***Having** better travel choices and*
***making** better travel choices in Taranaki*

Part A: Better Travel Choices Strategy 2024-2054

Consultation draft

September 2023

Taranaki Regional Council

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Executive Summary

Better Travel Choices 2024 – 2054 is a shared and active transport strategy that is Taranaki region's long-term response to the requirements of international, national, regional, and local direction related to climate change and emissions reduction.

Better Travel Choices considers current transport **challenges** before identifying a range of potential **strategic interventions** - intended to achieve mode shift from single occupancy private car to active travel modes, public transport, and shared mobility over short term (three years), medium term (three to ten years), and long term (ten to 30 years).

[to be completed following finalisation]

1. Introduction

Purpose

Better Travel Choices 2024-2054 is a shared and active transport strategy that is Taranaki region's long-term response to the requirements of international, national, regional, and local direction related to climate change and emissions reduction. The aim is to encourage more people to choose public transport and active travel for a wider range of journeys, thereby reducing demand for single-occupancy private cars.

The practical purpose of Better Travel Choices is to:

- Provide a Taranaki-wide perspective of the transport challenges and opportunities;
- Facilitate alignment of policies and strategies across the Regional and Territorial Authorities, other public sector organisations, and Waka Kotahi NZ Transport Agency;
- Identify and address cross-boundary issues and solutions;
- Clarify roles, activities, and priorities for investment; and
- Support funding bids for projects.

Structure

Better Travel Choices considers current transport **challenges** before identifying a range of potential **strategic interventions** - intended to achieve mode shift from single occupancy private car to active travel modes, public transport, and shared mobility over short term (three years), medium term (three to ten years), and long term (ten to 30 years). Better Travel Choices is structured as shown in Figure 1. The Regional Public Transport Plan (RPTP) is a legislative document (under Part 5 of the Land Transport Management Act 2003[1]) and required to be published separately.

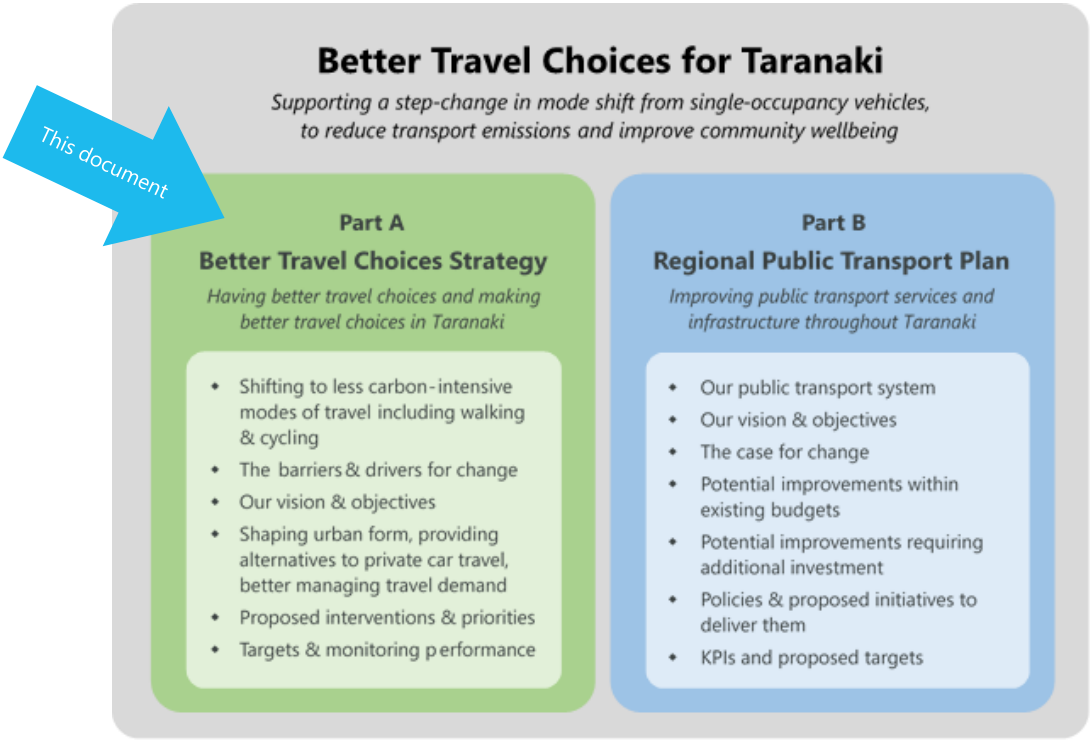


Figure 1: Structure of Better Travel Choices for Taranaki

[1] Land Transport Management Act 2003

The target audience for Better Travel Choices includes individuals and communities who are concerned about transport and accessibility challenges in their area; and would like to see positive change. Better Travel Choices also makes a strong case to government to invest in projects that will deliver a step change in safe, sustainable, and prosperous communities.

Background

The dominant form of transport for moving people across Taranaki is the private car. At the 2018 census 70.3% of journeys to work were undertaken in a private or company vehicle; 6.3% by walking or cycling; and less than 1% by public bus. At 17.4% of the census population, nearly three times as many people worked from home as used shared and active travel modes to a place of employment.

This matters because motor vehicles make a significant contribution to Greenhouse Gas (GHG) emissions such as Carbon Dioxide (CO_2), which are driving climate change. There are also issues of traffic congestion and road safety, both of which impose significant costs on society and the economy.

Whilst there are challenges serving a smaller region with non-car modes, much more could and should be done to improve the situation in Taranaki. Younger people in particular are part of a generation which has a huge stake in reducing Greenhouse Gas emissions, as they must live with the consequences of historic levels of fossil fuel usage by transport. Better Travel Choices has engaged with a number of young people who have told us that they want a safer and more environmentally sustainable transport system for their future.

Active, public and shared transport

The Better Travel Choices strategy aims to promote greater use of active, public, and shared transport:

Figure 2: Active, public and shared transport

Active Modes: Fully or partially people powered, walking, cycling wheelchairs, mobility scooters and all forms of micro-mobility

Public Transport: Conventional scheduled bus services

Shared Mobility: On-demand, community transport services and private ride share

Better Travel Choices proposes adoption of **transport user hierarchy** (Figure 3), which plans for the needs of active travel before motorised transport. People who use active travel modes have both the lowest impact on the environment, and also on other road users as they only occupy a tiny fraction of the space required to move a private car. Everyone who is able to leave their place of residence is an active travel user at some point.

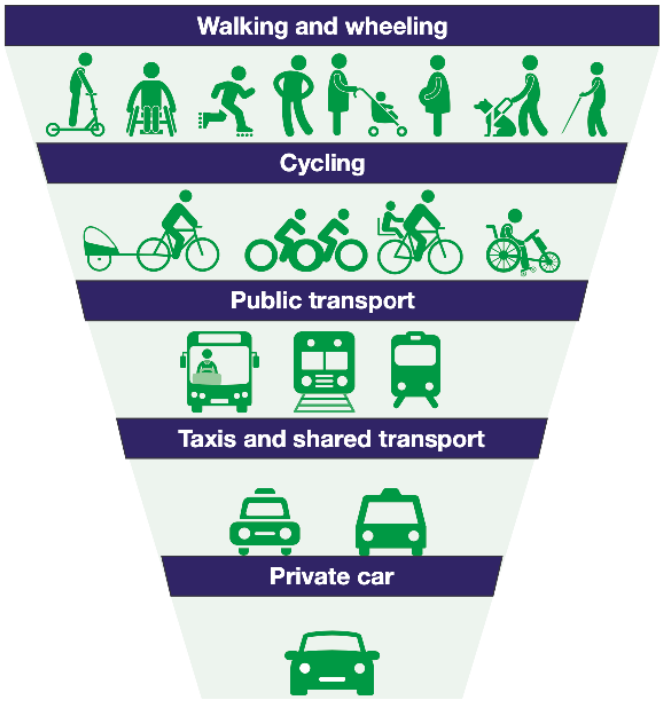


Figure 3: Transport User Hierarchy

Source: Transport Scotland

Private car travel

For many years, the ability to own and drive a car has been seen as the ultimate freedom. As disposable incomes have risen, and production prices fallen, owning a car has become an automatic choice for most ordinary people. At 2018 census, there were 0.81 light vehicles per head of population in Taranaki, up from 0.66 just 20 years ago. Over half of households now have two or more cars:

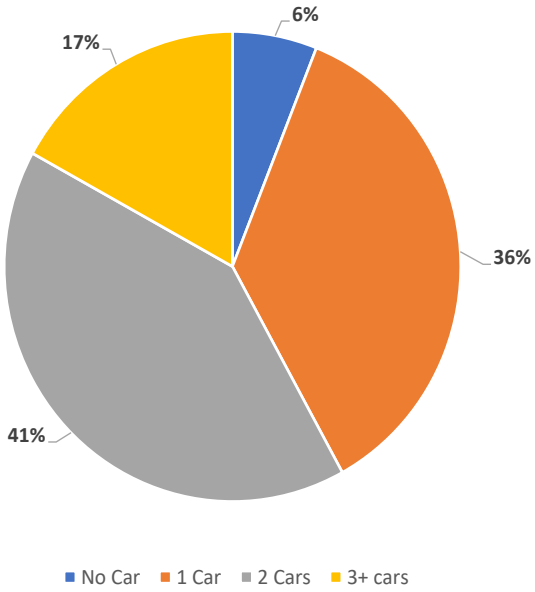


Figure 4: Household Car Access in Taranaki

Source: Ministry of Transport

Demand for motor vehicle traffic, measured by **Vehicle Kilometres Travelled (VKT)**, includes cars, vans, trucks, and buses. There are three complementary ways in which reducing VKT can be tackled, as shown in Figure 5. Better Travel Choices focusses on the second of these – **mode shift**.

Avoiding or reducing travel: through undertaking more activities (such as work, education, and shopping) from home and combining more than one purpose in a single journey.

Shifting the mode of travel: substituting single occupancy vehicle SOV car journeys for active modes, public transport and shared mobility.

Improving the mode of travel: replacing Internal Combustion Engine (ICE) vehicles with zero emission (battery electric and hydrogen) alternatives.

Figure 5: Reducing vehicle kilometres travelled through Avoid, Shift, Improve

Mode shift

Mode shift aims to increase the total percentage of personal travel by active modes, public transport, and shared mobility, at the expense of the car as a single occupancy vehicle (SOV). The act of choosing a different mode of transport from the normal one can be anything from occasional through to a regular / permanent change. Mode shift is a different way of thinking about:

- The way people travel;
- How people feel about their travel choice; and
- How they travel.

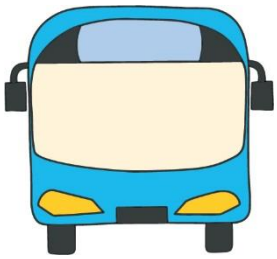
Mode shift pushes people towards more sustainable transport which will benefit everyone; encourages a change in travel behaviour and habits, and is based on partnership between governments and communities to create equitable and convenient travel access for all.

Benefits of Better Travel Choices

The benefits of mode shift are numerous and include:

- Roads are expensive to construct, and slow to both plan and build.
- As traffic volumes increase it becomes less practical and more expensive to add capacity, resulting in travel delays with economic, environmental, and social cost to individuals and society.
- Walking, cycling and public transport trips are inherently more efficient travel modes as they take up less space on roads and increase the movement of people without increasing the number of vehicles, as well as extending the life and reducing the maintenance cost of existing infrastructure.
- Road transport is responsible for 24% of Aotearoa New Zealand's net CO_2 emissions and its reduction is a priority for the country to meet its climate change obligations under the Paris Agreement.

- Emissions of both Greenhouse Gases (GHGs) and harmful local pollutants are much lower from walking, cycling and public transport, especially if these modes replace single-occupancy vehicle (SOV) journeys.
- Connecting people to the opportunities and services they require will help them to realise their potential.
- The economy of Taranaki is dependent on a thriving labour market where people can move and access jobs across the region.
- Many people with poor connectivity are denied choice, with implications for health and wellbeing, and contributing to social isolation.
- Economically successful places are those which prioritise access by shared and active modes of travel.
- Walking, cycling and public transport offer an easy way to add physical activity into everyday life, reducing sedentary lifestyles and increasing levels of obesity and related chronic disease. Increasing traffic volumes generally result in increased crashes and injuries.
- By limiting the growth in traffic volumes through mode shift, users of the network are exposed to less risk. Modes such as the bus are a significantly safer mode of motorised traffic compared to the private car.



Issues of importance to tangata whenua

There are many places, sites, areas or features throughout Taranaki that are of significance to tangata whenua. These may include urupā (burial sites), historic pa and kainga sites, battlegrounds, rivers, and lakes, tauranga waka (canoe landing sites), mahinga kai (food gathering areas) and other wāhi tapu or archaeological sites. These areas, landscapes or features may be of traditional, cultural, and spiritual significance to tangata whenua.

Traditional walking trails also exist throughout the region. Statutory acknowledgements have been developed by some iwi and formally recorded as part of Treaty settlement legislation. These statutory acknowledgements are statements made by the iwi of the particular cultural, spiritual, historical, and traditional association of the iwi with a statutory area.

Tangata whenua have responsibilities for the exercise of kaitiakitanga over the environment and other taonga within the rohe. Kaitiakitanga includes elements of guardianship, custodial protection, and advocacy. These matters must be recognised and provided for in the planning and development of walkways and cycleways. Many policies included within Better Travel Choices will require consultation and working directly with tangata whenua where proposals affect existing sites and / or the interests or concerns of tangata whenua, local iwi, and hapū.

2. The Taranaki region

A full introduction to the Taranaki Region is included in Appendix 1, summarised as follows:

People and place

- The main urban centre is New Plymouth, supported by a number of smaller centres including Hāwera, Waitara, Inglewood, Stratford, Ōpunake, Oākura, Eltham, Manaia, Pātea and Waverley.
- The 2022 population is estimated to be 126,000; projected to grow to around 138,000 by 2048 (mostly in urban New Plymouth).
- Higher proportions of elderly and youth than the national average. By 2048, it is expected that those aged over 65 will make up 27% of the New Plymouth district population – higher than the national average of 23%.
- At the 2018 Census 19.8% of the region's population was Māori (up from 16.5% in 2013). Most Māori live in New Plymouth, comprising 18% of the district's population. Iwi and hapū of the Taranaki region are Ngāti Maniapoto, Ngaa Rauru Kiitahi, Ngāruahine, Ngāti Maru (Te Iwi o Maruwharanui), Ngāti Mutunga, Ngāti Ruanui, Ngāti Tama, Taranaki Iwi, and Te Atiawa.
- In June 2020, Taranaki's unemployment rate was at 4.3% with only small variations from one district to another (compared to 4% nationally).
- Households without access to a motor vehicle is highest in New Plymouth district (7.2% of households) and lowest in Stratford district (6.6% of households).

Economy

- Taranaki has the second highest level of economic productivity in Aotearoa New Zealand, making a 2.9% contribution to the country's GDP – impressive given its relatively small population. The region's economic performance is underpinned by two high-earning, export-oriented sectors: dairy farming and processing and oil and gas.
- Port Taranaki plays an important role in the distribution network, and it is of strategic importance to the importing and exporting activities for the oil and gas industry and the servicing of this industry.

Land form

Figure 6 summarises the landforms of Taranaki, which strongly influences provision of transport infrastructure and services, as a result of where people live and practical connections available.

The land transport system is a place where people live, work, socialise, shop and play. Taranaki's villages, townships and city are shaped by land transport, and rely on it to function and grow. Natural assets – such as parks, gardens, streams, rivers, wetlands, forests, estuaries, and oceans – are located near to the land transport system, and there can be significant and increasing negative impacts from some assets and motor vehicle use, on places where people, flora, and fauna live.

Mode shift to shared and active modes of travel is therefore important to ensure that Taranaki's places grow sustainably, without the dominance of private car travel.

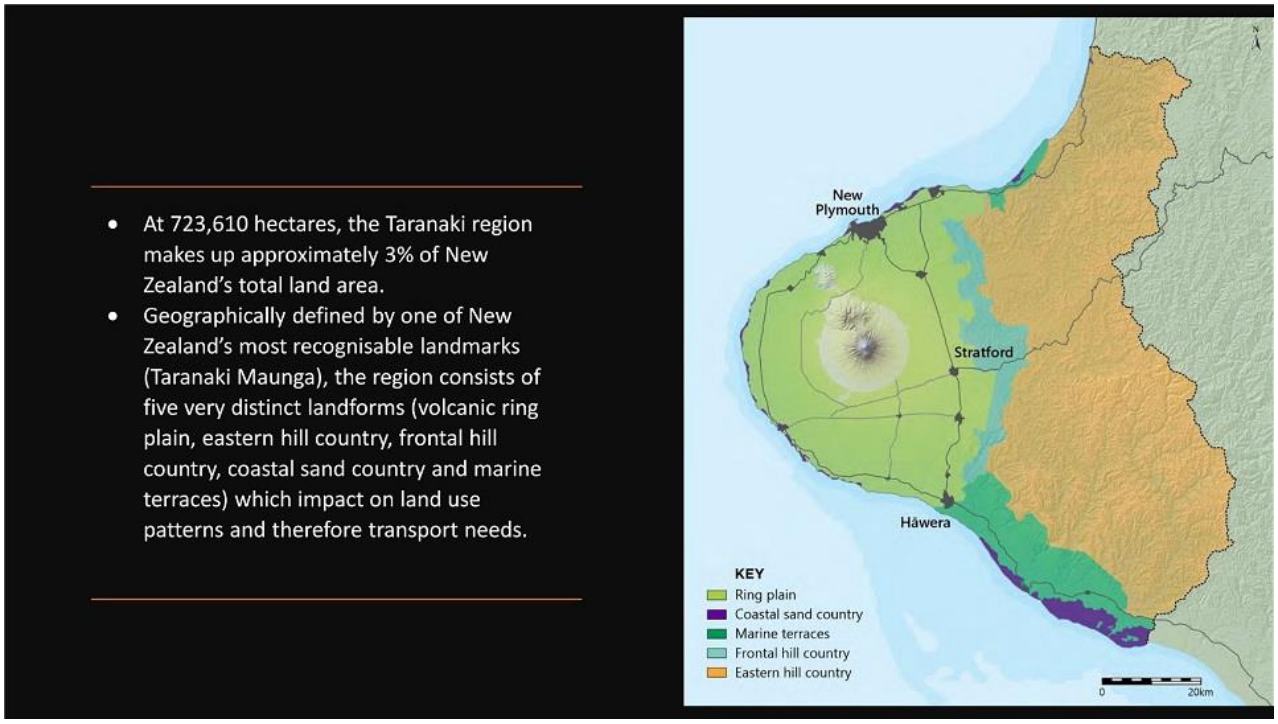


Figure 6: Taranaki land form

Regional land transport system

Taranaki relies on road and rail connections to the rest of the North Island for the movement of people, freight, and visitors.

- State Highway 3 provides the main northern connection linking Taranaki to Waikato and Upper North Island and the southern connection between New Plymouth, Whanganui and Lower North Island. The route particularly critical to the dairy industry as it connects the production centre in Hāwera to distribution centres in Palmerston North.
- The parallel New Plymouth – Whanganui – Marton railway line carries a relatively small amount of container freight from the port.
- State Highway 3A between Waitara and Inglewood provides an eastern bypass of New Plymouth, linking Stratford and the central corridor with the route to the north.
- State Highway 43 – the Forgotten World Highway – is a key tourist route and link to the Central North Island.
- State Highway 44 is a very short link to Port Taranaki from State Highway 3 in the centre of New Plymouth.
- State Highway 45 – the Surf Highway - provides an alternative route to State Highway 3, around the coast from Hāwera to New Plymouth.

Local roads provide connections between State Highways and local communities, factories, businesses, tourist attractions and farms. They also provide the vast majority of streets where people live. Links to, and around, Taranaki Maunga and other culturally significant sites are particularly important to local people.

Active, public, and shared transport routes rely on roads as much as private motor vehicles. There are also a growing number of walkway and cycle routes in the main urban areas, and provide by Department of Conservation (DOC).

Figure 7 over page provides an overview of the land transport network in Taranaki.

Figure 7: Overview of land transport system in Taranaki

Source: Taranaki Regional Land Transport Plan 2021

Travel trends in Taranaki

Figure 8 summarises the key travel trends, and show that travel is heavily dominated by private car.

