

Highbrook Business Park

Sustainable Transport Travel Plan

November 2008

EXECUTIVE SUMMARY

The Highbrook Sustainable Transport Travel Plan (STTP) has been prepared to support and foster sustainable transport initiatives aimed at staff and visitors travelling to and from the Highbrook Business Park. The approach developed recognises that traffic growth will continue as the Park and surrounding employment areas develop. The actions developed as part of the Plan are expected to impact positively on the rate of traffic growth, through empowering and encouraging the business community and their employees to support alternatives to single occupancy commuting. In the longer term, the support, involvement and more active participation of the Greater East Tamaki Business Association will be sought to assist in developing a wider area approach to promoting sustainable travel solutions. The development of the STTP has involved a high level of input from Manukau City Council (MCC), Highbrook Development Limited (HDL) (the developer of Highbrook Business Park) and the embryonic Highbrook business community. Consultation was also been undertaken with the Greater East Tamaki Business Association (GETBA), the Auckland Regional Transport Authority (ARTA) and the New Zealand Transport Agency (NZTA) has been kept informed.

The development of the STTP was compressed into a four month period from February 2008 to May 2008. As this is an over arching travel plan for the whole of the Highbrook area, individual company travel to work surveys were not undertaken but remain part of the ongoing process for delivery of travel plan measures to each participating organisation. The development of the plan followed the following process:

1. Senior management support from the local authority, developer and influential businesses on site was sought.
2. A steering group involving MCC, HDL and major businesses was formed and the roles and responsibilities of all partners in the plan were identified.
3. A site accessibility assessment was undertaken.
4. Motivators to change to more sustainable travel modes were explored, based on an understanding of current modes of travel, proposed services and facilities and a review of staff home locations.
5. Objectives, targets and indicators for the STTP were discussed.
6. Governance and funding scenarios for the implementation of the STTP actions were identified.
7. Travel plan / mobility management measures were identified.
8. An implementation plan and programme was developed.

A monitoring strategy will be developed as part of the implementation of the STTP actions and reviews and revisions to the actions will be made to help achieve the objectives and targets.

Initially funding for organising and implementing TDM initiatives will be sourced through HDL and the local business community and managed on an informal network basis. Measures that do not directly involve the tenants or owners of Highbrook Business Park eg, those that involve public areas (the road network, cycle network, open space areas) and those that involve public facilities (bus and train services) may take the form of advocacy by the STTP steering group with funding provided by the authority responsible, ie MCC, NZTA, ARTA, etc.

The STTP steering group decided to continue the informal network approach, working towards reducing single occupant car trips (as a proportion of total car trips since traffic will continue to grow with development) and supporting and promoting viable alternatives. This informal network will include a steering group, similar to that set up to develop the STTP, which will facilitate the implementation of travel

demand management (TDM) measures to the businesses and residents within the Highbrook area, according to the implementation plan for the STTP. Monitoring and revisions to the STTP will be undertaken and the steering group will continue to refine or develop and implement further actions and initiatives as necessary. A vision statement will be agreed by the steering group, most likely similar to the purpose and objectives of the STTP, which include:

- ◆ improving transport access for all people travelling to the Highbrook site;
- ◆ maximising the utilisation of sustainable transport modes;
- ◆ improving the positive travel experience of those travelling to the site, and
- ◆ mitigating the negative impacts (eg congestion, lack of travel opportunities for those without a car) of traffic wherever possible.

In the future, as the area develops, the steering group could decide to change from the informal network approach to become an incorporated non profit organisation. Other opportunities may be explored in the future that recognise the benefits of working more closely together with other employers in the Greater East Tamaki area or/and the AMETI¹ study area. Such an organisation could be a "Transport Management Association" or "TMA". Overseas, TMAs have proven to be successful entities that provide an institutional framework to address local transportation issues, provide effective transport programmes and services, provide a forum for businesses and neighbourhood associations to work together, and advocate for the area at a local and regional level on behalf of members. They are often led by the private sector in partnership with the public sector.

The following tables provide a list of the actions, the programme for implementation, the key performance indicators to determine success and whose responsibility each action is. Short term is assumed to be within 18 months, medium term within 5 years and long term within 10 years.

