major employers to review current parking arrangements and staff travel modes. Employees are encouraged to look at sustainable travel options. Businesses are responding well to independent advice and guidance.





APPENDIX D POLICY FRAMEWORK ALIGNMENT

The table below shows the policy framework alignment that exists between WQ TMA and other major strategic documents.

Policy/strategic direction

WQ TMA alignment

Auckland Unitary Plan	<ul style="list-style-type: none"> ● minimise the growth of private vehicle trips by commuters travelling during peak periods ● growing public transport patronage to assist in relieving congested corridors by encouraging commuters to shift to public transport ● making public transport easier and more convenient to use, thereby attracting new users 	✓
Auckland Unitary Plan (Wynyard Precinct)	<ul style="list-style-type: none"> ● A safe, convenient and interesting environment, which optimises pedestrian and cycling use and improves connectivity within the precinct and to adjacent areas of the City ● Constrain and manage private vehicle travel in and out of Wynyard Precinct, particularly during peak travel periods ● Encourage walking, cycling and the provision of passenger transport services and facilities compatible with the character and amenity of the area ● Enable the improvement of public connectivity between Wynyard Precinct and the city centre for pedestrians, cyclists and public transport. ● Significantly reduce single occupancy vehicle commuter trips to and from the Wynyard precinct 	✓
Auckland Plan	<ul style="list-style-type: none"> ● 'Well-connected and accessible Auckland'. ● 'Increasing the proportion of trips made by public transport into the city centre during the morning peak from 47% of all vehicular trips to 70% by 2040'. ● 40% reduction in greenhouse gas emissions over the next 30 years 	✓
Auckland Transport	<ul style="list-style-type: none"> ● Prioritise rapid, high frequency public transport; ● Transform and elevate customer experience; ● Build network optimisation and resilience; ● Ensure a sustainable funding model; and ● Develop creative, adaptive, innovative implementation. 	✓
The Auckland CBD Into the Future Strategy	<ul style="list-style-type: none"> ● ensuring public access to and public enjoyment of the waterfront 	✓

Auckland Council District Plan Updated 2012	<ul style="list-style-type: none"> ● Opportunity to provide a high standard of pedestrian and cyclist accessibility and street quality throughout the Quarter ● Opportunity to maintain and to improve the functionality of the road network by requiring and encouraging a change in private vehicle transport patterns, using a combination of maximum parking ratios and travel management initiatives and the establishment of new pedestrian and vehicle linkages to, from, and through Wynyard Quarter ● Promote an holistic, multi-modal view of transport that encompasses passenger transport including maritime passenger operations, cycling, walking and travel management designed to reduce significantly the potential for private vehicle travel to, from and through the Central Area during peak periods ● Constraining and managing future private vehicle travel to and from Wynyard Quarter, particularly during peak travel periods ● The establishment of a voluntary Transport Management Association and the implementation of the Wynyard Quarter Transport Plan to provide a framework to assist to reduce single occupancy private vehicle trips and to promote more sustainable trip making ● The intention of the travel management provisions is to constrain and manage single occupancy private vehicle trips to and from Wynyard Quarter, particularly during peak traffic periods, and to increase the proportion of trips using other modes. The aspiration is to achieve a 70/30 modal split, where single occupancy private vehicle trips represent no more than 30% of all trips. Walking, cycling, public transport and private vehicle passenger trips should account for 70% of overall trips to and from Wynyard Quarter. A critical component of the travel management framework is the following suite of vehicle trip generation ceiling targets <ul style="list-style-type: none"> ● 3500 (permitted) - 3650 (restricted discretionary) vehicles per hour two way; and ● 2500 vehicles per hour one way inbound or outbound during the weekday morning peak (7.00am - 9.00am); and ● 2500 vehicles per hour one way outbound or inbound during the weekday afternoon peak (4.00pm - 6.00pm). ● Encouraging the use of alternative modes of transport and the provision of attractive and efficient passenger transport services compatible with the intended character and amenity of the area. 	
The Auckland Central Access Programme Business	<ul style="list-style-type: none"> ● 'further support to enable active modes (walking and cycling) within and accessing the Auckland City Centre, as well as investigation and use of further practical demand management tools (e.g. parking management)'. 	
The City Centre Masterplan (2012)	<ul style="list-style-type: none"> ● Changes in future city centre travel patterns and demands, and a shift to pedestrian priority are promoted 	
The Wynyard Quarter Transport Plan	<ul style="list-style-type: none"> ● 70/30 modal split (i.e. 70% of peak trips are by passenger transport, walking and cycling and only 30% by single occupancy vehicle) has been set (for the completion of the development in around 2030) and will be monitored. 	