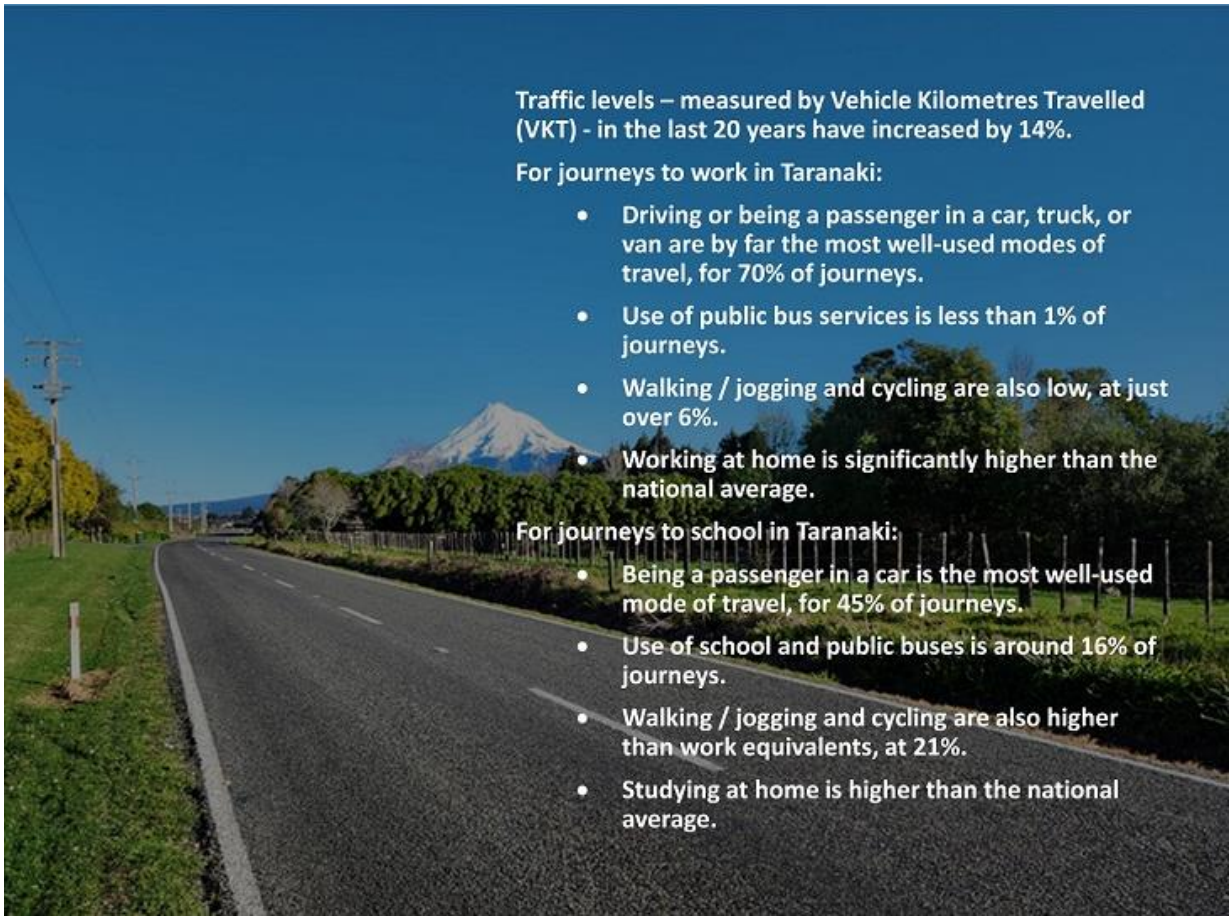


Figure 8: Taranaki travel trends

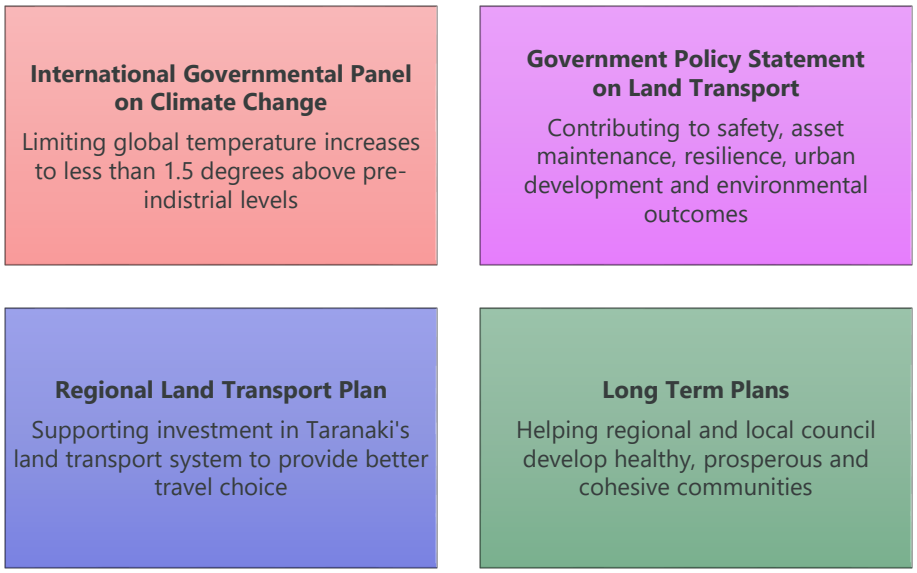
Legislation, policy, and planning context

Better Travel Choices aligns with, and contributes to, a number of policies, as shown in Figure 9. A full description of the legislative and planning context is included in Appendix 3.

Waka Kotahi provides a 30-year view of the land transport system through *Arataki*[2], and highlights a number of directions which Better Travel Choices strongly supports:

- Begin to reduce vehicle kilometres travelled (VKT), focussing on New Plymouth.
- Enable and support the region's transition to a low-carbon economy.
- Improve access to social and economic opportunities, especially by public transport, walking, and cycling.
- Significantly reduce the harm caused by the region's transport system, especially through improved road safety and reduced pollutants dangerous to people's health.
- Actively support, enable, and encourage growth and development in areas that already have good travel choices and shorter average trip lengths.
- Rapidly accelerate the delivery of walking and cycling networks, predominantly through reshaping existing streets, to make these options safe and attractive.
- Explore the potential for new and emerging technologies, such as on-demand services, to improve access to social and economic opportunities.

Figure 9: Policy alignment of Better Travel Choices



[2] Arataki - Taranaki

3. The case and drivers for change

The benefits of private car travel are being eroded by the sheer volume of demand, and climate change is a highly undesirable consequence that needs to be addressed.

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Better Travel Choices is based on identifying:

- The case for change: why mode shift is beneficial to individuals, communities, and the region as a whole.
- Drivers for change: compelling reasons for how mode shift can happen.

Making mode shift happen

If mode shift is to become a reality, it is important to understand:

- Why people currently choose to travel by car;
- "Push" and "pull factors" for shared and active travel, which explain why people are put off and what might make them change; and
- Types of journeys which may be most amenable to mode shift.

In March and April 2023, Taranaki Regional Council and the three Territorial Authorities asked communities about:

- Road safety and speed management.
- Cycling, walking and active travel.
- Public transport (including buses and rail).
- The long-term vision for transport in Taranaki.

A total of 1,805 responses were received. The results demonstrated that people both want to change their mode of travel and have a firm view about what needs to happen:

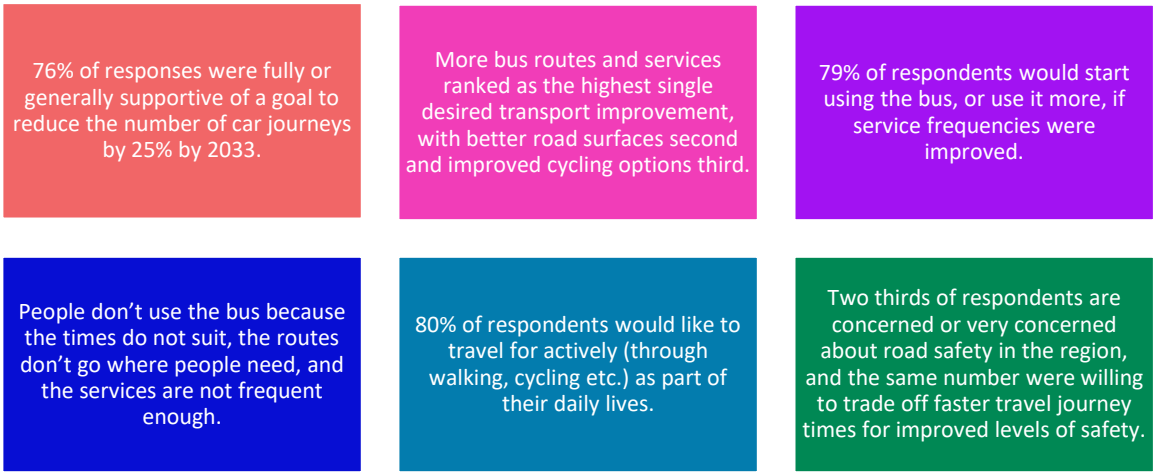


Figure 10: Public consultation summary results

The community feedback demonstrates that there is an appetite for change, but there are a number of barriers.

Barriers to change

Barrier 1: Concerns about safety result in people not using active travel modes as much as they would like to

Walking, wheeling, or cycling amongst or across large volumes of traffic in urban areas and when vehicles are travelling at higher speeds in rural areas can feel dangerous to vulnerable road users. Across the region a total of 428 active mode crashes were recorded between 2013 and 2022, including 13 fatal and 100 resulting in serious injury. Providing safe facilities and working to improve knowledge of the needs of vulnerable road users are key to encouraging people to walk, wheel or cycle.

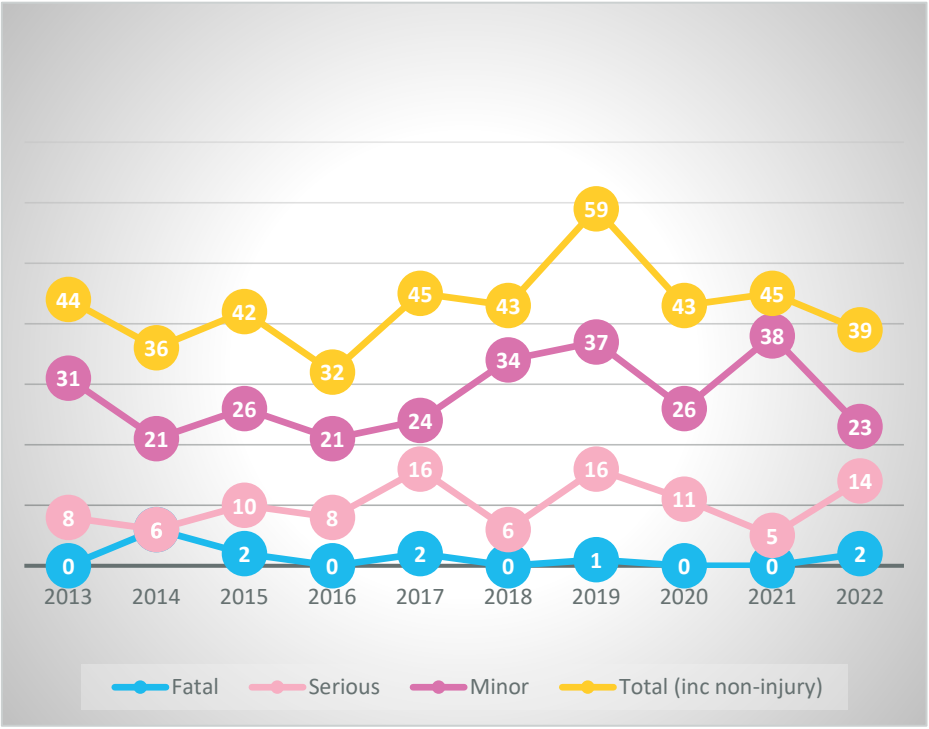


Figure 11: Active Traveller Injuries 2013 to 2022

Source: Waka Kotahi Crash Analysis System

Barrier 2: Existing networks are not connected or integrated, reflecting a built environment that is predominantly car-based, resulting in low mode share for active modes

While cycle networks across the region have been identified, and in some cases partially completed since the development of the 2007 Regional Walking and Cycling Strategy, multiple gaps remain which hinder safe access and act as a disincentive for someone keen to try a different mode.

A safe and convenient active travel network is only as good as its weakest links, intersections and bus stops – routes and locations which are a deterrent to mode shift have been identified. An example for New Plymouth is shown below: proposed but not yet constructed routes are shown in red and cyan. Proposed pathways are shown in purple.

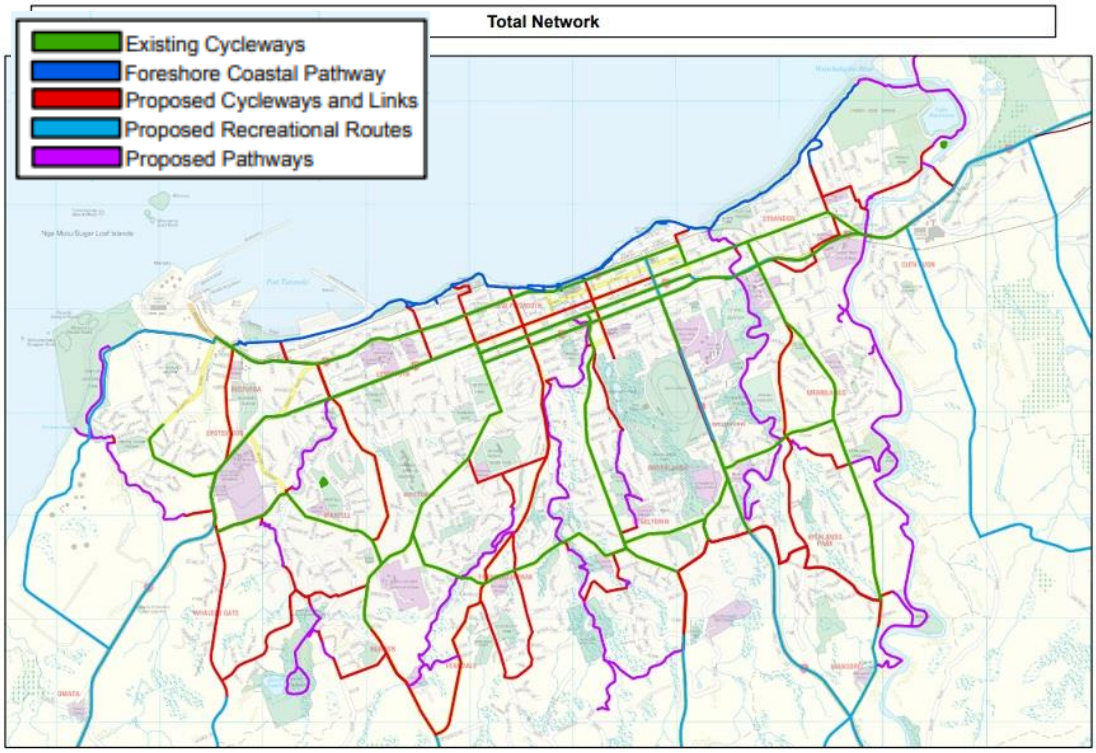


Figure 12: New Plymouth Existing and Proposed Active Travel Routes

Source: New Plymouth District Council

In smaller townships and rural areas, individual walkways and cycle trails which have the potential to be connected up in a regional active travel network, to serve both utility and leisure travel. However, at present the network gaps are often the result of a lack of alternative routes to high traffic volume State Highways.

Walking and cycling routes are not fully joined up into safe and convenient networks, and there are many locations which present a barrier to travel because of concerns over safety. Even with cycle networks partially completed, community engagement indicates that facilities to support active modes (particularly crossing points and segregated infrastructure) are infrequent, often disconnected and not always safe to use. As a result, the perception of poor safety for vulnerable road users is increased, and this results in low mode share.

Active travel is part of every trip. Even those not undertaking a full journey via active modes need to connect to cars, buses, trucks, and vans as either the driver or a passenger: "first and last mile" connectivity is critical.

In New Plymouth, access to bus stops for pedestrians and disabled people is mixed. There are locations where it is difficult and potentially dangerous to access a bus stop because there is no safe crossing point.

In most smaller Taranaki towns, central bus stops are hidden away in back streets whilst people can park right outside shops on the central thoroughfare. This increases the distance bus passengers need to walk, which is a particular challenge for disabled people. There are very few other bus stops along State Highway 3, which results in very poor access from adjacent residential areas.

Barrier 3: Scale of access and mobility need is not reflected within the built environment, which is designed around the needs of motor vehicles

The 2017 Taranaki Disability Strategy[3] indicates that 30% of Taranaki people were limited in their daily lives by a long-term impairment. The 2021 New Plymouth Accessibility Strategy[4] describes 28% of people as living with a disability. Goal 1 of the strategy is to ensure that council services, facilities and assets are accessible to people with a range of abilities.

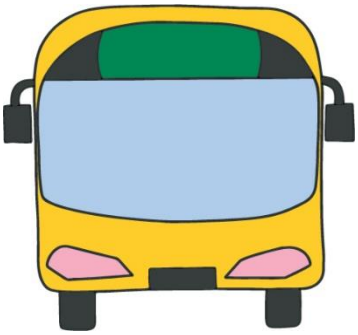
Outcome 5 of the Aotearoa New Zealand Disability Strategy[5] identifies a future where those who are disabled are able to get from one place to another safely and easily, can access all buildings, spaces, and facilities with dignity, and feel safe taking public transport. Action 10 identifies a priority to increase accessibility for disabled people of the built environment and transport services with tasks allocated to Waka Kotahi and the Ministry of Transport in the Disability Action Plan 2019-2023[6].

Increasing the number of people using active modes includes ensuring that all built assets (streets, centres, open spaces, and buildings) are accessible. Improving accessibility across Taranaki is particularly important for those who are disabled as without this they can be easily excluded from key destinations and unable to access employment, education, services, and leisure opportunities.

Barrier 4: The public transport system in Taranaki provides a basic service for people who have no choice, but is not an attractive mode for people who have access to a car

The New Plymouth Citylink urban network runs Monday to Friday from 7am until 6pm.

There is a very limited Saturday service, and nothing on Sundays / Public Holidays. In March 2023, the busiest month of the year, the average number of people per bus journey varied between six and 16 per route, with an average of 10 for the network as a whole. This means that, with a capacity of around 50 passengers, 80% of seats or standing spaces remain unoccupied. In contrast, many school bus services are at capacity, and average occupancy across the network was 37 passengers per journey in March 2023.



The New Plymouth urban network aims to provide basic coverage, so that most people are within 400 metres walk of a bus stop. This is achieved by long one-way routes which are not direct and generally slower compared to driving – meaning that a passenger's nearest stop sometimes takes them in the opposite direction to where they want to go. Service frequencies are low, anywhere between 35 and 80 minutes between buses depending on route and time of day. This can result in long gaps in the service and therefore waiting times for passengers.

[3] Taranaki Disability Strategy 2017 (website-files.com)

[4] ECM_8608924_v6_Accessibility Strategy 2021 Summary (Word Version) (npdc.govt.nz)

[5] Aotearoa New Zealand Disability Strategy - Office for Disability Issues (odi.govt.nz)

[6] ODI-Disability-Action-Plan-2019-9-WEB-SINGLES.pdf

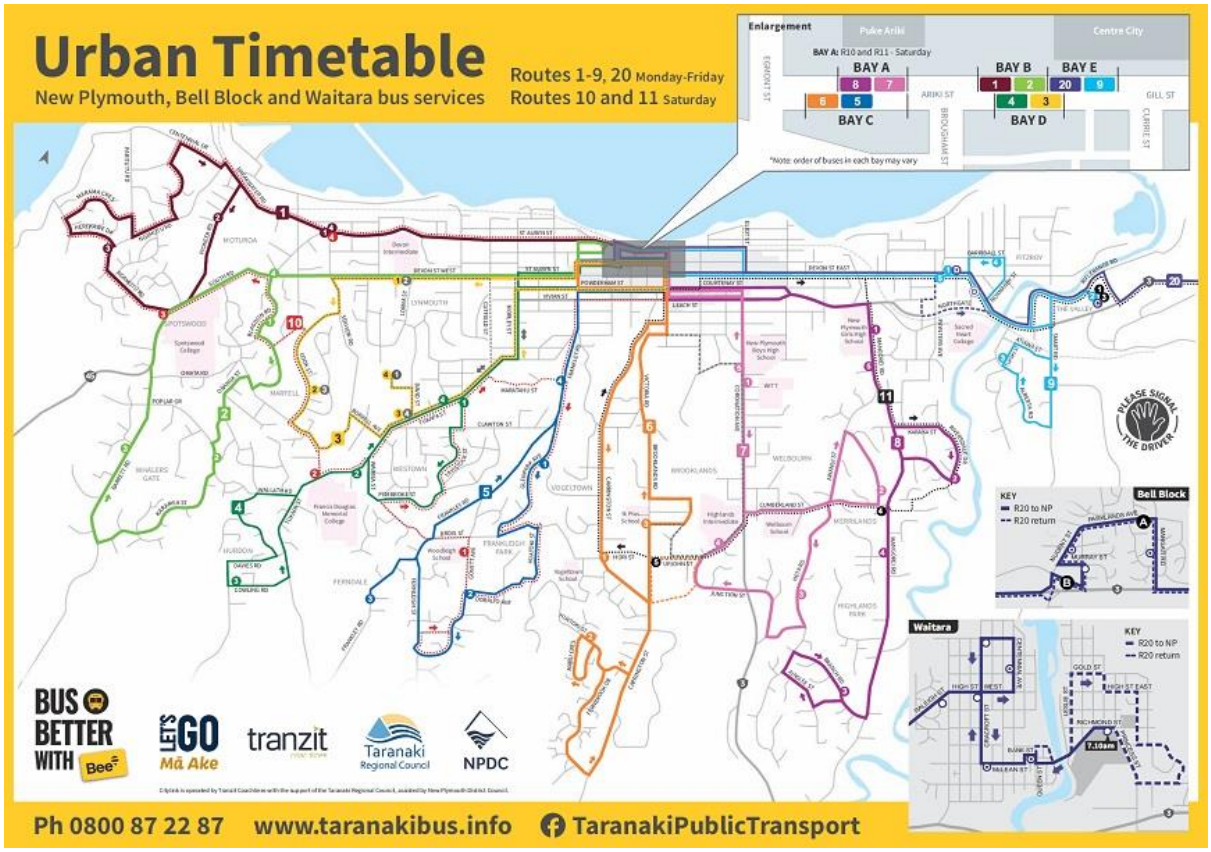


Figure 13: New Plymouth urban bus routes

Connector is the region's main inter-town service, running from Ōpunake / Hāwera to New Plymouth along State Highway 3. There are four Hāwera – New Plymouth return journeys per weekday (one extended to Ōpunake), supplemented by two Your Connector buses, which are primarily for students. In March 2023, Connector had an average of 17 passengers per journey; for Your Connector the figure was 50 (effectively at capacity, with additional vehicles sometimes required). Connector has the merit of being direct along State Highway 3 and relatively fast, with only a small number of intermediate stops in the centres of Egmont Village, Inglewood, Midhirst, Stratford, Eltham and Normanby. However service frequency and relatively early finish times (last bus is 3.25pm from Hāwera and 4.45pm from New Plymouth) limit the attractiveness of Connector for commuting journeys.