STTP Operational Actions	Short term	Medium term	Long term	Responsibility
Agree STTP Implementation Plan	✓			STTP steering group
Provide administrative support for the STTP	✓	✓	✓	HDL
Establish quarterly meetings for the steering group of the informal travel plan network (more regular meetings may be required to support specific projects)	✓	✓	✓	HDL
Encourage all major new companies moving to Highbrook to join the STTP	✓	✓	✓	HDL
Assist employers with the development of workplace travel plans that link to the area travel plan and monitor the actions being implemented	✓	✓	✓	ARTA
Develop "How" methodologies to progress actions associated with implementation of the STTP	✓	✓	✓	STTP steering group
Prepare a business plan to determine future funding requirements to support ongoing work of the STTP	✓	✓	✓	STTP steering group

¹ The Auckland-Manukau Eastern Transport Initiative (AMETI) is a project examining passenger transport, walking and cycling infrastructure and service needs between Auckland and Manukau cities.

STTP Operational Actions	Short term	Medium term	Long term	Responsibility
Produce STTP Travel Plan 'Brochure'	✓			STTP steering group
STTP Travel Plan Launch 'Event'	✓			STTP steering group
Regularly update Highbrook Business Park website to provide more information about sustainable travel options	✓	✓	✓	HDL with support from ARTA
Promote appropriate national, regional and local green transport awareness campaigns eg. BikeWise Week, World Environment Day	✓	✓	✓	STTP Steering Group with support from ARTA and MCC
Establish a green travel awareness raising programme for the business park with a quarterly electronic newsletter to STTP member organisations		✓	✓	HDL with support from ARTA
Monitor traffic growth, mode split and commission future year traffic modelling	✓	✓	✓	MCC (traffic counts ²), ARTA (annual cycle counts, public transport surveys, traffic modelling)
Discuss aim targets for mode split and single occupancy car trips to Highbrook with the STTP steering group		✓		STTP steering group with support from MCC
Progress discussions and investigations for wider area travel plan and appropriate governance arrangements with other parties.		✓	✓	STTP steering group
Source funds from NZTA for investigation of linked TDM measures		✓	✓	MCC
Investigate longer term funding for the STTP through local businesses, the business association, sponsorship or other means			✓	HDL
Annual revision of programme of actions	✓	✓	✓	STTP steering group

STTP Travel Plan Actions, Programme, KPIs and Responsibility

STTP Travel Plan Actions	Short term	Medium Term	Long term	Key performance indicator	Responsibility
Determine location of new bus stops and shelters	✓			Bus stops installed.	HDL and MCC
Install bus shelters	✓			Bus shelters constructed	HDL and MCC

² MCC undertakes an annual 7-day traffic count on Highbrook Drive

STTP Travel Plan Actions, Programme, KPIs and Responsibility

STTP Travel Plan Actions	Short term	Medium Term	Long term	Key performance indicator	Responsibility
Liaise with ARTA regarding establishment and ongoing development of bus services	✓	✓	✓	Bus patronage	STTP steering group
Promote new bus services	✓	✓	✓	Increased bus patronage	STTP steering group
Investigate area cluster car pool scheme	✓				STTP steering group with support from MCC and ARTA
Establish and promote a Highbrook ride-share programme as appropriate		✓		Number of people registering with the ride share scheme & number of ride share matches found	STTP steering group with support from MCC and ARTA
Promote cycling and walking as a means of transport to access Highbrook	✓	✓	✓	Increases in on site pedestrian and bicycle traffic	STTP steering group
Highbrook and East Tamaki Local Area Cycle and Walking Study Detailed investigation to provide improved local cycle and walking links	✓			Study report and recommendations for delivery	MCC
Implementation of Highbrook and East Tamaki Local Area Cycle and Walking Study report findings.		✓		Increased cyclists	MCC
Provide ARTA personalised travel planning tool to Highbrook companies		✓			ARTA
Investigate van pool scheme		✓			STTP steering group
Review speed limit on Highbrook Drive		✓		Speeds within speed limit, number of speed related accidents	MCC

Crucial to the successful implementation of the STTP is the commitment of all the stakeholders to ensure that the plan is adopted and championed. The co-ordination of the implementation of the plan and support by businesses, organisations and individuals, as well as the other stakeholders (Manukau City Council, ARTA, Transit), is considered to provide the best means to ensure that the components of the STTP are successful in achieving the STTP goals.