Draft Auckland Plan 2050	<ul style="list-style-type: none"> ● “Greater focus on influencing travel demand” ● Target new transport investment to the most significant challenges ● Maximise the benefits from transport technology ● Make walking cycling and public transport preferred choices for many more Aucklanders 	
Auckland Council 10 year budget 2018 - 2028	<ul style="list-style-type: none"> ● Minimising harm from the transport system on people and the environment ● Make better use of existing transport networks including greater focus on travel demand ● Maximise the benefits of existing and emerging technology 	
Waitemata Local Board Plan 2017	<ul style="list-style-type: none"> ● Implement measures that make public transport and active transport options more attractive to new users ● Support initiatives which make public transport more accessible and easier for people to move around ● Support initiatives which assist local businesses during the construction of major transport projects 	



APPENDIX E - DATACOM CASE STUDY

Datacom relocated approximately 1200 staff from 5 different CBD offices into new premises in Wynyard Quarter in May/June 2017. At that time Datacom leased approx. 650 car parking spaces and made them available free of charge to around 50% of staff.

The challenge

Resource consent requirements included a travel management plan and a move to a 70/30 modal split, whereby 70% of staff travel via sustainable modes. Datacom's baseline travel survey in October 2016 prior to the relocation indicated over 50% of staff commuter journeys were single occupancy vehicles mode.

The process and solutions

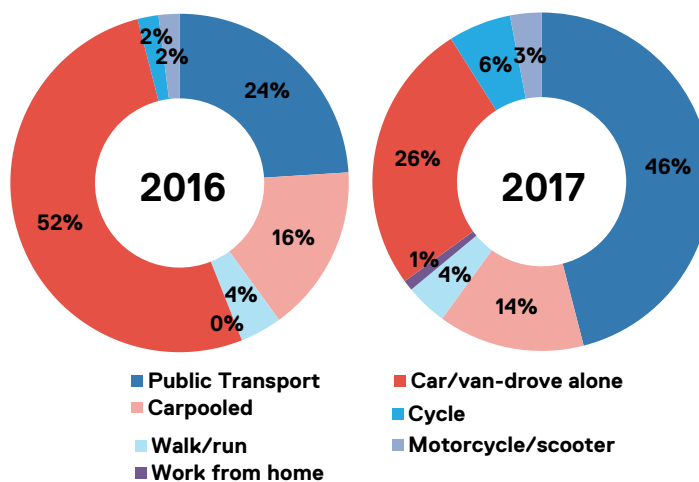
- Extensive consultation process with numerous Q&A sessions for staff
- Auckland Transport helped set up the staff travel survey to get a bench mark of how staff were travelling to work
- Auckland Transport ran staff travel expos to show the commuting options that were available to staff
- Auckland Transport also undertook personalised journey planning whereby they sat down with individuals and planned the best way to commute to work. Be that by bus, ferry, train, walking or cycling – or a combination of modes
- Datacom undertook a full consultation process with regards to staff parking
- Datacom offered staff a one off lump sum payment to anyone willing to release their car park space – over 300 people took up this offer
- Following consultation, Datacom also implemented “user pays” parking with the costs introduced incrementally over a two-year period. By 2019 staff using Datacom leased car parks will be paying 100% of the parking cost.



The end result

- The blank canvas of moving into a new building allowed Datacom to create high quality end of trip facilities such as showers, lockers, a drying room, secure bike storage facilities and electric bike charging points.
- 120 secure spaces for bikes (roughly 10% of staff numbers)
- Electric bikes purchased for staff to use during work hours, following completion of a safety course
- An app is now used to manage car parking spaces to improve efficiency of use. If staff add their unused space to the app for the day, when they are not using it, they get back a credit of the day rate and the space is made available to be booked by other users on a casual basis
- Datacom proactively encourage visitors to use sustainable modes – showing nearest bus stops on the contact us page, as well as encouraging visitors to car pool
- Motorbike riders - 24 dedicated motorbike spaces (6 car parks converted to accommodate 4 motorbikes per park), also on a “user pays” basis
- Datacom have created dedicated car pool spaces
- Datacom re-surveyed staff travel behaviour in October 2017. The results indicated that single occupancy vehicle (SOV) journeys had reduced to 26% with 56% now commuting using sustainable modes.

COMMUTING TRANSPORT MODES





WQ TMA

Wynyard Quarter Transport Management Association





WQ TMA
Wynyard Quarter Transport Management Association