Southlink is a network of four very infrequent routes serving South Taranaki communities along State Highway 45. Operating for a single return journey on just one or two days per week, the services are for people who have no other option, and would not provide any viable alternative to a private car.

Compared with the convenience of a private car, current bus services just cannot compete. However, the Future of Transport survey shows strong support for, and desire to use, bus services which offer greater time coverage (across the day and week) and higher frequency.

Strengths, Weaknesses, Opportunities, Threats

Based on the public consultation, discussions at three stakeholder workshops, and investigation of existing available data, a strengths, weaknesses, opportunities, and threat (SWOT) assessment has been undertaken.

Figure 14: Strengths, weaknesses, opportunities and threats

This SWOT assessment has been used to:

- Guide development of a vision for Better Travel Choices;
- Inform a set of strategic objectives and outcomes;
- Identify gaps in our knowledge where further data collection and evidence is needed; and
- Focus on the key requirement of mode shift – based on shaping urban form, providing alternatives to car travel and travel demand management.

4. Vision for Better Travel Choices

A compelling vision is a succinct statement of what success looks like when it is achieved. The 30-year vision for Better Travel choices is:

Overall vision

Increasing wellbeing and environmental sustainability of Taranaki communities by enabling people to safely and conveniently travel by public transport and active travel.

There are five elements to the vision, which were developed through a series of stakeholder workshops in mid-2023:

VS1 – Every member of society, irrespective of their personal circumstances and level of mobility, will be able to safely travel to meet their needs and wants.

VS2 – Our local streets will be spaces and places that are safe, shaded, and sustainable hubs of social and community activity; where people from all walks of life and cultures can connect to share experiences face to face.

VS3 – Low-traffic school streets will enable our children to experience arrival and departure in an environment that welcomes their participation in both education and play.

VS4 – An accessible, integrated and customer-focussed public transport system that enhances our wellbeing and environment, and becomes the preferred mode of transport within and between urban areas.

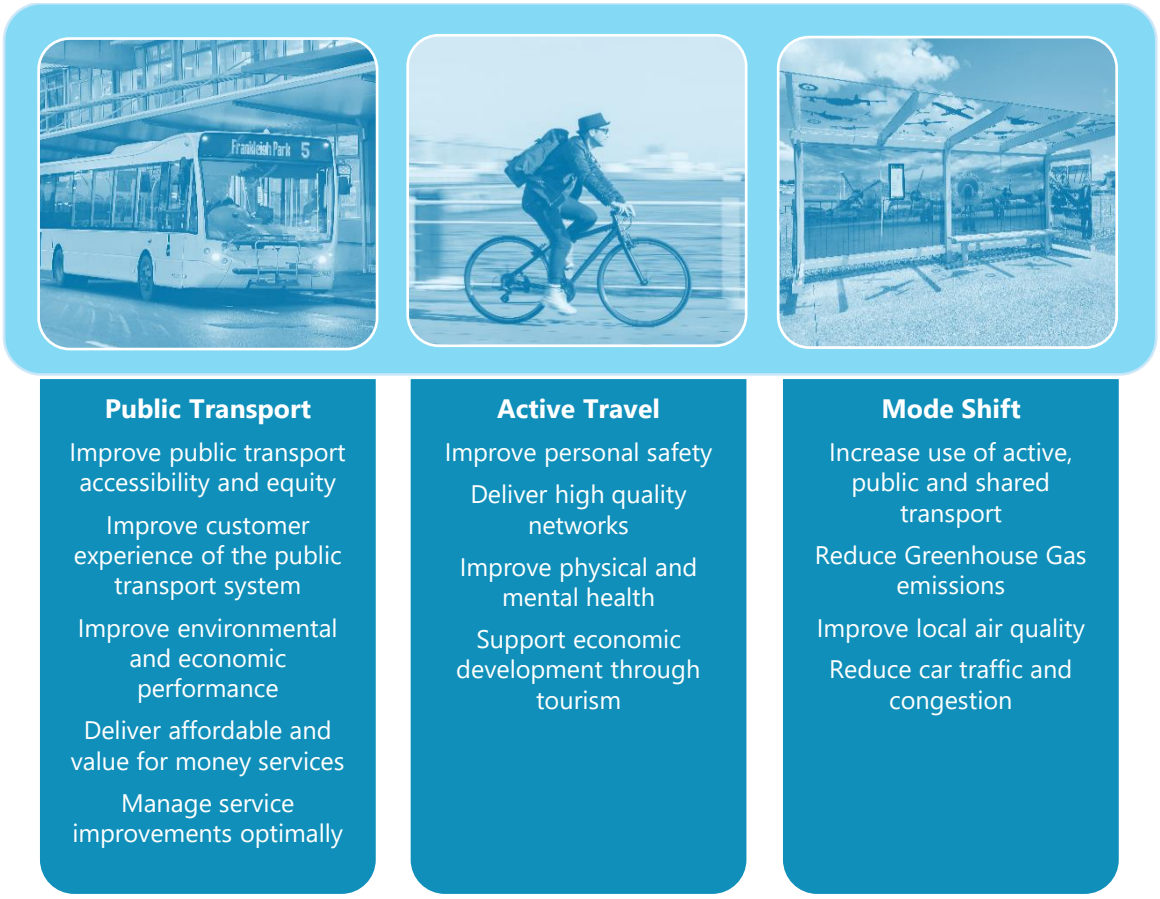
VS5 – A regional active and shared travel network, bound together by integrated multi-modal and service hubs, will enable local people and visitors to travel across the region confidently and sustainably for work, education, shopping, and leisure.

A key aim of Better Travel Choices is that active modes, public transport, and shared mobility become everyone's default travel option where possible. An environmentally sustainable and socially inclusive active and shared transport system will link Taranaki's places so that no one will experience the isolation of not being able to access services, jobs, social interaction, and leisure opportunities. The right of travel choice will be extended to everyone, not just people who own a motor vehicle.

5. Strategic objectives

Objectives describe the beneficial outcomes for people that Better Travel Choices aims to deliver.

Figure 15: Better Travel Choices strategic objectives



For each of these strategic objectives, Better Travel Choices aims to deliver a set of beneficial outcomes, which are outlined in Table 1.

Table 1: Better Travel Choices strategic objectives with beneficial outcomes sought

Area	Strategic objectives	Outcomes sought
Public transport	PT1 – Improve public transport accessibility and equity	Provide safe and accessible public transport services and infrastructure that supports an efficient and connected transport network, and multi-modal travel.
	PT2 – Improve customer experience of the public transport system	Provide high quality information and branding that enables passengers to easily understand and navigate services
	PT3 – Improve environmental and economic performance	Contribute to reductions in carbon emissions from transport, improved air quality and reduced traffic congestion through mode shift public transport and decarbonising the bus fleet.
	PT4 – Deliver affordable and value for money services	Provide a fares and ticketing system that is simple, affordable and attracts and retains customers while balancing user contribution with public funding.
	PT5 – Manage service improvements optimally	Undertake an approach to planning, procurement and monitoring of services that supports the efficient and effective delivery of services while providing good value for money.
Active travel	AT1 – Improve personal safety	Reduce the scale of crash trauma for vulnerable road users.
	AT2 – Deliver high quality networks	Provide high quality networks that enable safe walking, wheeling and cycling within existing areas and as part of new developments.
	AT3 – Improve physical and mental health	Increase levels of active travel, both for utility journeys (i.e. work and school) and also leisure (in particular to reserves, beaches, wilderness areas, and Taranaki Maunga).
	AT4 – Support economic development through tourism	Support regional economic development through creation of a wide range of new leisure and tourism opportunities for active travel, both in terms of support to walking / cycling companies and access to cafes, shops and local businesses.
Mode shift	MS1 – Increase use of active, public and shared transport	Provide frequent, reliable, and punctual urban and inter-urban public transport networks that attract new customers and retain existing ones.
	MS2 – Reduce Greenhouse Gas emissions	Contribute to reductions in carbon emissions from car-based private transport through mode shift and increased levels of walking, wheeling and cycling regionwide.
	MS3 – Improve local air quality	Contribute to reductions in local air pollutants from car-based private transport through mode shift and increased levels of walking, wheeling and cycling regionwide.
	MS4 – Reduce car traffic and congestion	Contribute to reductions in traffic demand and congestion resulting from car-based private transport through mode shift and increased levels of walking, wheeling and cycling regionwide.

6. Developing the ambition: Strategic interventions

Better Travel Choices identifies a **package of strategic interventions:** high-level actions that give direction to more detailed policies and investment priorities. This is aligned with the Waka Kotahi *Keeping Cities Moving* mode shift plan[7], which proposes three types of planning principles:

- **Shaping Urban Form:** locating new development closer to places people need to get to; on active and shared travel corridors that provide genuine alternatives to the car; and designing places around the needs of active and shared travel.
- **Providing Alternatives to Private Car Travel:** meeting demand for active and public travel modes, created by an improved urban form, and enabling people to choose healthier lifestyles.
- **Travel Demand Management:** encouraging people to make changes to their travel patterns through initiatives which "nudge" their thinking and behaviour in the direction of active and shared travel.

Figure 16: Better Travel Choices planning principles

Source: Waka Kotahi, Keeping Cities Moving

Taranaki Regional Council (TRC) funds public transport services, with Territorial Authorities generally providing bus and active travel infrastructure. Waka Kotahi NZ Transport Agency are usually co-investors in both services and infrastructure.

Recommendations and proposed actions in Better Travel Choices are intended to be inspiring not prescriptive, and will further evolve as partnership working continues through the next Regional Land Transport Plan.

A summary of the proposed strategic interventions is provided in Table 2. These are outlined in detail on the following pages.

Table 2: Summary of strategic interventions proposed in the Better Travel Choices Strategy

Shaping urban form	1a – Designing for public transport and active travel	***What is the intervention?*** Prioritisation of street space for active modes and public transport, before cars. ***What is currently being done?*** Transport Choices and active travel projects in New Plymouth and Stratford. ***What more can be done?*** Roll out of active travel projects to more locations across the region, based on city and town centre master plans.

[7] Keeping Cities Moving

	1b – Location and design of new development areas	***What is the intervention?*** Putting development in locations where it can be served by public transport and active travel, and ensuring the street design supports this. ***What is currently being done?*** Development areas identified by the New Plymouth District Plan, and structure planning being undertaken in Bell Block. ***What more can be done?*** Progression of location and design policies / practices through forthcoming Regional Spatial Strategies and Natural and Built Environment (NBE) Plans.
	1c – Low traffic neighbourhoods	***What is the intervention?*** Removing rat-running through traffic from local neighbourhoods, by use of traffic calming and selective road closures. ***What is currently being done?*** Streets for People projects across Aotearoa New Zealand. ***What more can be done?*** Work with communities to identify potential projects which address clear needs, and introduce pilots to test impact.
Providing alternatives to private car travel	2a – Regional active and public transport network	***What is the intervention?*** Development of an integrated active and public transport network, connecting key destinations across the region, including town / city centres, hospitals, leisure / tourist destinations. ***What is currently being done?*** Territorial Authorities and organisations such as the Open Access Commission are planning and promoting both local and longer distance active travel routes. Taranaki Regional Council is proposing to improve frequency and coverage of public transport. ***What more can be done?*** Various project proposals can be consolidated and expanded into a regional network, based on a series of connections between multi-modal hubs and significant destinations.
	2b – Improved public transport and shared services	***What is the intervention?*** Bus and community transport services which run more frequently, and for more hours of the day / week, both in New Plymouth and across the region. ***What is currently being done?*** Network review in New Plymouth, and of Connector, has identified improvements. ***What more can be done?*** Draft Regional Public Transport Plan proposes doubling frequency on New Plymouth Citylink and Regional Connector; expanding evening, weekend, and Sunday services, and introducing new or amended routes to increase number of origins / destinations served.
	2c – Improved public transport infrastructure	***What is the intervention?*** Bus stop accessibility for passengers (in particular disabled people), multi-modal hubs, and priority measures to enable more reliable journeys (including bus lanes and priority at traffic signals). ***What is currently being done?*** Bus stop infrastructure is being provided and maintained by the Territorial Authorities. ***What more can be done?*** Audits of bus stops and hubs, and bringing forward proposals to increase multi-modal accessibility improvements, with particular focus on active travel. Bus priority will be investigated and identified to address impacts of traffic congestion on bus service reliability.
Travel demand management	3a – Travel planning	***What is the intervention?*** Working with schools and workplaces to identify practical measures to reduce car travel for commuting. ***What is currently being done?*** Let's Go is a long-standing programme in New Plymouth which undertakes an extensive range of travel planning activity.

		What more can be done? Extending travel planning work throughout the region, and undertaking more detailed engagement within communities.
	3b – Information, marketing and publicity	***What is the intervention?*** Provision of information on active travel and public transport options, and setting out the potential benefits for both individuals and society as a whole. ***What is currently being done?*** Territorial Authorities and organisations such as the Taranaki Trails Trust provide web-based information on active travel. Taranaki Regional Council provides both paper-based and online public transport information, including timetables. ***What more can be done?*** Development of consolidated information, marketing and publicity at a regional level, including a one-stop shop web site.

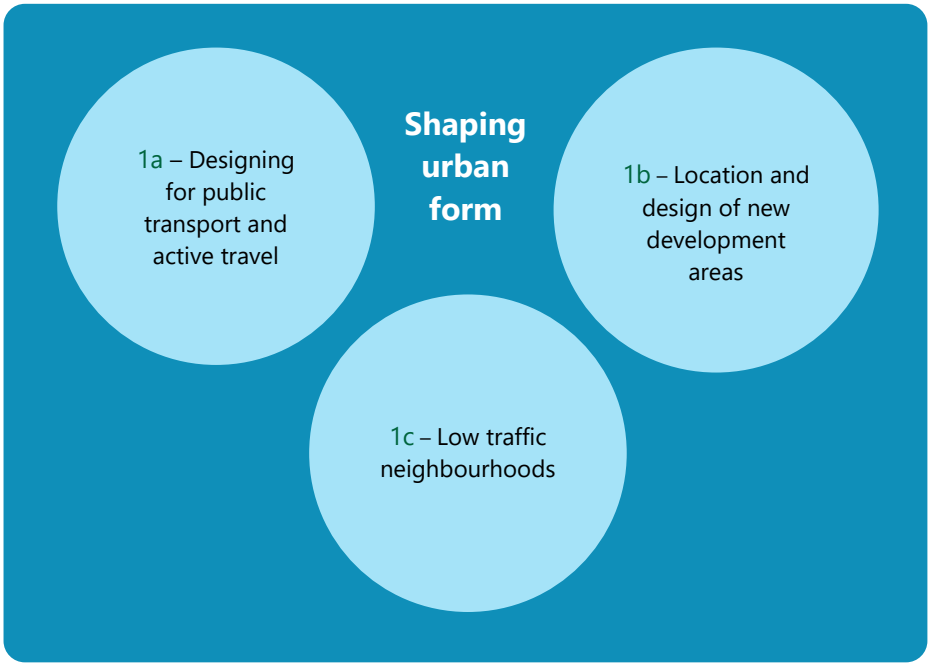
Strategic Intervention 1: Shaping urban form

Urban form describes how places are designed and laid out, the type of development that is allowed and where, and how different areas are connected to each other. How and where people live strongly influences how, and how far, people travel. *Keeping Cities Moving* describes urban form as being about:

"Encouraging good quality, compact, mixed-use urban development will result in densities that can support rapid / frequent transit (and vice versa), shorter trips between home and work / education / leisure, and safe, healthy and attractive urban environments to encourage more walking and cycling."

The key priorities for this intervention are summarised in Figure 18:

Figure 17: Key priorities for shaping urban form



Priority 1a. Designing for Public Transport and Active Travel

What is the intervention?

Designing for public transport and active travel allocates and uses available space to ensure appropriate levels of priority and safety for public, shared, and active travel, so that physical works are designed against a diverse range of needs. A key aspect of this approach is classification of routes and areas according to **movement and place** functions (Figure 19).

Figure 18: Road movement and place diagram

Source: Bike Canberra

The traditional function of roads and streets been primarily about **movement** of people and goods along a route. **Place** is where a street is a destination in its own right: a location where activities occur on or adjacent to it, and where the buildings and spaces may have social or cultural significance in their own right.

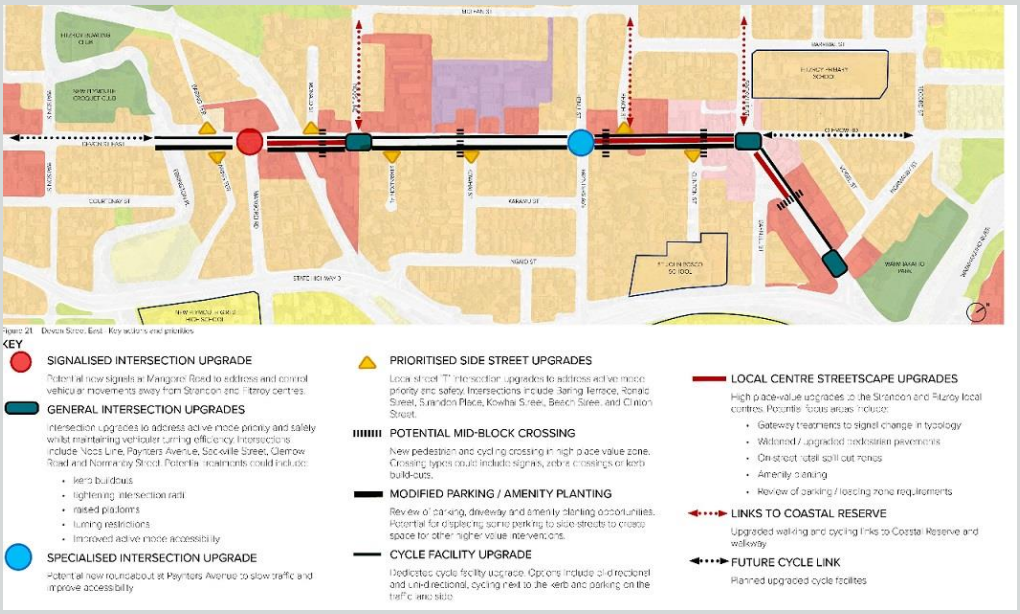
In "places for people" access for motor vehicles is restricted, although retaining public transport connectivity is important (especially through zero emission vehicles with no tailpipe emissions). If active and shared transport feel safe, secure, and welcome in local centres and along key corridors, people will be much more likely to use these modes both to a destination, and to move around once there. In both "local streets" and "vibrant streets", shared and public transport can play more of a role in moving people on journeys that are less attractive for active modes.

What is currently being done?

All councils across Taranaki are active in developing projects to re-shape urban form, improve road safety and therefore encourage active travel.

Case Study 1: Strandon Project, New Plymouth

NPDC is reviewing active travel safety and accessibility along and across Devon Street East, between Baring Terrace and Fitzroy Village, and has developed proposals based on community engagement:



The next step will be to develop detailed designs and costings for the developments so they can be prioritised in the next Long-Term Plan.

Case Study 2: New Plymouth City Centre

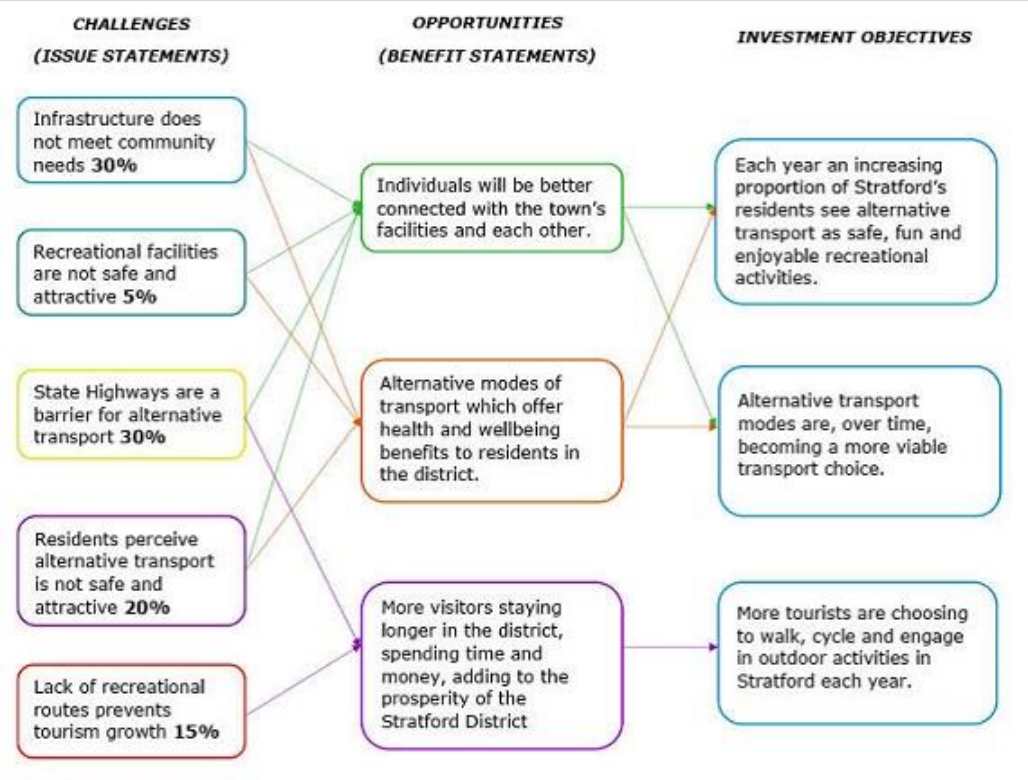
The New Plymouth City Centre Strategy proposes enhancement of the place-based function; by creating a destination where people experience a thriving cultural, leisure and community hub.

Key to success is implementation of walkable neighbourhoods in and around the city centre with a greater mix of residential options for people to choose.

Case Study 3: Connecting Our Communities, Stratford

The Stratford District Council (SDC) *Connecting Our Communities* Strategy 2021-2051 proposes an approach to foster sustainable transport over three, ten, 20 and 30-year time horizons, and supports the wider vision: *"…a progressive district where our transport network fosters prosperity, health and wellbeing of our communities."*

The challenges, opportunities and investment objectives are outlined as follows:



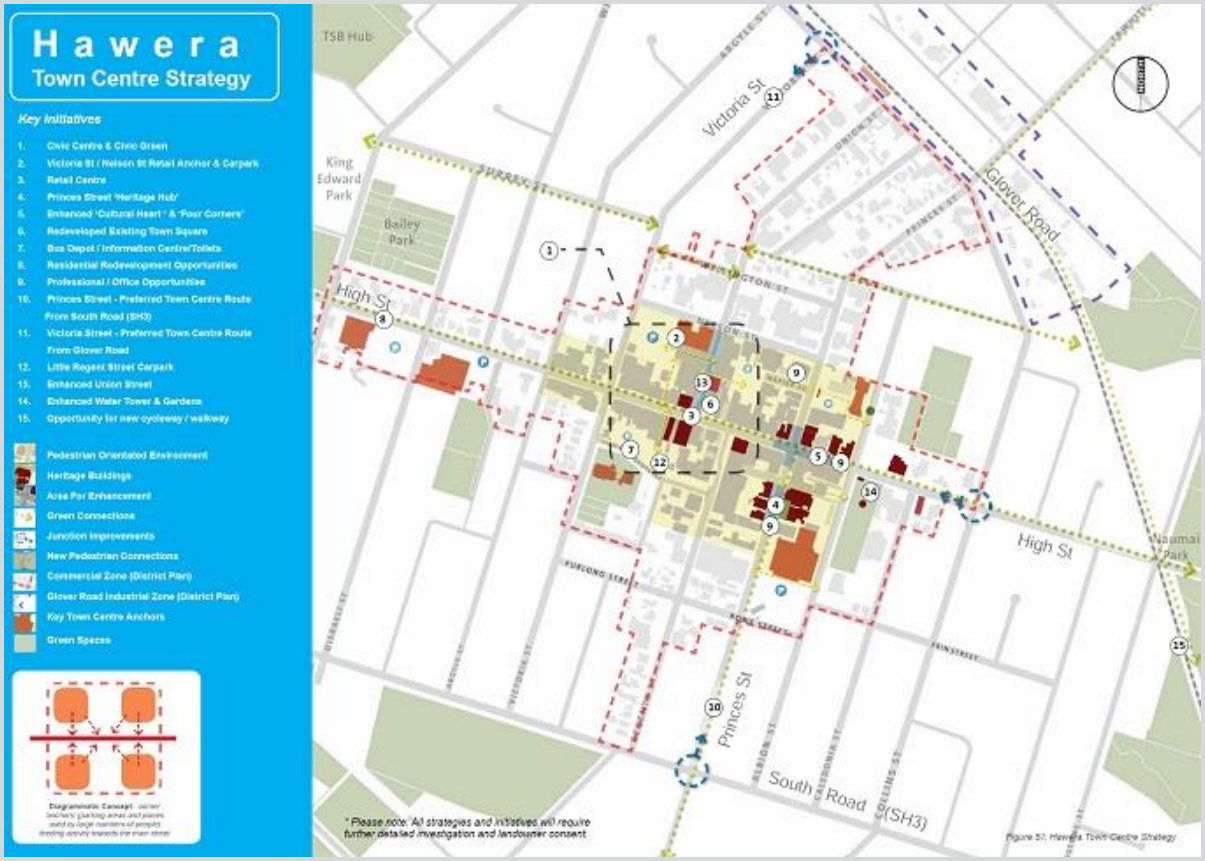
Appendix 5 describes the investment objectives and actions for *Connecting Our Communities*. The Strategy outlines a wide range of projects to achieve these actions.

Case Study 4: Hāwera Town Centre - Whakamohoa Pokapū Tāone o Te Hāwera

The 2015 strategy described the project vision, *"To make Hāwera's Town Centre an economically sustainable and dynamic place that is reflective of its heritage with a contemporary outlook, attracting people and business to the benefit of the town and wider district."*

A series of actions were identified, many of which are now underway or complete:

- Development of a new Library / cultural / civic centre and green space.
- Improved pedestrian and car park connections.
- Lighting improvements to highlight heritage buildings.
- Redevelopment of the existing town square for retail and office development.
- Actions to encourage local travel into the town centre.
- Guidance for heritage preservation.
- Improved District Plan provisions to guide new development.
- Facilitation opportunities for events and activities.



What more can be done?

Table 3 summarises potential future opportunities and actions to further develop designing for public and active travel:

Table 3: Potential opportunities and actions - Designing for public and active travel

Opportunity	Action	Key Partners
Published in December 2022, the *Aotearoa Urban Street Planning and Design Guide* draws on national and international best-practice to provide a framework for well-functioning urban environments	Consider adoption of the principles and practice of the guide within all relevant transport planning activities and project designs; which may require review and changes to council policies and guidelines to ensure they give effect to the design guide recommendations	New Plymouth District Council Stratford District Council South Taranaki District Council
	Re-allocation of road space to walking, cycling and public transport – including as part of maintenance / asset management projects	New Plymouth District Council Stratford District Council South Taranaki District Council
Forthcoming Regional Spatial Strategy (RSS) and Natural and Built Environment Plans	Include appropriate provision for promotion of compact urban form which promotes active and public transport	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council
Next Long Term Plans, Regional Land Transport Plan (2024/34) and National Land Transport Programme (2024/27)	Inclusion of funding proposals for transport elements of New Plymouth city, and regional town centre plans	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Waka Kotahi
Cultural importance and significance of local spaces and historic sites	Engage with iwi and hapu to explore opportunities to enhance status of, and access to, existing or future culturally significant sites	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Iwi Hapu

Priority 1b. Location and design of new development areas

What is the intervention?

Well located and designed new development is opportunity to strongly influence people's lifestyle and travel choices, as they will be making a "fresh start" in a different community.

Location of new development in existing town and city centres, and along strong active and public transport corridors, enables people to seriously consider the option of living with fewer cars in the household, or even none at all.

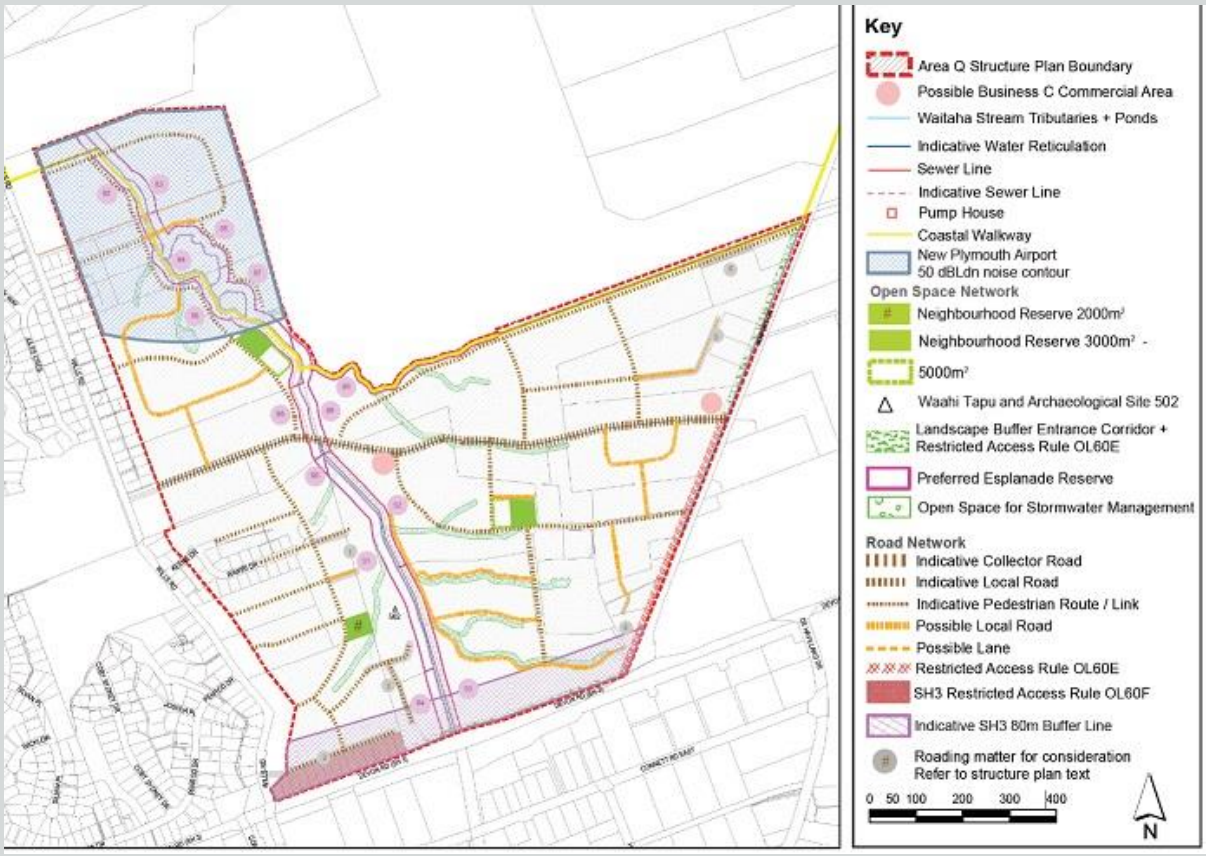
As highlighted in the section above, robust street design principles enable communities to be planned around the needs of active travel, before moving on to motorised modes.

What is currently being done?

Short to medium term growth in New Plymouth, over the next 10 years, will be met within existing structure plan development areas at Bell Block, Junction Road, Carrington Street and Patterson Road. In the longer term (years 11 to 30) growth will expand into future urban zones located on the urban boundaries of parts of New Plymouth, Waitara, Ōākura, and Okato. Most of these areas are adjacent to, or on the end of, existing public transport routes.

Case Study 5: Bell Block Area Q Structure Plan

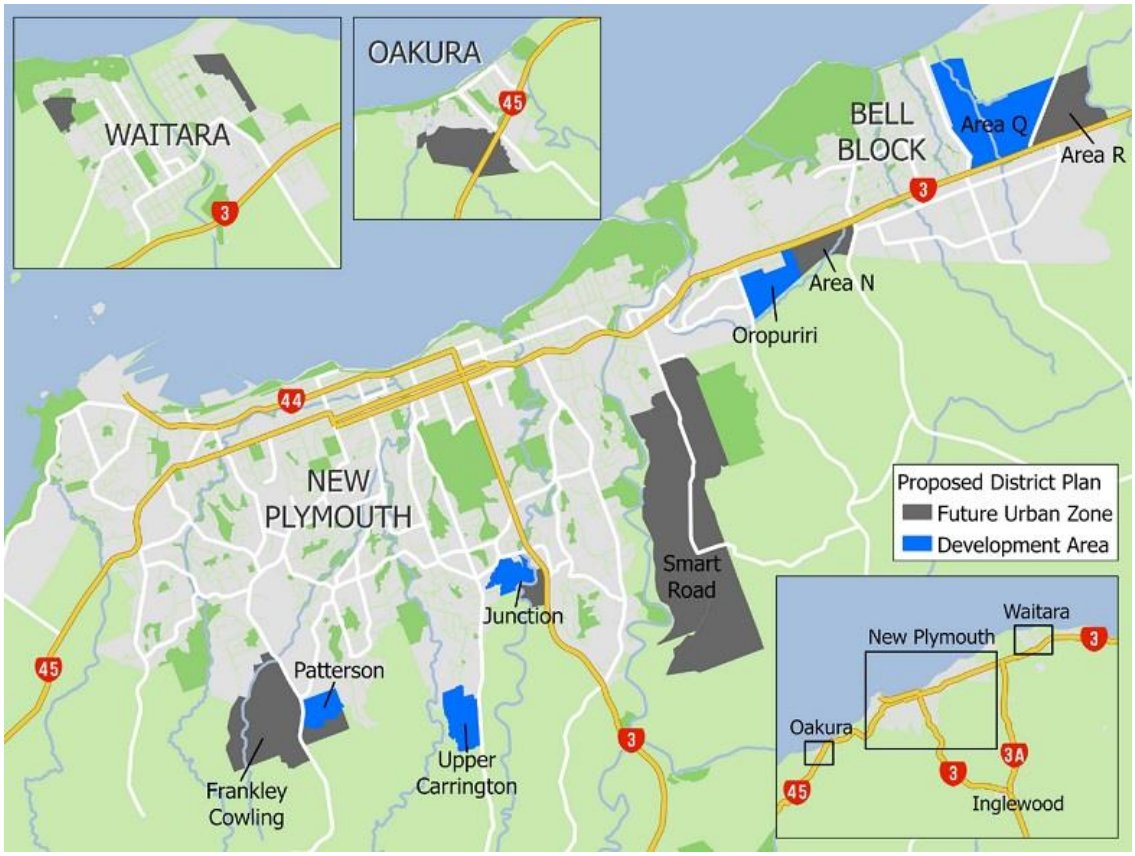
The Bell Block Area Q Structure Plan has been developed to provide specific guidance to developers in relation to roading layout, connections, and access; required reserves, parks, and pathways; water and sewer trunk service locations; entrance corridor treatments; and provides an indication of specific rules that relate to the area.



Area Q is located adjacent to bus route 20 (New Plymouth – Bell Block – Waitara).

The New Plymouth District Plan identifies a hierarchy of public roads; promotes connectivity and integration of land use and subdivision activities with the transport network; and specifies key standards for the design and construction of infrastructure. When considering land use and subdivision proposals, a primary aim is to link neighbourhoods and communities and avoid disconnection through, for example, dead end cul-de-sacs and isolated pockets of development.

Figure 19: Future urban development in New Plymouth



Source: New Plymouth Infrastructure Strategy

At an area level, Integrated Transport Assessments (ITAs) enable Territorial Authorities and Waka Kotahi to assesses the transport effects of a development proposal under the Resource Management Act (RMA). ITAs consider the relationship between land use and transport and make recommendations to ensure better integration between the two. This can include recommendations to reduce or amend the proposed land use, or conversely changes to the transport network to respond to the land use proposal.

What more can be done?

Table 3 summarises potential future opportunities and actions to further develop designing for location and design of new development areas.

Table 4: Potential opportunities and actions – Location and design of new development areas

Opportunity	Action	Key Partners
Promote new development where there is, or could be, good connections by public and active travel; and discouraging locations via strategies (e.g. zoning and land pricing) where non-car options are difficult to provide.	Define a frequent public transport and integrated active travel network.	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council
	Publish public and active travel planning and design guidelines for any land-use development.	
	Promote development within 400 metres of multi-modal transport hubs, areas with very good public transport connectivity and links for active travel.	
	Plan and reserve land for transport corridors in future development areas.	
Dense locations within an urban area are associated with more sustainable travel, so compact development can reduce the need for car travel by supporting services within active travel distances.	Promote mixed-use development to reduce the distances people need to travel by avoid zoning different areas as purely residential, commercial, or shopping which necessitates travel between the two.	New Plymouth District Council Stratford District Council South Taranaki District Council
	Design new streets and public spaces as part of new developments to support active mobility with infrastructure prioritising safety, comfort, low noise, greenery, social interactions, and attractive for all ages.	
	Require all developments to plug into and improve local direct and efficient connectivity for active mobility and public transport.	
	Provide a minimum quantity and quality of cycle and scooter parking for visitors and residents.	
	Use District Plans to abolish minimum car parking requirements and apply lower maximum permitted levels instead, particularly in well-connected places.	
	Promote “car-free” or “car light” development in the locations with the highest levels of amenities and public transport connections (e.g. city and town centres).	
Efficient accessible bus routes and stop locations in new development areas	Routes into and through new development should be as direct and straight as possible, avoiding long meandering one-way alignments and loops, which provide very slow journey and unattractive times for passengers.	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council
	Routes should be no more than 400 metres from the edge of the development, so that walk times are limited to maximum of eight minutes to the nearest stop (for people who are able-bodied).	

Waka Kotahi provides comprehensive Multi-modal transport planning and design guidance which can be used as appropriate to inform investigations and good practice outlined above.

Priority 1c. Low Traffic Neighbourhoods

What is the intervention?

Low Traffic Neighbourhoods (LTNs) aim to promote active travel by reducing motorised through traffic rat-running through residential areas, using a mix of traffic calming and street closures to create access-only areas for residents. LTNs are enabled by making urban connector roads as safe and efficient as possible for moving motor vehicles, which will discourage people taking perceived faster short cuts through residential areas.

LTNs are implemented through the use of barriers such as bollards, barriers, and planters, and can also be enforced through the use of automatic number-plate recognition cameras and road signs.

What is currently being done?

The Waka Kotahi Streets for People programme[8] has introduced 89 kilometres of street changes, ranging from kerb buildouts and speed cushions, to parklets, pedestrian crossings, and cycleways.

Figure 20: Streets for People Project, Drews Avenue, Whanganui

Source: Waka Kotahi

While each project has unique objectives, the Waka Kotahi project evaluation reports the following outcomes:

- Reduced vehicle speeds and volumes;
- More people cycling, walking, or scooting;
- Safer and more accessible environments for pedestrians and cyclists;
- Increase in the number of people spending time in an area; and
- Increased visibility of cultural narratives in the streetscape.

Other reported outcomes included positive community engagement and participation in projects, social procurement delivering local economic benefits, and community support or demand for more street innovation. Waka Kotahi has now funded Streets for People projects across Aotearoa New Zealand, although none currently in Taranaki.

The Better Travel Choices Stakeholder Group identified LTNs as being an important part of mode shift. In a visioning exercise, two of the four workshop discussion groups came up with proposals which would include LTNs, either across whole neighbourhoods or in what are termed "school streets."

What more can be done?

Table 5 summarises potential future opportunities and actions to further develop LTNs:

[8] Streets for People

Table 5: Potential Opportunities and actions – Designing for public and active travel

Opportunity	Action	Key Partners
Understanding the lessons learned from the Streets for People projects	Engage with local communities to assess the options for, and potential benefits of, LTNs in New Plymouth and the regional towns	New Plymouth District Council Stratford District Council South Taranaki District Council
	Develop outline list of potential pilot projects, based on need and local community appetite for change	
	Develop one or two pilot projects in each of the three council areas, based on a mix of socio-economic and place-based factors. The pilots will aim to understand: How communities can take charge of their own challenges, and co-design solutions; Identify key benefits for all people, but especially children, disabled people, and the elderly; Design projects to remove through traffic whilst maintaining access for residents; How to ensure emergency services and buses are not negatively impacted; and Ability to regenerate local retail areas through promotion of active travel.	
Impact of traffic and road safety in lower income communities	Identify local communities which have challenges with traffic and road safety. Undertake engagement to understand challenges, and deliver appropriate solutions.	New Plymouth District Council Stratford District Council South Taranaki District Council Iwi Hapu
Pukekura to Coast Green Link project	Fund and implement proposed project to test the ideas and concepts around LTNs	New Plymouth City Council

Strategic Intervention 2: Providing alternatives to private car travel

An urban form which supports public, shared and active travel also needs convenient alternatives to private car travel that people want to use. This is a very clear message from the recent public consultation on transport in Taranaki.

The key priorities for this intervention are summarised in Figure 22:

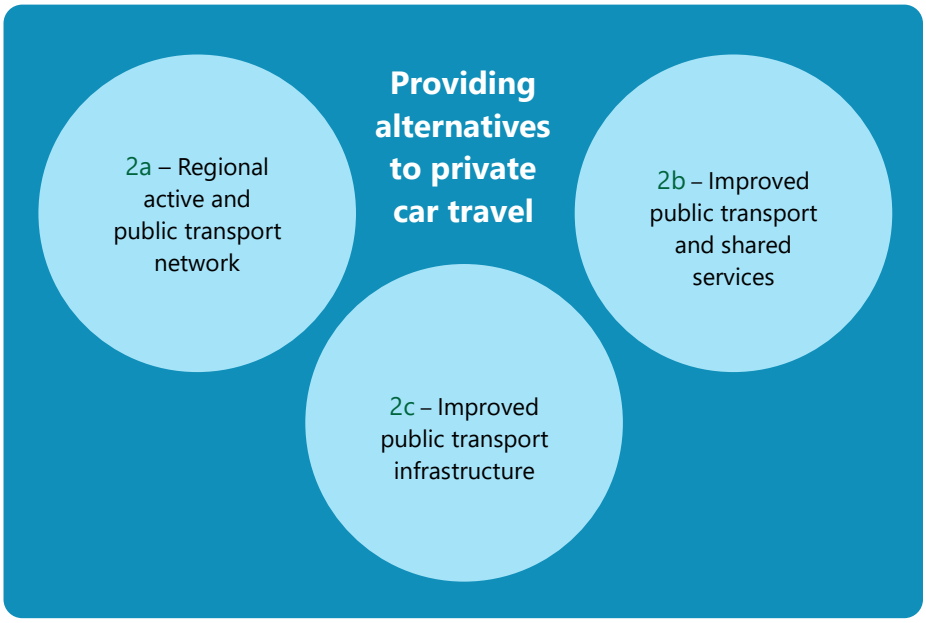


Figure 21: Key priorities for providing alternatives to car travel

Priority 2a. Regional active and public transport network

What is the intervention?

For public, shared, and active travel the importance of complete and integrated networks is very high, as it only takes one or two locations where safety and convenience is missing for a journey to be either unattractive, or even impossible. A Regional Active and Public Transport Network aims to define key strategic routes which connect significant destinations across Taranaki, including:

- City, town, retail, and neighbourhood centres;
- Local townships;
- Hospitals;
- Bike parks and walking tracks;
- Sites of cultural significance;
- Leisure destinations (including beaches and open spaces); and
- Tourist destinations.

Active Travel

Key principles for developing active travel networks, based on best practice in Aotearoa New Zealand and elsewhere, include:

- Identify key origins and destinations which are popular for active travel;

- Link sections of existing routes to create multi-directional networks between these places;
- Prioritise convenience and safety of active travel users at intersections;
- Ensure routes are direct, and do not require long diversions or cyclists to dismount;
- Separate people from heavy and fast-moving traffic along links and at intersections;
- Ensure there is plenty of space for all active modes, including people with disabilities;
- Provide clear and consistent wayfinding; and
- Provide safe and direct routes for people of all mobility levels to bus stops and public transport hubs.

Public Transport

Successful public transport systems serve commuters, shoppers, school children and leisure travellers - combining high service levels with good cost recovery. Some features of larger cities, such as high population densities and limited space for cars, make it easier to achieve these outcomes, but service planning strategies are also critical to success.

Introduction of more frequent public transport services, coupled with ability to conveniently transfer between services enables "anywhere-to anywhere" travel with high occupancy rates by carrying different kinds of travellers on the same services. By being organised around a mix of direct routes (for the busiest routes) and transfers (to a wider range of destinations), a public transport system can offer access to a large number of potential destinations at an affordable cost.

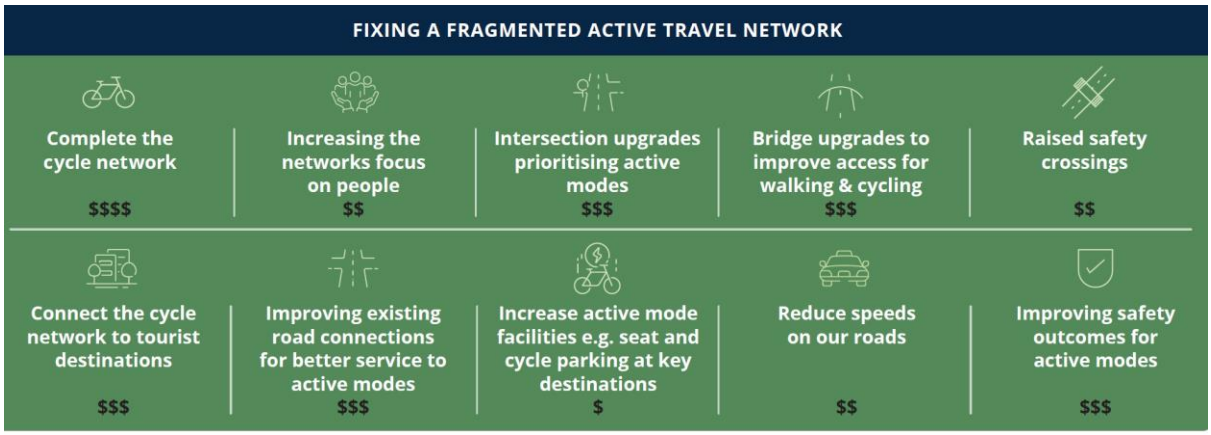
What is currently being done?

Active Travel

At a local level, the three Territorial Authorities are improving their local active travel networks through implementation of Travel Choices projects and also town centre master planning.

Connecting Our Place New Plymouth's Draft Integrated Transport Framework identifies a range of potential initiatives for fixing a fragmented active travel network:

Figure 22: Potential Connecting Our Place initiatives



Source: New Plymouth District Council

The New Plymouth Network Operating Framework (NOF) proposes a road user hierarchy to give effect to priority of active and public transport modes:

Figure 23: New Plymouth Network Operating Framework (NOF)

Mode	Network Classification Overview		
Walking	**Primary network:** Routes with active frontages, a 200m buffer around the CBD, and a 500m buffer around key workplaces and urban schools.	***Other:*** All streets in urban areas should provide for walking as a fundamental component of accessibility	
Cycling	**Primary network:** As defined by the cycle network planning project for 'interested but concerned'[1] cyclists.	**Secondary network:** As defined by the cycle network planning project for 'enthused and confident' cyclists	
Bus	**Primary network:** Routes accommodating highest volumes of buses, enabling access to the wider, more dispersed, network.	**Secondary network:** All other links that accommodate a bus route.	
Freight	**Primary network:** Routes connecting the Port of Taranaki and high heavy vehicle trip generating sites.	**Secondary network:** Designated over dimension vehicle routes and other identified local and collector roads identified by stakeholders as providing for freight.	
General Traffic	**Preferred Traffic Route:** State Highways	**Traffic Route:** Arterials	**Local Access – Major:** Collectors **Local Access – Minor:** Local Roads

Source: New Plymouth City Council

At a regional level, the *Taranaki Tracks and Trails 2040 Strategy*[9] produced by Herenga ā Nuku Aotearoa (the Outdoor Access Commission), proposes:

- A central narrative, value, and vision to be used as the unifying Kaupapa;
- Nine projects that enable implementation of the strategy (see Figure 25); and
- Scoping briefs for each project, including options for a local steering group, an identified working group (to work in collaboration with steering group), key phases and milestones and next steps.

The strategy vision is:

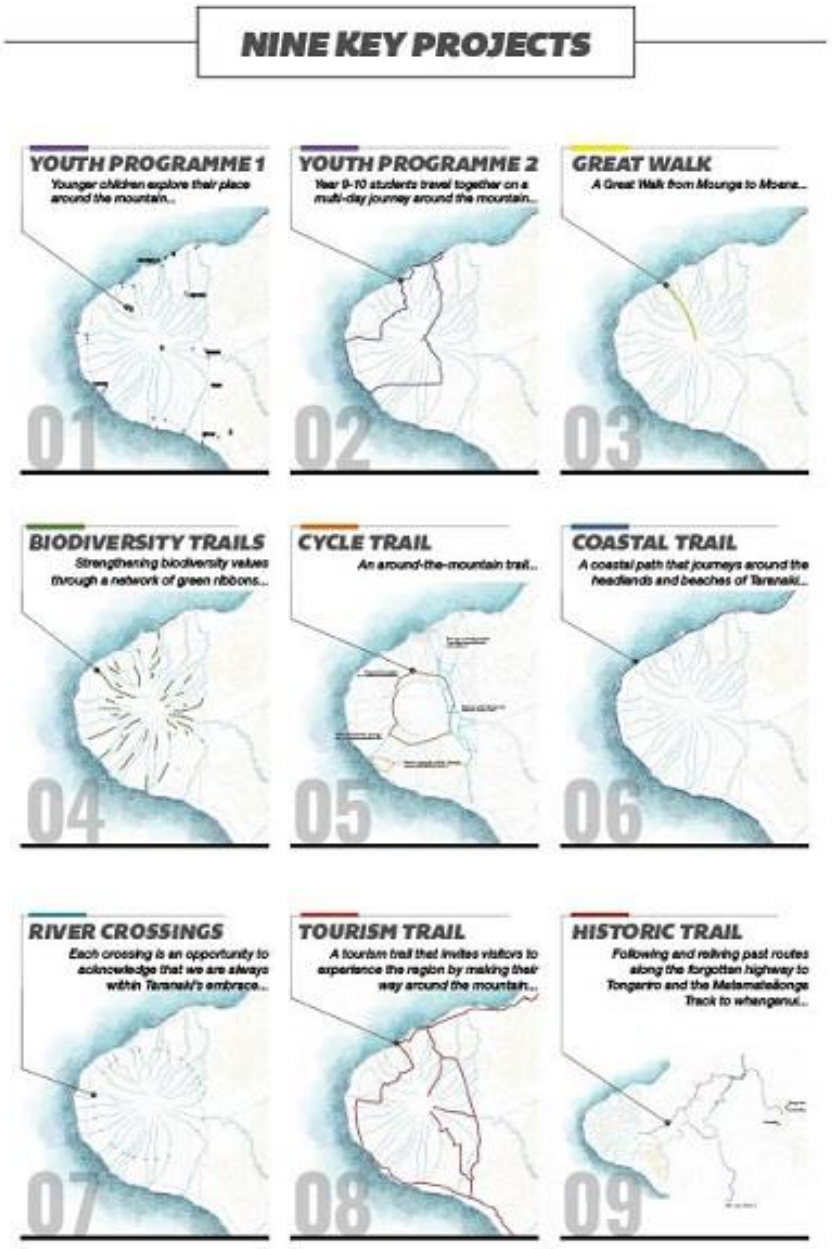
To invite everyone – local and visitor alike - to join in Taranaki's journey by making their own journeys around the mountain, along routes that are woven from mountain to sea.

One of the strategy "layers" states that there is a desire by communities to develop and / or maintain many of the tracks and trails in their area. Region-wide maintenance and track documentation can further support this opportunity for communities to be involved in maintaining access in their landscape. Wayfinding and coherence can be strengthened through:

- A communication strategy that brings together a shared expression of values, connections, and journeys across boundaries; and
- Itineraries that are multi-stop, multiday and multi-experience.

[9] Taranaki Tracks and Trails 2040 Strategy

Figure 24: Nine Key Projects from the Taranaki Tracks and Trails Strategy



Source: Herenga ā Nuku Aotearoa

Public Transport

Taranaki Regional Council provides public transport services in New Plymouth (Citylink), between Hawera and New Plymouth (Connector), and in South Taranaki (Southlink).

New Plymouth urban services all depart the same time from the central Ariki Street hub, which allows transfers so that people can travel from one area to another. Higher service frequencies would significantly reduce transfer waiting times and overall journey times. Connector and Southlink services provide valuable point to point connections, and full integration of timetables with Citylink offers the opportunity for transfer between local and longer distance journeys and opening up a wider range of destinations in New Plymouth.

What more can be done?

Table 5 summarises potential future opportunities and actions to further develop the regional active and public transport network:

Table 6: Potential opportunities and actions – Regional Active and Public Transport Network

Opportunity	Action	Key Partners
Regional active travel routes	Investigate and develop a regional active travel network for trunk utility journeys and connections between places of interest for leisure travel	Taranaki Trails Trust Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council
	Progress four key projects for the regional network: • Active travel links to Lake Mangamahoe; • Extension of the coastal path to Waitara and Oakura. • Forgotten world trails. • Local loop trails within smaller towns (such as Waitara).	
Regional Public Transport Plan	Produce business case for higher frequency local, regional, and inter-regional bus services on the main corridors	Taranaki Regional Council Bus operators New Plymouth District Council Stratford District Council South Taranaki District Council Waka Kotahi
	Implement bus service frequency and time coverage improvements from start of new contracts	
Bus stop and priority infrastructure that provide a first-class customer experience	Undertake audit of bus stop infrastructure and active travel routes	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council
	Identify forecast traffic congestion hot spots from Integrated Transport Plan, and develop bus priority proposals as part of the public transport business case	New Plymouth District Council Waka Kotahi
Taranaki Tracks and Trails Strategy	Work with Herenga ā Nuku Aotearoa to progress priority projects as part of the Regional and Active Travel Network.	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Herenga ā Nuku Aotearoa
Access to and through culturally significant locations	Work with iwi and hapu to ensure that any regional active travel routes do not traverse private / sacred land, and that granted access to or through sites of cultural significance is of benefit to Māori.	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Iwi Hapu

Priority 2b. Improved public and shared transport services

What is the intervention?

There are three types of public and shared transport which have a role in promoting mode shift.

1. Conventional fixed route scheduled public bus services, which are served by medium to large sized vehicles (between 30 and 55 seats).
2. "On-demand" services which do not follow a fixed route or schedule, and can be booked in advance for any journey within a defined geographic area; provided by smaller buses (around 20-25 seats) or vans (around 10-12 seats).
3. "Community transport" services (which can either be on-demand or fixed route) provided by non-profit organisations such as charitable trusts; also generally provided by smaller vehicles such as vans or even cars.

What is currently being done?

As set out in the Regional Public Transport Plan (RPTP), the current fixed public transport network funded by Waka Kotahi, TRC and the Territorial Authorities comprises:

- **New Plymouth Citylink:** ten weekday routes (frequency between 30 minutes and two hours) and two Saturday routes (two journeys per day).
- **Hawera – Stratford – New Plymouth Connector:** one weekday route running four times per day (supplemented by two additional services in the morning and afternoon for students).
- **Southlink:** three routes running once or twice per week connecting a number of South Taranaki townships with Hawera or New Plymouth.

Whilst providing an essential service for people who do not have access to a car, stakeholder feedback suggests that the current public transport routes are not frequent enough, and do not cover enough hours of the day or week, to enable mode shift.

There are various council funded on-demand services in Aotearoa New Zealand - with Timaru being the best example, providing an average 15-minute pick-up in a shared transit minibus across the whole town. The cost of providing on-demand services in Timaru is double the former fixed route operation, albeit providing a much higher frequency which is reflected in 21% higher passenger numbers. There are no on-demand services of this type in Taranaki.

The Ironside Society in New Plymouth provides transport for people with any kind of disability, including elderly with mobility issues, at a fare which is much cheaper than Total Mobility (under 5km $8 each way, over 5km $13 each way). Ironside is not a taxi service, and travel must be planned and pre-booked well in advance.

The Total Mobility service provides subsidised taxi services in some parts of the region, but are not affordable for regular journeys.

What more can be done?

Table 6 summarises potential future opportunities and actions to further develop improved public and shared transport services:

Table 7: Potential opportunities and actions – Improved public transport and shared services

Opportunity	Action	Key Partners
New Plymouth Citylink urban network	Investigate and prioritise potential service improvements: • Increase weekday urban services to half-hourly;	Taranaki Regional Council

Opportunity	Action	Key Partners
	• Extend urban weekday services into the evenings; • Improve Saturday service frequency; • Introduce Sunday and Public Holiday services; • Enable shorter service transfers to increase range of destinations; • Increase number of cross-city services which avoid the city centre; • Introduce express service from Waitara; and • Introduce airport service.	New Plymouth District Council
New Plymouth Schools	Investigate and prioritise potential service improvements: • Review of service provision to increase capacity; and • Better integration with more frequent urban services.	Taranaki Regional Council Ministry of Education
Opunake – Hawera – New Plymouth Connector	Investigate and prioritise potential service improvements: • Increase weekday service to hourly. • Increase service frequency to Opunake. • Extend service hours later in the day. • Introduce weekend service.	Taranaki Regional Council Te Whatu Ora
On-demand for "first and last mile" journeys to get to / from their nearest main shared transport hub, or where topography and road layout mean that conventional bus services are difficult or impossible to provide	Investigate opportunities for fully council-funded on-demand services, and also engage with the market to understand opportunities for commercial provision	Taranaki Regional Council Technology companies
Small town and rural accessibility, plugging gaps in conventional bus services	Investigate and implement a community transport policy, planning, and funding framework (see Appendix 4).	Taranaki Regional Council Te Whatu Ora

Priority 2c. Improved public transport infrastructure

What is the intervention?

Bus service improvements, and key requirements such as punctuality and reliability, are supported with enhanced on-road infrastructure which delivers attractive and accessible journeys for passengers, especially commuters who have a higher value of time.

What is currently being done?

Current activity is around providing basic but functional infrastructure for bus passenger access to services. All three Territorial Authorities provide and maintain bus stops, including many with shelters and passenger timetables.

At present no bus priority infrastructure is provided, as traffic congestion has not been considered as a serious problem to date. Citylink bus services generally have few problems keeping to time, except when there are roadworks. However, in future bus priority may be required along the busiest New Plymouth corridors, and also where services cross or use State Highways 3, 44 and 45. State Highway 3 between Waitara, Bell Block and New Plymouth is forecast to have the highest levels of future traffic congestion and delay, which will affect speed and punctuality of bus services.

Connecting Our Place New Plymouth's Draft Integrated Transport Framework identifies both improved public transport infrastructure and bus priority as initiatives that support the city's long-term objectives and

address key challenges. *Connecting Our Place* is also an approach on engaging the community on the type of interventions necessary to respond to challenges of low public transport uptake, fragmented cycle network and sprawl urban development.

Bus stop access can be significantly improved in order to provide all members of society – especially elderly and disabled people – with safe and convenient access to a bus which provides level boarding to the kerb. The ability to safely and conveniently access a stop from anywhere within 400 metres is also a key requirement.

The central bus hub at Ariki Street and Egmont Street in New Plymouth is the largest piece of transport infrastructure, which serves both Citylink and Connector services. The bus stop in Hawera town centre is being relocated to enhance access to the main shopping area.

What more can be done?

Table 8 summarises potential future opportunities and actions to further develop improved public transport infrastructure:

Table 8: Potential opportunities and actions – Improved public transport infrastructure

Opportunity	Action	Key Partners
Waka Kotahi bus stop design guidelines	Undertake bus stop access audit, to assess current challenges and proposed improvements to include safe crossing points, footpaths, shelter, lighting, static & real time information, and level boarding for disabled people	Taranaki Regional Council Bus Operators New Plymouth District Council Stratford District Council South Taranaki District Council
Service improvements and new development on the New Plymouth – Bell Block – Waitara corridor	Investigate bus priority lanes on State Highway 3, and advance detection at traffic signals	Taranaki Regional Council New Plymouth District Council Waka Kotahi
Increasing the visibility and profile of the public transport system	Develop proposals for branded bus stop flags, totems, wayfinding, and shelters, which will make it easy for people to know where their nearest bus service is, and where it is going	Taranaki Regional Council
Shared and active travel network are multi-modal transport and service hubs – known as "mobility hubs	Investigate and prioritise improvements to potential integrated mobility hubs in New Plymouth, Waitara, Inglewood, Stratford, Eltham, Waverley, Patea and Opunake	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Waka Kotahi
Improving visibility and community value associated with bus stops and hubs	Work with local communities – including iwi and hapu – to develop ideas and proposals for locally and culturally significant designs for new or refurbished bus stops	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Iwi and hapu

Strategic Intervention 3: Travel Demand Management

Travel Demand Management (TDM) is a broad description of interventions which incentivise people to change their mode of transport, including:

- Travel planning within workplaces, schools, and communities; and
- Education, publicity, and marketing of alternatives to the private car.

TDM supports both urban form and providing alternatives to private car travel, by providing a series of "nudges" or stronger signals which change thinking, perceptions, choices, and behaviours around how people travel. This can include proposals for car parking and congestion charging to manage demand at peak times.

The key priorities for this intervention are summarised in Figure 26:

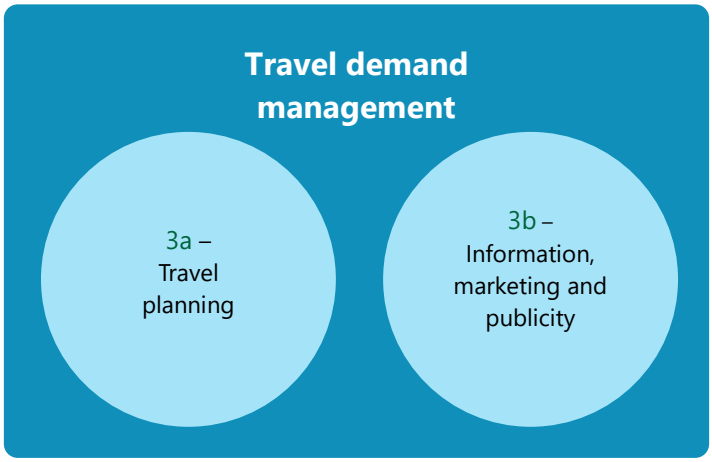


Figure 25: Key priorities for travel demand management

Case Study 6: *Let's Go*

The *Let's Go* Programme, delivered by New Plymouth City Council, commenced in 2010 with funding from the then Aotearoa New Zealand Transport Agency "Model Communities" initiative. The New Plymouth Model Communities application leveraged off the coastal walkway and new Te Rewa Rewa bridge (opened in 2010).

The intent of the New Plymouth model community was to increase the levels of walking and cycling participation from this improved route. Since becoming a model community New Plymouth District Council has implemented various initiatives to encourage active travel including travel planning with workplaces and schools, an extension to the coastal walkway and other infrastructure improvements. *Let's Go* now promotes active and public transport across the whole district, including education, training, and public events.

Priority 3a. Travel planning

What is the intervention?

Travel planning describes a package of practical measures to encourage less single occupancy car use for journeys to work and school. Depending on the location and circumstances, both workplace and school travel plans can combine a mix of:

- Travel surveys to understand reasons for current travel behaviour, and barriers to changing modes;
- Physical infrastructure improvements on active travel routes, including dedicated routes and road crossings;
- Cycle parking and shower facilities at the destination;
- Improvements to public or shared transport services, including car-pooling;
- Incentive schemes to encourage regular use of alternative modes;
- Flexible working arrangements; and
- Good quality information and publicity to raise awareness of other transport options.

What is currently being done?

Workplace Travel Plans (WTPs)

In New Plymouth *Let's Go* targets workplaces as generators of travel to identify opportunities and barriers for staff to move to shared and active travel, deliver staff travel surveys, develop sustainable travel plans, and identify and implement initiatives to support behaviour change. These initiatives include coordinating an annual month-long "Fresh Air Challenge – Te Wero Hauhau", promotion of the Aotearoa Cycle Challenge; a quarterly workplace sustainable travel forum; and a loan e-bike scheme for workplaces.

School Travel Plans (STPs)

Plymouth Let's Go has maintained a strong focus on schools, and this is reflected in relatively high numbers of children (and often parents) walking, cycling, skating, and scooting to school.

The *Let's Go* team engage with primary, intermediate, and high schools in New Plymouth to:

- Understand what is happening at the school (travel trends, safety issues etc.);
- Get students involved in the *Let's Go* Student Leadership teams;
- Organise fun events and competitions which invite the school community to try active and sustainable travel and reward those already doing it;
- Support school projects such as bike / scooter sheds, bike tracks and improved entrances;
- Identify opportunities to improve the safety and connections on school streets and roads; and
- Delivers a cycle and scooter skills programme in accordance with Bike Ready guidelines.

A School Travel Plan (STP) consolidates all of this work into an ongoing programme of activity to promote shared and active travel. STPs can often be integrated into the curriculum, and therefore serve an educational function as well.

What more can be done?

Table 9 summarises potential future opportunities and actions to further develop travel planning:

Table 9: Potential opportunities and actions – Travel planning

Opportunity	Action	Key Partners
Workplace Travel Plans (WTPs)	Investigate and introduce: • Package of resources and policy levers for organisations and workplaces to draw from to achieve their sustainability, climate change and staff wellbeing goals; • Employer travel forum to share ideas and best practice; • Methods to encourage other employers across the whole region to develop WTPs; • Targeted publicity for improvements to active travel and public transport networks; and • Employer-based public transport ticketing options to reward frequent use.	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Waka Kotahi Te Whatu Ora Employers
School Travel Plans (STPs)	Investigate and introduce: • Extension of the STP programme across the whole Taranaki region; • Sharing of good practice and lessons learned across the region; • STPs at new and expanded schools; • Practical policies for safe and comfortable travel clothing, in particular waterproof jackets; • Designated "school streets" to create safe spaces for children who walk and cycle; and • New Plymouth urban and school bus network to make it easier to understand and use.	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Waka Kotahi Ministry of Education Schools

Priority 3b. Information, marketing and publicity

What is the intervention?

In order to get the biggest impact, it is essential to target shared / active travel marketing and publicity. This means understanding:

- Who are the people that can be persuaded to take up or increase their use of buses, walking and / or cycling?
- How confident are these people in using alternative modes of travel?
- Where do these people live, and what are their current travel options?
- How can those options be better promoted, and also improved over time?
- What are the purposes of journeys, and people's needs?
- What and where are the key destinations these people want to reach?

Answering these questions allows a tailored programme to be developed, providing specific infrastructure, training, equipment, and information that a target market needs to take up walking and / or cycling. This also means that programmes can be targeted to specific hubs such as workplaces, schools, local communities, or shopping malls.

What is currently being done?

Active travel publicity

All of the Territorial Authorities promote active travel on their web sites, as do other organisations (see Appendix 6):

- **New Plymouth:** walkways and bike tracks, learning to ride, and *Let's Go* projects.
- **Stratford:** where to cycle and skateboard, and School Safety project.
- **South Taranaki:** nine individual pathways.
- **Taranaki Trails Trust:** one-stop shop for everything you need to know about riding in Taranaki.
- **Sustainable Taranaki:** pages on active transport, green transport, and sustainable cities & communities.

Public transport publicity

TRC provides a mix of paper and online information on bus services. Paper information consists of individual route timetables and maps for public buses, along with a summary map of the urban services in New Plymouth city. Individual route maps in New Plymouth show stop and shelter locations. Timetables have other information such as fare zones, Bee Card operation, customer etiquette and how to use the bus, which is important for people who are not regular users of public transport.

The online offering provides comprehensive information on urban / school services, Total Mobility timetables, fares / concessions, new updates, and other essential information such as lost property. Real-time tracking is provided by the Transit app and provides real time information based on data feeds provided by TRC and the operators.

What more can be done?

Table 10 summarises potential future opportunities and actions to further develop marketing and publicity:

Table 10: Potential opportunities and actions – Marketing and publicity

Opportunity	Action	Key Partners
Active travel and public transport service and infrastructure improvements	Investigate and introduce: • Producing a regional web-based information portal for all shared and active modes; • Refreshing public transport information to support service changes; • Producing local and regional combined shared and active travel route / network maps; and • Developing a targeted publicity / marketing campaign to promote shared and active travel.	Taranaki Regional Council New Plymouth District Council Stratford District Council South Taranaki District Council Taranaki Trails Trust Venture Taranaki Te Whatu Ora

7. Performance monitoring and targets

Better Travel Choices aims to develop a performance monitoring approach which is based on robust data, and best practice methods of evaluation. At a project level, this involves obtaining before and after data to measure change, and engage with people to understand their behaviour. At a wider programme level, aggregation of data sets can provide a means of looking at the bigger picture to understand whether the projects are leading to wider system changes, which are greater than the sum of their parts.

Developing the evidence base for mode shift, active travel and public transport

Work to date has revealed gaps in our knowledge and evidence base around how and why people move around Taranaki, and how they would like to see the transport system better meet their needs. Councils have obtained valuable insights from the future of transport consultation, but when getting down to actual investment proposals and projects there is less detailed evidence than ideal. For this reason a data collection and stakeholder engagement programme will be investigated and scoped, to support the three mode shift strategic interventions.

Information from the census is the main source of transport mode share information for journeys to work and school. As it is only collected once every five years, and focusses on just two journey purposes, this data source is not adequate for more detailed transport planning. New Plymouth City Council has developed a strategic transport model which is capable of forecasting changes to mode share based on a range of interventions – both transport and land use.

For active travel, there are a few counters in New Plymouth which record cyclists passing a point on the network. Whilst this type of information can provide a useful snapshot of demand, it does not enable a comprehensive view of demand, origins / destinations, and reasons for travel.

Thanks to the Bee card, public transport data is relatively comprehensive with the ability to obtain information on numbers of passengers on every service, along with details of where they board and alight.

A proposed action for Better Travel Choices is to develop a comprehensive monitoring and evaluation framework, which could include:

- Development of transport Key Performance Indicators (KPIs) which measure mode shift, active travel, public and shared transport usage;
- Identification of wider outcome KPIs – for example based on the four wellbeings - which mode shift, active travel and public transport contribute to;
- Establishment of robust and transparent data quality and reporting standards;
- Assessment of current gaps in the monitoring programme and evidence base;
- Proposals for additional data collection to address the gaps; and
- Development of guidance for establishing, monitoring, evaluating and reporting project and wider programme outcomes.

Key performance indicators

Table 11 summarises potential KPIs for mode shift, active travel, and public transport:

Table 11: Potential Key Performance Indicators for Better Travel Choices

Area	Potential Key Performance Indicator	Data Source(s)
Mode Shift	Journeys to work by all modes	• Census • Workplace travel surveys
	Journeys to school by all modes	• Census • School travel surveys
	Total vehicle kilometres travelled	• Waka Kotahi traffic counts • Territorial Authority traffic counts • Ministry of Transport
Active Travel	Deaths or serious injuries involving cyclists or pedestrians	• Waka Kotahi Crash Analysis System • Waka Kotahi Communities At Risk Register
	Number of cyclists and pedestrians at key locations	• Territorial Authority traffic counts
	Satisfaction with pedestrian and cyclist accessibility	• User surveys
	Ability of disabled people to travel to key destinations	• User surveys • Street audits
Public Transport	Number of bus passengers	• Ticketing system • Manual driver counts
	Punctuality of bus services	• GPS vehicle tracking
	Reliability of bus services	• Ticket machine operation
	Passenger satisfaction with bus services	• User surveys • Number of recorded complaints
	Accessibility of bus stops for disabled people	• User surveys • Bus stop audits
Shared Transport	Number of community transport passengers	• Booking records
	Number of journeys that could not have been previously undertaken	• Booking records • User surveys

Targets

Headline target: Reduce the number of car journeys in Taranaki by 25% by 2035

The Emissions Reduction Plan sets a national target to reduce total kilometres travelled by the light fleet by 20% by 2035 compared to 2019 numbers. The ERP suggests that higher targets are likely to be set for urban areas to reflect more people being able to walk, wheel, cycle or catch the bus. In addition, the Taranaki target is focussed on reducing the number of shorter journeys through the promotion of active modes and public transport. As such, reducing a greater number of trips would be required to achieve a 20% reduction in total km travelled. This will be measured using methods utilised to monitor delivery of the Emissions Reduction Plan.

Active modes specific targets:

Target 1: No vulnerable road user is killed or seriously injured across the region by 2035

Even though it is identical to the overall vision within the *central Government Road to Zero: National Road Safety Strategy 2020-2030*, this target is slightly more ambitious than the national target which outlines only a 40% reduction in deaths and serious injuries by 2030 with a longer-term vision of zero harm. It will be measured using the Waka Kotahi Crash Analysis System.

Target 2: All built assets regionwide (streets, centres, open spaces and buildings) are made accessible for people of all mobilities based on Universal Design Principles.

This target is aligned with that already included in the Taranaki Disability Strategy, the New Plymouth Accessibility Strategy and the Aotearoa New Zealand Disability Strategy and will be monitored using the methods described within these documents.

Target 3: Double the number of people walking, wheeling or cycling to get to school or work by 2035.

This target aligns with the headline target and reflects the *Emissions Reduction Plan*. It is broadly aligned with the *2021-31 Taranaki Regional Land Transport Plan* target to increase mode shift via more trips made by walking, cycling and public transport throughout the region. This will be measured using national census data for the journey to work and journey to school.

Public transport specific targets:

The RPTP targets are designed to signal the desire to elicit change in the public transport system in Taranaki. These targets will be treated in a transitional manner until new contracts are introduced in mid-2025. During the next 18 months, the appropriateness of baseline data will be confirmed, and a monitoring and reporting framework set up.

Key Performance Indicator	**Proposed Target**
Total short-term passenger numbers on regional services (up to mid-2025)	Increase total passenger numbers by 10% over 2023/24 baseline
Total long-term passenger numbers on regional services	Increase total passenger numbers between 200% and 300% by 2035, compared to the 2023/24 baseline
Public transport mode share for journeys to work	Increase public transport mode share to 10% by 2035, compared to the 2018 baseline
Public transport mode share for journeys to school	Increase public transport mode share to 30% by 2035, compared to the 2018 baseline
Punctuality of bus services	99% of services arrive at timing points between 1 minute early and 4 minutes 59 seconds late
Reliability of bus services	99% of services run as scheduled as per the operating contract
Accessibility of urban bus services	90% of residents in New Plymouth, Bell Block and Waitara living within 400 metres of a bus service at a minimum hourly frequency by 2026
Accessibility of regional and rural bus / community transport services	90% of residents outside of New Plymouth with access to a weekday bus or community transport service to their nearest township
Accessibility for disabled people	100% of bus stops accessible for people with disabilities, including wheelchairs and mobility scooters, by 2028
Bus passenger satisfaction	90% of surveyed customers and community stakeholders are satisfied with the public transport service and total mobility scheme
Greenhouse Gas emissions from public transport	At least 70% reduction in greenhouse gas emissions per kilometre travelled for public transport bus services by 2035
Farebox recovery	Increase farebox recovery to a minimum 40% of operating costs by 2028

Part A: Better Travel Choices Strategy 2024-2054

Appendices

Appendix 1: Introduction to Taranaki

People

At the 2018 census Taranaki was home to 117,561 people, or 2.5% of the country's population. The current (2022) population is estimated to be 126,000 people.

The region is split into three administrative districts, with population figures taken from the 2018 census:

New Plymouth to the north (population 80,679);

Stratford in central Taranaki (population 9,474); and

South Taranaki (population 27,534).

Main urban centres in Taranaki are New Plymouth, Hāwera, Waitara, Inglewood, Stratford, Ōpunake, Oākura, Eltham, Manaia, Pātea and Waverley.

The population of Taranaki is projected to grow to around 138,000 by 2048. In recent years, most growth has been from people moving into the region, rather than a natural increase in the existing population. Most population and housing growth is expected in urban New Plymouth. Lower growth is forecast in the smaller urban and rural areas of New Plymouth, South Taranaki, and Stratford districts.

Taranaki has higher proportions of elderly and young people than the national average and this is likely to continue. These two factors are used to measure levels of transport disadvantage in a region as they represent those people who are most likely to need transport assistance, because they do not have access to a private car.

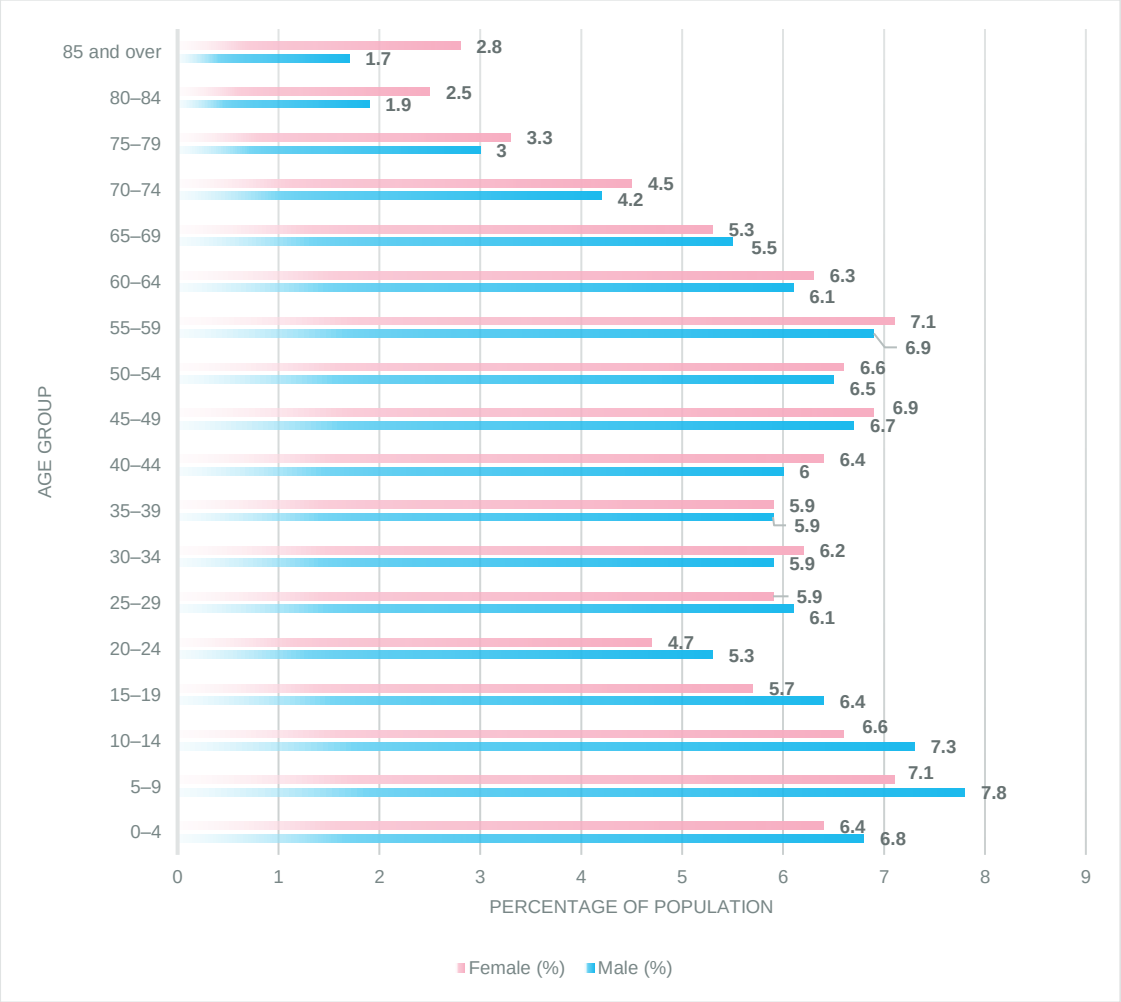
By 2048, it is expected that those aged over 65 will make up 27% of the New Plymouth district population – higher than the national average of 23%. It will therefore be important to provide good multi-modal access for residents over 65 so they remain socially connected, active, and able to participate in their communities.

According to the 2018 Census, 19.8% of the region's population is Māori (up from 16.5% in 2013), with 27.6% of the population of the South Taranaki district being Māori (up from 24.3%). Most Māori live in New Plymouth, where they make up 18% of the district's population. The iwi and hapū in the Taranaki region are Ngai Maniapoto, Ngaa Rauru Kiitahi, Ngāruahine, Ngāti Maru (Te Iwi o Maruwharanui), Ngāti Mutunga, Ngāti Ruanui, Ngāti Tama, Taranaki Iwi, and Te Atiawa.

At the end of June 2020, the unemployment rate across the region was at 4.3% with only small variations from one district to another (compared to 4% nationally). Rates of unemployment among Māori are higher.

Households without access to a motor vehicle is highest in New Plymouth district (7.2% of households) and lowest in Stratford district (6.6% of households).

Figure 26: Taranaki population by age and sex



Place

At 723,610 hectares, the Taranaki region makes up approximately 3% of Aotearoa New Zealand's total land area. An additional 68,910 hectares of Stratford District, within the Manawatū-Whanganui (Horizons) Region, is covered by Taranaki for the purposes of transport planning – bringing the total land area for the Plan to 792,520 hectares.

Geographically defined by one of Aotearoa New Zealand's most recognisable landmarks (Taranaki Maunga), the region consists of three very distinct landforms which impact on land use patterns and therefore transport needs.

- **Volcanic ring plain:** The Taranaki ring plain, centred on Taranaki Maunga, consists of fertile and free-draining volcanic soils. The ring plain supports most urban settlements plus intensive pastoral farming (particularly dairying). Farming is most intensive on the flatter land in southern Taranaki. Over 300 rivers and streams radiate from Mount Taranaki, and are extensively used by the agricultural sector, for community water supplies, and for a wide range of recreational purposes.
- **Eastern hill country:** The hill country that lies to the east of the ring plain is steeply dissected and prone to soil erosion and slipping. However, it can support both pastoral farming and commercial forestry when managed in accordance with the physical limitations of the land.
- **Marine terraces:** The soils of the coastal and inland marine terraces along the north and south Taranaki coast are among the most versatile and productive in the region. However, the combination of light, sandy soils and strong winds in some areas can lead to localised wind erosion.

Additionally, the region is exposed to the west and as a consequence, high-energy wave and wind conditions dominate the coastal environment. There are few areas of sheltered water beyond the major estuaries and the confines of Port Taranaki.

The Taranaki region has a temperate climate with generally abundant rainfall. The climate and subsoils are suited to high-producing pastures, with about 60% of the region used for high intensity pastoral farming. Approximately 40% of the region is in indigenous forest and shrubland, mostly within Te Papakura o Taranaki (Egmont National Park) and areas of the inland hill country.

The region also has significant natural resources beneath the ground in the form of oil and gas reserves, being known as the energy centre of the country. The region is exploring alternative energy options in response to climate change.

The land transport system is a place where people live, work, socialise, shop and play. Taranaki's villages, townships and city are shaped by land transport, and rely on it to function and grow. There are natural assets - such as parks, gardens, streams, rivers, wetlands, forests, estuaries, and oceans - which are located near to the land transport system. There are significant and increasing negative impacts from some assets and motor vehicle use, on places where people, flora, and fauna live.

Mode shift to shared and active modes of travel is therefore important to ensure that Taranaki's places grow sustainably, without the dominance of and necessity for private car travel.

Economy

Venture Taranaki, in partnership with Infometrics, provides a useful summary of key economic performance in 2022:

Table 12: Summary of Taranaki economic performance

Metric	Performance (2022)
Gross Domestic Product (GDP): measures the value added from the production of goods and services	• Taranaki Region accounted for of 2.8% of national GDP. • GDP in Taranaki Region measured $9,984.1m in the year to March 2022, up 3.7% from a year earlier. Growth was lower than in New Zealand (5.3%). • Economic growth in Taranaki Region averaged 1.7% per annum over the 10 years to 2022 compared with an average of 3.0% per annum in New Zealand.
Economic structure: total employment is broken down to primary industries, goods-producing industries, high-value services, and other services	• Among the broad economic sectors primary industries accounted for the largest proportion of GDP (25.4%) in Taranaki Region, which was higher than in New Zealand (5.8%). • Goods-producing industries accounted for the second largest proportion in Taranaki (25.3%) compared with 18.5% in New Zealand. • High-value services accounted for the smallest proportion in Taranaki (13.6%) compared with 26.7% in New Zealand.
Employment growth: shows that businesses in a region are confident in their activity and outlook to expand their workforce.	• Taranaki accounted for 2.3% of national employment. • Employment in Taranaki measured 62,533 in the year to March 2022, up 2.8% from a year earlier. Employment growth was lower than in New Zealand (3.0%). • Employment growth in Taranaki averaged 1.2% per annum over the 10 years to 2022 compared with average employment growth of 2.2% per annum in New Zealand.

Metric	Performance (2022)
Dairy: New Zealand's biggest export earner and is a key driver of economic activity in the region.	• The number of cows in Taranaki averaged 460,243 over the year to May 2022. • The number of cows decreased by 1.2% over the year, compared with a decrease of 1.3% in New Zealand. • Milk processing is now concentrated at one site – Fonterra Whareroa Dairies Ltd, near Hawera. At peak production, this facility processes over 14 million litres of milk per day. • In addition to direct farm income from milk production, the added value resulting from the processing of milk, whey, and cheese manufacturing is a significant contributor to employment.
Productivity: is a measure of the efficiency of production. Overall productivity is influenced by a number of factors such as labour and production inputs (for example machinery, technology and land).	• GDP per filled job in Taranaki measured $159,661 in the year to March 2022, which was higher than in New Zealand ($132,815). • Productivity in Taranaki increased by 0.9% from a year earlier, compared with an increase of 2.3% in New Zealand. • Productivity growth in Taranaki averaged 0.5% per annum over the 10 years to 2022 compared with an average of 0.9% per annum in New Zealand.
Wellbeing: The framework uses 30 objective indicators of wellbeing across nine wellbeing domains. It focusses on outcomes for people and communities and shows how outcomes in each domain and indicator have changed over time.	• Taranaki outperformed New Zealand in the following wellbeing domains: civic engagement and governance, health and housing. • Taranaki underperformed New Zealand in the following wellbeing domains: environment, income and consumption, jobs and earnings, knowledge and skills, safety and social connections. • (see Figure 2)
Social connections wellbeing: highlights people's ability to contribute in, and be a part, of a community and interact in society. Social contact allows people to socialise and interact with others, which reduces isolation and exclusion, and better enables support to be accessed, and resilience to build.	• Lower scores indicate a worse performance. • Road fatalities rate indicator score for Taranaki was 56.4 (out of 100). This indicator score was lower than in New Zealand (78.6). • Work commuting time indicator score for Taranaki was 52.3 (out of 100) - data from 2018. This indicator score was lower than in New Zealand (78.0). • The carbon dioxide emissions indicator score for Taranaki was 51.9 (out of 100) - data from 2021. This indicator score was lower than in New Zealand (84.8).

Figure 27: Wellbeing Radar

A vital part of the Taranaki economy is its physical infrastructure. The region's road and rail network, Port Taranaki, New Plymouth Airport, power generation facilities, oil and gas pipelines, transmission lines and sewerage and water treatment and reticulation systems provide essential services to the regional community and to the regional and national economies.

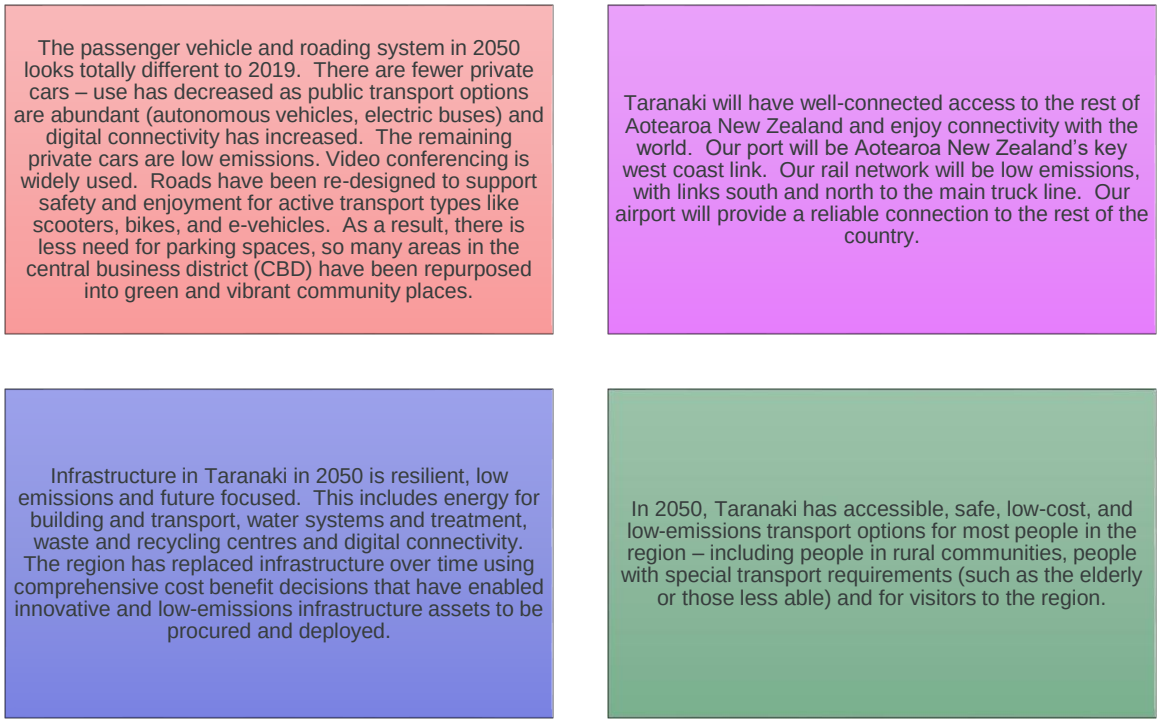
Port Taranaki plays an important role in the distribution network, and it is of strategic importance to importing and exporting activities for the oil and gas industry and its servicing.

Taranaki has a relatively small but distinctive manufacturing base. The region has developed a national and international reputation for its expertise in food processing, particularly of dairy products and speciality dough production. Furthermore, the special servicing needs of the dairy and petrochemical sectors (and to a lesser extent the meat, energy, industrial, chemical, and timber processing sectors) have contributed to the development of both heavy and light engineering industries.

In August 2019, Taranaki launched a co-designed Roadmap for how the region will transition to a low-emissions economy by 2050. A collaborative process has been used to further develop actions required to assist infrastructure and transport developments in Taranaki to achieve a low-emissions economy. The 2050 Roadmap vision informed the development of an action statement:

"Taking a comprehensive view, design and invest in our entire infrastructure and transport ecosystems so they're integrated, affordable, resilient, sustainable (green), low emissions and inclusive for community well-being and commercial use by 2050. This will also provide meaningful and secure work, and community opportunities for generations to come."

Figure 28: Taranaki 2050 Roadmap vision for Transport



Source: Taranaki 2050 Infrastructure and Transport Transition Pathway Action Plan

Appendix 2: Legislation, policy, and planning context

International

The importance of mode shift is outlined by several international and national policy directions, which emphasise the need to significantly reduce Greenhouse Gas (GHG) emissions from transport to limit the impact of climate change.

Inter Government Panel on Climate Change

The March 2023 Synthesis Report from the Inter-Governmental Panel on Climate Change (IPCC) states:

- There is a rapidly closing window of opportunity to secure a liveable and sustainable future for all (very high confidence).
- Climate resilient development integrates adaptation and mitigation to advance sustainable development for all and is enabled by increased cooperation including improved access to adequate financial resources, particularly for vulnerable regions, sectors and groups, and inclusive governance and coordinated policies (high confidence).
- Rapid and far-reaching transitions across all sectors and systems are necessary to achieve deep and sustained emissions reductions and secure a liveable and sustainable future for all.
- These system transitions involve a significant upscaling of a wide portfolio of mitigation and adaptation options. Feasible, effective, and low-cost options for mitigation and adaptation are already available, with differences across systems and regions (high confidence).

The report concludes:

- Systemic change required to achieve rapid and deep emissions reductions and transformative adaptation to climate change is unprecedented in terms of scale, but not necessarily in terms of speed (medium confidence).
- Systems transitions include deployment of low- or zero-emission technologies; reducing and changing demand through infrastructure design and access, socio-cultural and behavioural changes, and increased technological efficiency and adoption; social protection, climate services or other services; and protecting and restoring ecosystems (high confidence).
- Feasible, effective, and low-cost options for mitigation and adaptation are already available (high confidence).

Under the heading "Cities, settlements & infrastructure", the IPCC report states:

"Urban systems are critical for achieving deep emissions reductions and advancing climate resilient development (high confidence). Key adaptation and mitigation elements in cities include considering climate change impacts and risks (e.g. through climate services) in the design and planning of settlements and infrastructure; land use planning to achieve compact urban form, co-location of jobs and housing; supporting public transport and active mobility (e.g. walking and cycling)."

This mode shift plan focusses on the short-, medium- and long-term transport system changes needed to reduce emissions from SOV travel in Taranaki. There is an urgent need to scale-up the speed and coverage of mode shift activities across the region.

National

Local Government Act 2002

The Local Government (Community Wellbeing) Amendment Act 2019 reinstated into the Local Government Act the four aspects of community wellbeing and provided for local authorities to play a broad role in promoting the social, economic, environmental and cultural well-being of their communities, taking a sustainable development approach.

The Local Government Act (LGA) 2002 states[10]:

"For the purposes of performing its role, a local authority has—

(a) full capacity to carry on or undertake any activity or business, do any act, or enter into any transaction; and

(b) for the purposes of paragraph (a), full rights, powers, and privileges."

Subsection 5 states:

"A regional council must exercise its powers under this section wholly or principally for the benefit of all or a significant part of its region, and not for the benefit of a single district."

There are a number of reasons why it is important for Taranaki Regional Council (TRC) to promote an Active Modes Action Plan through the Better Travel Choices strategy:

- Regional Land Transport Planning: by implementing government mode shift policies such as Government Policy Statement on Land Transport (GPS), Arataki, and Emissions Reduction Plan (ERP) through the Regional Land Transport Plan 2024-27
- Supporting the introduction of speed management plans, by making streets more people-friendly
- Implementing the Regional Policy Statement (chapter 15 on urban development)
- Mitigation of climate change through the forthcoming Regional Spatial Strategies (recognising that transport is the most significant policy lever)
- Sustainable economic, social, and cultural regeneration, including close partnerships with Māori.

The way we travel reflects the society we have become. The emphasis on the desirability for people to travel as far and as fast as they like, in single occupancy private cars, has moved Aotearoa New Zealand away from core values such as kaitiakitanga – guardianship of our natural environment. As the body responsible for the region's natural environment, Taranaki Regional Council is determined to play an active role in moving the dial towards a safe and environmentally sustainable transport system.

Land Transport Management Act 2003

In section 117 of Land Transport Management Act (LTMA), the purpose of the RPTP is stated as being:

a) A means for encouraging Regional Councils and public transport operators to work together in developing public transport services and infrastructure;

b) An instrument for engaging with the public in the region on the design and operation of the public transport network; and

c) A statement of:

   i. The public transport services that are integral to the public transport network;

   ii. The policies and procedures that apply to those services; and

   iii. The information and infrastructure that support those services.

[10] Part 2, section 12, subsection 2

Section 126 of the LTMA states the RPTP must, at all times, be kept current for a period not less than 3 years in advance, but not more than 10 years in advance. The Council may review the Plan from time to time but the Plan must be reviewed and, if necessary, renewed or varied, after the public transport service components of a RLTP are approved or varied.

Principles of the Public Transport Operating Model (PTOM) have been incorporated into the LTMA. PTOM is a system for planning, procuring, and funding public transport. It aims to increase patronage with less reliance on public subsidies, through improved collaboration between operators and regional councils. PTOM requires all bus services to be divided into units and provided under exclusive contracts to the council. However, services which do not form part of the core public transport network are exempt from operating under contracts.

PTOM is being replaced by the Sustainable Public Transport Framework (SPTF), which is underpinned by new objectives prioritising mode-shift, fair and equitable treatment of employees, and improved environment and health outcomes.

An amended LTMA will enable Regional Councils to operate public transport services in-house or to continue to outsource the operation of services to private operators. This proposed change acknowledges that outsourcing of services to private operators may not always align with wider objectives for public transport services, for example, improving the terms and conditions of employees or accelerating the decarbonisation of the bus fleet. At this point in time, TRC is not looking to assume direct responsibility for a large number of services, but reserves the right to use its new powers if necessary.

The amended act also establishes a new requirement for public transport services to be planned, procured, and operated in an open and transparent manner. Openness and transparency is required in relation to operating costs, service performance, vehicles used to deliver services, aggregate employee terms and conditions, and financial performance of operators.

Regional Councils and local councils are required to RPTPs in collaboration, in particular to identify the infrastructure necessary to support public transport services.

The definition of public transport now includes unscheduled (on-demand) public transport and shuttle services. This change clarifies the treatment of on-demand public transport services, enabling Regional Councils to provide any form of passenger transport service through any mode, other than air transport, whether delivered to a timetable or not. Regional councils can procure, contract, and deliver On-demand services separately to timetabled services. This is achieved by amending the definition of unit, and removing the requirement for every unit to be contracted on an exclusive basis.

The scope of exempt services to include commercial on-demand services and commercial shuttle services. Some exempt on-demand services and all exempt shuttle services can be operated without being registered with the Regional Council. This ensures that a smaller subset of commercially operated passenger transport services is subject to registration requirements - limited to those services more likely to affect public transport services provided by regional councils.

Government Policy Statement on Land Transport

The draft Government Policy Statement (GPS) 2024/27 sets out the government's desired outcomes and funding priorities for the land transport sector and is the policy document that directly influences decisions on how funding from the National Land Transport Fund (NLTF) is invested for the next three-year period.

How the GPS contributes to the four strategic priorities is summarised in Table 13.

Table 13: Contribution to GPS Strategic Priorities

Priority	Description	Contribution of Public Transport	Contribution of Active Modes
Maintaining and operating the system	The condition of the existing transport system is maintained at a level that meets the current and future needs of users	Mode shift from private car to bus, and reduction in traffic volumes, can reduce wear and tear on the roading network and result in lower maintenance costs	Active modes require relatively little highway maintenance compared to motor vehicles, therefore more shorter distance trips shifting from private car will reduce impact on the road surface, especially in residential areas
Increasing resilience	The transport system is better able to cope with natural and anthropogenic hazards	In the event of disruption, public transport services provide a lifeline for people who do not have access to cars, and an alternative to people who do	Provides access to jobs, education, essential services and social opportunities, especially for people who do not have access to a private car or who choose not to drive
Reducing emissions	Transitioning to a lower carbon transport system	If well-used, buses reduce levels of Greenhouse Gas (GHG) travelled per passenger kilometre, which can be further improved by using low or zero emission vehicles	Active modes produce no Greenhouse Gases (GHG), noise, air or other pollution, and are best suited to very short distance trips which are relatively high polluting if undertaken by private car
Safety	To make transport substantially safer for all	Bus travel is a statistically safer mode than the private car, and so more people using public transport rather than cars can reduce the number of crashes	In an injury crash, active modes are more vulnerable to death or serious injury. Focussing attention on the needs of active modes can have a positive impact on all road users
Sustainable urban and regional development	People can readily access social, cultural, and economic opportunities through a variety of transport options; in resilient and productive towns and cities that have a range of low-emission transport options and low congestion	Strong public transport corridors and destinations (such as town and city centres) enable housing, employment, and retail development to be clustered around highly accessible locations, thereby reducing the need to own, and run a car	Places and spaces which are designed around active travel deliver a high quality local environment for communities, and assist with health and wellbeing
Integrated Freight System	Improving freight connections for economic development	Buses can transport more people than cars per unit of road space, and can therefore help to reduce traffic congestion that can impact on reliable journey times for freight	Active modes can easily replace car journeys, especially for shorter trips, and can therefore help to reduce traffic congestion that can impact on reliable journey times for freight

Climate Change Response (Zero Carbon) Amendment Act 2019

This Act provides a framework by which Aotearoa New Zealand can develop and implement clear and stable climate change policies that:

- Contribute to the global effort under the Paris Agreement to limit the global average temperature increase to 1.5° Celsius above pre-industrial levels.
- Allow Aotearoa New Zealand to prepare for, and adapt to, the effects of climate change.

The changes do four key things:

- Set a new domestic greenhouse gas emissions reduction target for Aotearoa New Zealand to:
    - reduce net emissions of all greenhouse gases (except biogenic methane) to zero by 2050.
    - reduce emissions of biogenic methane to 24–47 per cent below 2017 levels by 2050, including to 10 per cent below 2017 levels by 2030.
- Establish a system of emissions budgets to act as stepping stones towards the long-term target.
- Require the Government to develop and implement policies for climate change adaptation and mitigation.
- Establish a new, independent Climate Change Commission to provide expert advice and monitoring to help keep successive governments on track to meeting long-term goals.

National Emissions Reduction Plan

Published in May 2022, the Aotearoa New Zealand Government Emissions Reduction Plan (ERP) is the national response to the challenge of climate change. The transport chapter starts with the following vision:

"By 2035, Aotearoa Aotearoa New Zealand will have significantly reduced transport-related carbon emissions and have a more accessible and equitable transport system that supports wellbeing."

The Government has set four transport targets that support these focus areas. The targets aim to deliver an approximately **41% reduction in transport emissions by 2035 from 2019 levels**.

- **Target 1:** Reduce 2035 forecast total kilometres, travelled by the light fleet, by 20%.
- **Target 2:** Increase zero-emissions vehicles to 30% of the light fleet by 2035.
- **Target 3:** Reduce emissions from freight transport by 35% by 2035.
- **Target 4:** Reduce the emissions intensity of transport fuel by 10% by 2035.

For target 1, a key focus area of the ERP is reducing reliance on cars and support people to walk, cycle and use public transport including by:

- Improving the reach, frequency and quality of public transport and making it more affordable for low-income Aotearoa New Zealanders;
- Increasing support for walking and cycling, including initiatives to increase the use of e-bikes; and
- Ensuring safer streets and well-planned urban areas.

Better Travel Choices will support these objectives through development of an integrated shared and active travel network, based on linking multi-modal transport and service hubs across the region. This network will give people the confidence to know they have a genuine non-SOV choice for their journey.

Decarbonising Transport Action Plan

The Ministry of Transport (MOT) Decarbonising Transport Action Plan 2022-25 builds on the ERP and sets out in detail how the Government will implement various transport actions - in partnership with Māori, local government, businesses, and communities - to embed a long-term strategic approach to reducing transport emissions. The Action Plan identified seven "success factors" necessary to embed a long-term strategic approach to transport emissions reduction.

Table 14: Decarbonising Transport Action Plan success factors

Success Factor	Summary
1. Upholding Te Tiriti o Waitangi	• Build and enduring partnership with Māori. Te Tiriti o Waitangi should underpin collaboration between Māori and the Crown to develop emissions reduction policies and interventions. • Government agencies to work in partnership with Māori to maximise their Rangatiratanga over their goals, resources, and the services they use, co-design services that recognise differing Māori needs and strive to achieve equity of outcomes.
2. Relevant agencies leading in their areas of expertise	• Each government transport agency should understand its role in relation to the overall transport emissions reduction effort and drive change in the areas for which it is responsible. • Transport agencies must work closely with other agencies and sectors to deliver a coordinated, systems-wide approach to emissions reductions. This may include (but not be limited to) housing, urban development, employment, energy, social development, community, and local government sectors.
3. Strategically sequencing interventions	• Significant ongoing investment needs to be managed responsibly and sequenced wisely so that early investments cumulatively contribute to, and not undermine future success.
4. Delivering multiple benefits across multiple outcomes	• Interventions should be identified and implemented based on ability both to reduce transport emissions and deliver wider benefits such as increased safety, greater equity, economic efficiencies, and long-term resilience.
5. Working together and with communities	• Government agencies should work closely with other agencies and organisations to develop and deliver interventions together, taking shared responsibility for results that span multiple sectors such as aligning land-use and transport decision making.
6. Adapting swiftly when necessary	• Engage regularly with all government transport agencies to ensure the wider transport sector is ready to respond swiftly, collaborate, and adjust plans as needed in response to emerging evidence and unforeseen changes.
7. Avoiding the risks of delayed action	• Despite some negative impacts around interventions acting now to rapidly reduce transport emissions will prevent even more damaging and far-reaching impacts in the future and maximise options when some projects prove more successful than others.

Source: Decarbonising Transport Action Plan 2022-25, MOT

Better Travel Choices will be based on a credible and deliverable action plan to give effect to the success factors, with an emphasis on:

- Cross-government partnerships, where service providers and transport system planners identify multi-modal access needs and deliver solutions;
- Integration of transport and spatial planning, so that places are created where shared and active travel are given highest priority;
- Community development of public and active travel routes that address local need, and contribute to local economic development; and

- Partnership with Māori to develop active and shared transport routes which provide a wide range of access opportunities, links to culturally significant sites and a contribution to a locally diverse economy.

Arataki

Arataki, the Waka Kotahi 30-year view of the transport system, states that Taranaki will need to make an important contribution to reducing carbon emissions, to reach 2035 targets set in the ERP.

To meet national emissions targets, transport policies and investments must reduce forecast light vehicle kilometres travelled (VKT) in New Plymouth by 12%. While this is a relatively modest reduction compared to larger cities, achieving this target still requires significant change to how people travel in a city with an urban form and transport system focussed on private vehicle travel.

Key mode shift actions over the next ten years are clearly set out by Arataki:

- Encouraging growth and development that supports compact, mixed-use urban form, reduces trip length, and lessens car dependency;
- Planning interventions, activities, and investments are needed to achieve VKT reduction and emissions targets;
- Changes to allocation of space on existing roads and streets to enable and increase mode shift to public transport, walking, and cycling;
- Improving public transport services and exploring ways technology can deliver better services at lower costs;
- More actively managing car parking at major destinations and employment areas to increase use of public transport, walking, and cycling; and
- Identifying opportunities for smaller projects that can improve system outcomes, by getting the most from the existing network.

These actions give rise to the following key directions for mode shift:

- Begin to reduce vehicle kilometres travelled (VKT), focusing on New Plymouth, in a way that is fair, equitable, and improves quality of life;
- Improve access to social and economic opportunities, especially by public transport, walking, and cycling;
- Significantly reduce the harm caused by the region's transport system, especially through improved road safety and reduced pollutants dangerous to people's health;
- Actively support, enable, and encourage growth and development in areas that already have good travel choices and shorter average trip lengths;
- Rapidly accelerate the delivery of walking and cycling networks, predominantly through reshaping existing streets, to make these options safe and attractive;
- Explore the potential for new and emerging technologies, such as on-demand services, to improve access to social and economic opportunities;
- Better understand the impact of future economic transformation on travel patterns and freight volumes;
- Explore opportunities to move to a multimodal freight system with greater use of rail and coastal shipping.
- Continue to implement road safety plans and programmes including those focused for iwi Māori; and
- Improve or maintain, as appropriate, physical access to marae, papakāinga, wāhi tapu, and wāhi taonga.

Regional

Regional Land Transport Plan

Noting the 2024-2034 document is in development, the draft features three weighted problem statements, all of which are highly relevant to Better Travel Choices:

- The network is built and operated favouring cars and when coupled with limited alternative options results in low levels of public transport, active modes, and rail use (40%);
- Dispersed urban development with limited access to local amenities, services and schools resulting in high car dependency, compounding inequitable access for lower socio-economic communities (35%); and
- The condition of the region's primary roading network (including state highways and key local roads) is inconsistent, and in some parts poor, resulting in declining outcomes (increased operating costs and delays) for inter and intra-regional travel and freight, as well as declining safety for all road users (25%).

The Better Travel Choices integrated shared and active travel network directly addresses the first two of these problems, by re-configuring space for alternative modes to the private car and connecting people to places where they need to go. Addressing the third problem will benefit active travel users such as pedestrians and cyclists, as they can be adversely affected by poor road and footpath condition.

The 2024-27 Regional Land Transport Plan (RLTP) is currently in preparation, and Table 15 outlines the problems to be addressed and benefits to be delivered.

The first problem and benefit is specifically related to active modes. This Plan is a key document for the delivery of the benefits and KPIs.

Table 15: RLTP 2021-27 Problems, Benefits and KPIs

Problem Statement (and weighting)	**Benefit Statement** (and weighting)	**Key Performance Indicators (KPIs)**
The network is built and operated favouring cars and when coupled with limited alternative options results in low levels of public transport, active modes, and rail use (40%)	Increased safe and connected active mode (walking, cycling and micro mobility) travel choices as well as reduced distances to services and amenities to achieve healthier communities (35%)	KPI 1: Transport related CO_2 emissions KPI 2: Total vehicle kilometres travelled per capita KPI 3: Total kilometres of safe and connected separated cycleways and shared paths KPI 4: Percentage of active mode use for journey to work and school trips KPI 5: Local / regional trips average trip distance KPI 6: Transport system safety perceptions - customer surveys KPI 7: Deaths and serious injury crashes for active mode users
Dispersed urban development with limited access to local amenities, services and schools resulting in high car dependency, compounding inequitable access for lower socio-economic communities (35%)	Reduced reliance on private vehicles through increased use of public transport (40%)	KPI 1: Car ownership rates (Statistics NZ) KPI 2: Mode share for commuter trips for modes other than single occupancy vehicle KPI 3: Percentage of active mode and public transport use for journey to work and school trips KPI 4: Total public transport network coverage across region (kms or towns connected to network) KPI 5: Number of residents living within x km of high frequency public transport

Problem Statement (and weighting)	**Benefit Statement** (and weighting)	**Key Performance Indicators (KPIs)**
		KPI 6: Average household spend on transport
The condition of the region's primary roading network (including state highways and key local roads) is inconsistent, and in some parts poor, resulting in declining outcomes (increased operating costs and delays) for inter and intra-regional travel and freight, as well as declining safety for all road users (25%)	Safe, reliable, resilient, and efficient movement goods on road and rail	KPI 1: Deaths and serious injury crashes for all users KPI 2: Average journey times for freight between key destinations (road and rail) KPI 3: Vehicle operating costs on key routes KPI 4: Travel disruption Duration and frequency of unplanned closures KPI 5: Resilience Levels of Services for key routes KPI 6: Number and length of HPMV routes KPI 7: Throughput (tonnage) and % of freight movement by road and rail

Local

Taranaki Regional Council Long-Term Plan

Noting that work is now underway on the 2024-2034 Long-Term Plan, Taranaki Regional Council's vision, mission, and well-being aspirations in the 2021-2031 Long-Term Plan, "Riding the Tide of Change" were as follows:

Our Vision – The Taranaki Regional Council works with the Taranaki community to help make the region a fantastic place to live, play and do business.

Our mission – To work for a thriving and prosperous Taranaki by:

- Promoting the sustainable use, development and protection of our natural and physical resources.
- Safeguarding Taranaki's people and resources from natural and other hazards.
- Promoting and providing for significant services, amenities and infrastructure.
- Representing Taranaki's interests and contributions regionally, nationally and internationally.

We will do this by leading with responsibility, working co-operatively, to encourage community participation, and taking into account the Treaty of Waitangi.

Taranaki's Community Wellbeing Outcomes

Councils across the region jointly developed a series of Community Wellbeing Outcomes some time ago. These were re-validated by changes to the *Local Government Act in 2019*. Each has relevance to active modes.

- Connected Taranaki – focusing on physical and technological infrastructure.
- Prosperous Taranaki – the economic measures underpinning Future Taranaki.
- Secure and Healthy Taranaki – elements of a safe, healthy, friendly community.
- Sustainable Taranaki – focusing on environmental factors.
- Together Taranaki – measuring social inclusiveness and diversity.
- Vibrant Taranaki – the cultural and recreational well-beings.

Appendix 3: Mode shift potential

If mode shift in Taranaki is to become a reality, it is important to understand:

- Why people currently choose to travel by car;
- "Push" and "pull factors" for shared and active travel, which explain why people are put off and what might make them change; and
- Types of journeys which may be most amenable to mode shift.

To help develop the Better Travel Choices strategy, councils have sought high-level feedback from the community. Using the Social Pinpoint online engagement tools, and traditional mechanisms such as a hard copy survey, the public provided their views on the long-term vision for transport, road safety and speed management, cycling, walking and active travel, public transport, and anything else related to transport.

Travel choice of the car

The car is the most convenient, fast, and flexible mode of travel that has ever been invented. As disposable incomes have risen, and production prices fallen, owning a car has become an automatic choice for most ordinary people.

There are 0.81 light vehicles per head of population in Taranaki. Twenty years ago, it was only 0.66.

In 2018, the number of Taranaki households with a vehicle is summarised in Table 16.

Table 16: Households with access to motor vehicles in Taranaki

Number of Cars	Household (%)
One	6.08
One	35.96
Two	40.64
Three or more	17.30
All	**100.00**

The result is that towns and cities have been designed around the needs for the car, at the expense of other modes. In New Plymouth, there are two high-traffic State Highways which cut the city in half between north and south; and another which does the same between east and west. The other townships in the region have either State Highway 3 or State Highway 45 running through the centres.

Whilst these roads are essential for access by all modes, they can be a significant barrier to active travel because of high traffic volumes and lack of well-located crossing facilities. In the smaller townships and rural areas, there are a number of individual walkways and cycle trails which have the potential to be connected up in a regional active travel network, to serve both utility and leisure travel.

Investment in shared and active modes has historically been very low. Walking and cycling routes are not fully joined up into safe and convenient networks, and as a result there are many locations which present a barrier to travel because of concerns over safety.

Push factors

Push factors describe reasons why people are dissuaded from using shared or active travel. They are not simply about the car being better, but also revolve around under-performance of the alternatives.

The New Plymouth Integrated Transport Strategy Programme Business Case summarises a range of challenges, which are outlined in Table 17.

Table 17: Problems accessed by New Plymouth Integrated Transport Strategy

Problem statement	**Causal factors**
Public transport is not competitive, convenient to access from active modes or perceived as a safe travel option resulting in low public transport use and poor customer experience.	• Barriers to public transport are unsuitable timetabling, infrequency, unsuitable routes, easier to drive and park. • Travel time for public transport from outer suburbs is twice as slow to CBD. • Good coverage of bus stops and shelters but there is limited information at the stops and shelters, and they are hard to access via active modes
The urban areas have mainly developed in a linear form along the coast with low density residential developments resulting in high usage of private vehicles and increasing transport costs for the community, especially lower socio- economic groups.	• Many communities have schools and shops but linear form may lead to lack of resilient access to key services e.g. healthcare. • Linear form makes active mode travel times long.
The network is configured to prioritise private vehicles (including freight) over other modes resulting in issues across the city and towns including severance, and declining amenity.	• Low level-of- service for other modes. • Growing Average Annual Daily Traffic and freight volumes conflict with One Network Framework outcomes. • Severance through town centres and across pinch points (coast, one way system etc.) from speeds and volumes conflict with ONF outcomes.
A fragmented network for active modes (walking, cycling and micro- mobility) with poor (unsafe) connections resulting in safety issues, poor perception of the network and low active mode uptake.	• Gaps in cycle network (routes and facility type), particularly east to west. • Poor facilities or gaps at existing intersections.

The Future of Transport public consultation identifies reasons why people do not use the bus:

There are three reasons which elicit more responses than any others:

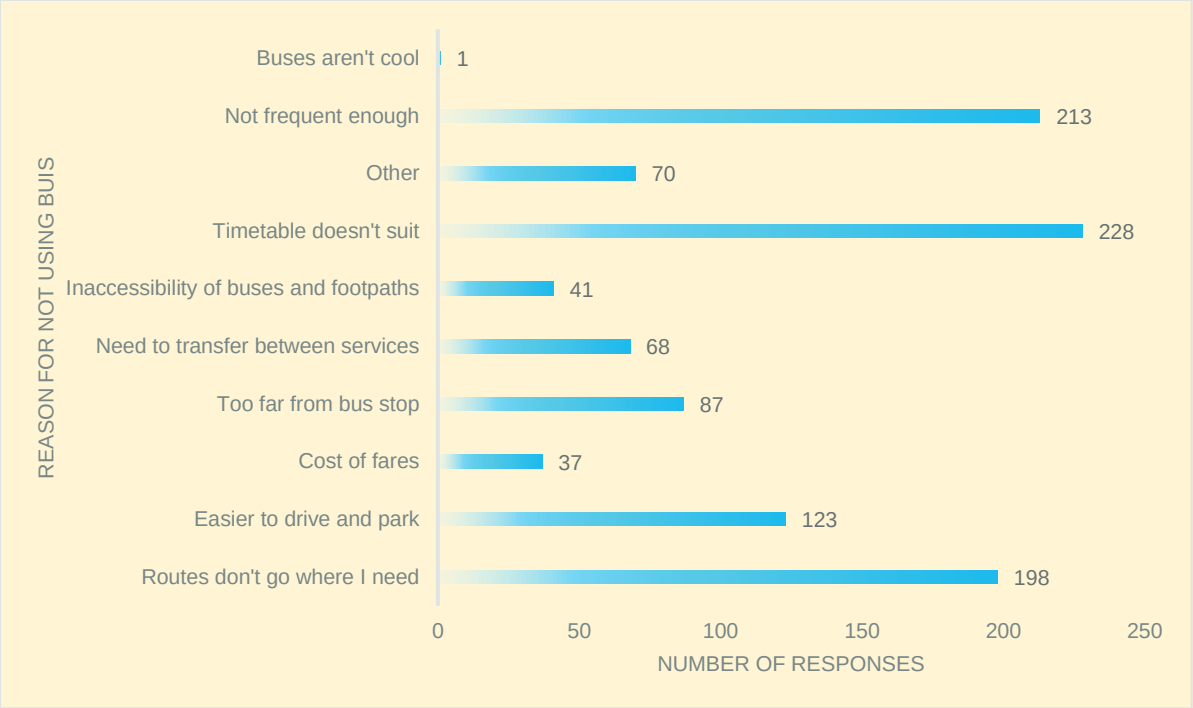
- Bus timetable don't suit people's needs;
- Services are not frequent enough; and
- Routes don't go where people need.

These are the main reasons why bus use is so low.

In most of the smaller Taranaki towns, central bus stops are hidden away in back streets whilst people can park right outside shops on the central thoroughfare. In these same towns there are very few other bus stops at all, which results in very poor access from residential areas.

Taken together these push factors make delivering mode shift a serious challenge unless they are addressed by a comprehensive and integrated transport and land use strategy which pulls people towards shared and active travel.

Figure 29: Why people don't use the bus



Pull factors

Pull factors encourage mode shift to shared and active travel for any particular journey, by demonstrating that the alternative is, or can be, much better than driving a car. If people believe this to be the case, they will choose an alternative.

The very clear message from the consultation is that **there is a genuine appetite for change towards mode shift**, strongly supported by improving overall safety and resilience of the transport system. This support encompassed:

- Reducing the number of car journeys;
- Priorities for change;
- Public Transport;
- Active travel; and
- Safety.

Reducing the number of car journeys

Survey respondents were asked:

Do you support a goal to reduce the number of car journeys in Taranaki by 25% by 2033 to help make roads safer and reduce greenhouse gas emissions?

Of the 440 respondents, 76% were strongly or generally supportive of the proposed goal.

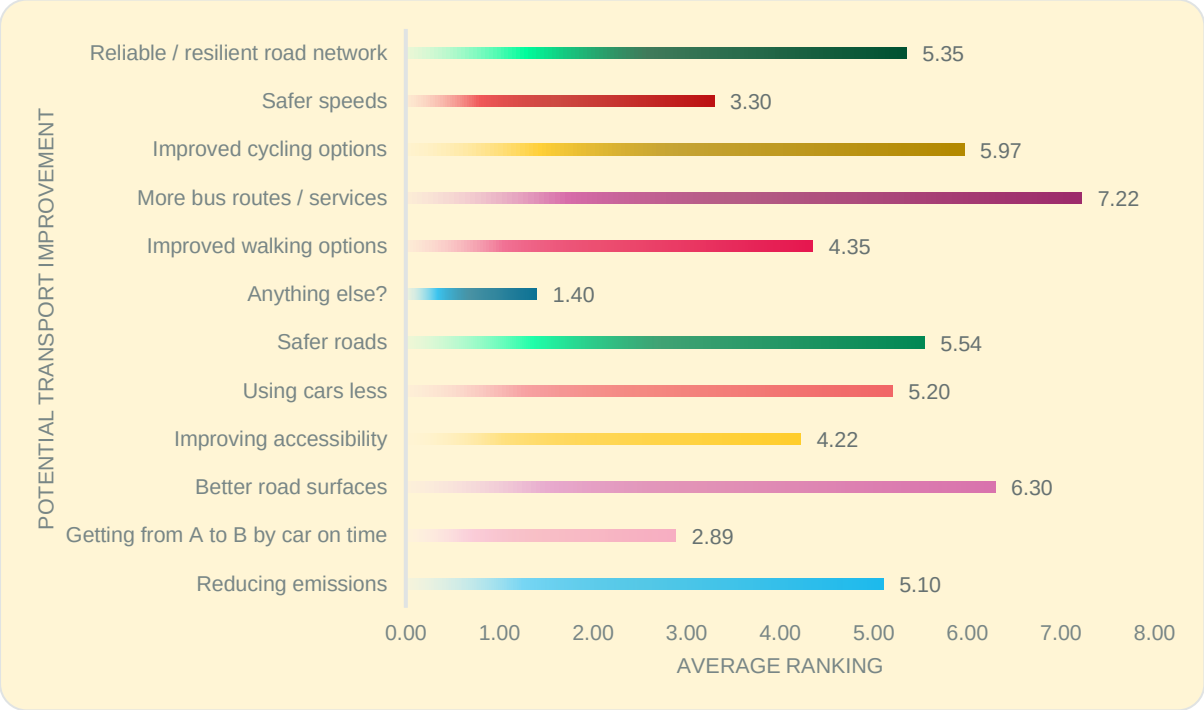
Survey respondents were also asked whether they thought that the goal was not ambitious enough, about right or too ambitious. Most online survey respondents (53%) thought it was *"about right"*; but a significant minority (21%) stated it was *"not ambitious enough"*.

Priorities for change

Survey respondents (online and hard copy) were asked to rank their top ten specified transport improvements in order of importance.

Figure 30 shows online survey results, based on the average of all individual rankings.

Figure 30: Ranking of ten transport improvements



By almost one whole ranking point, provision of more bus routes / services was the highest ranked improvement. In contrast, getting from A to B by car on time was ranked the lowest of the specific improvements (less than 4 out of 10).

Not surprisingly, better road surfaces and a reliable / resilient road network (improvements that benefit all transport system users) also rank highly. It is very encouraging to see that improved cycling options are the third highest ranked improvement, closely followed by safer roads.

Public transport

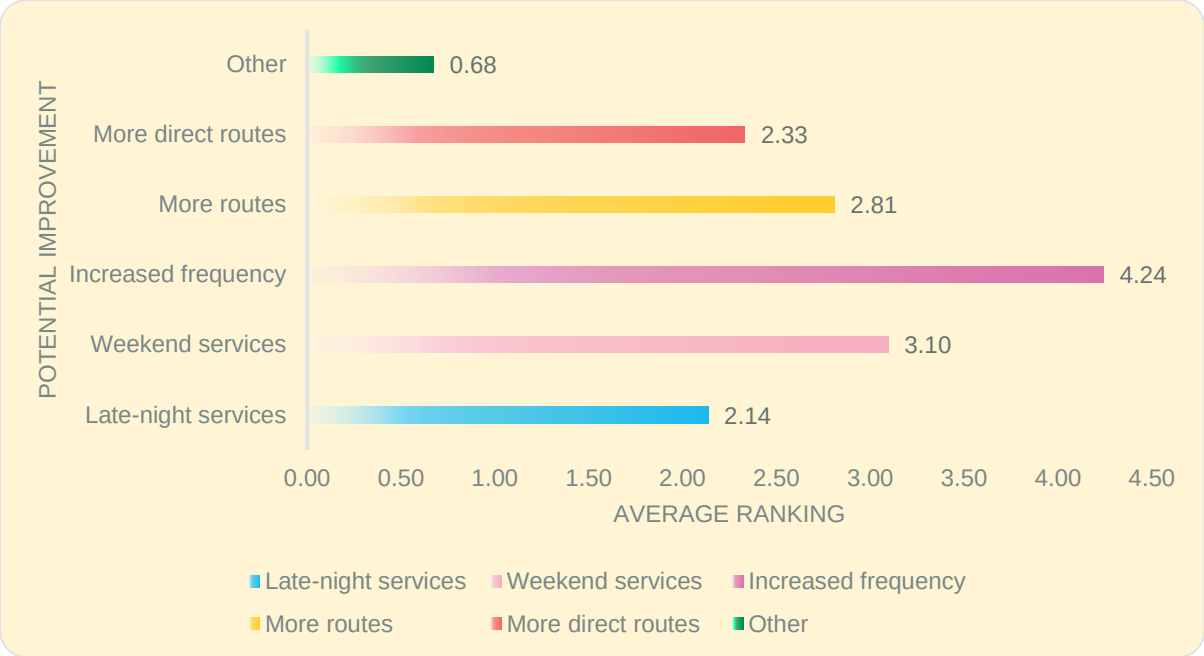
Survey respondents were asked:

"Please rank the following potential service improvements you would like to see for bus services".

By far the most important service improvement is increasing service frequency, which reflects the fact that people want greater choice and much lower waiting times between buses.

The high ranking of weekend services (which only exist at a very low level in New Plymouth) reflect the greater importance of public transport for leisure travel, and for the growing number of people who work on Saturdays / Sundays.

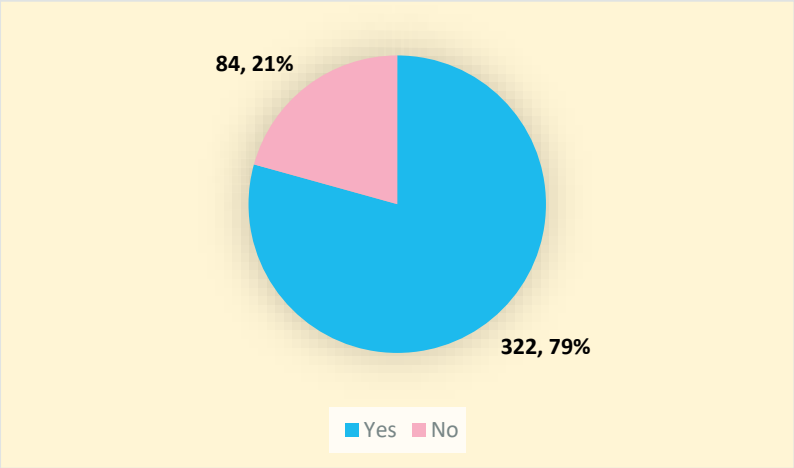
Figure 31: Ranking of public transport improvements



A follow up question asked:

"If we made these service improvements would you be more likely to start getting the bus?"

Figure 32: Likelihood of using the bus

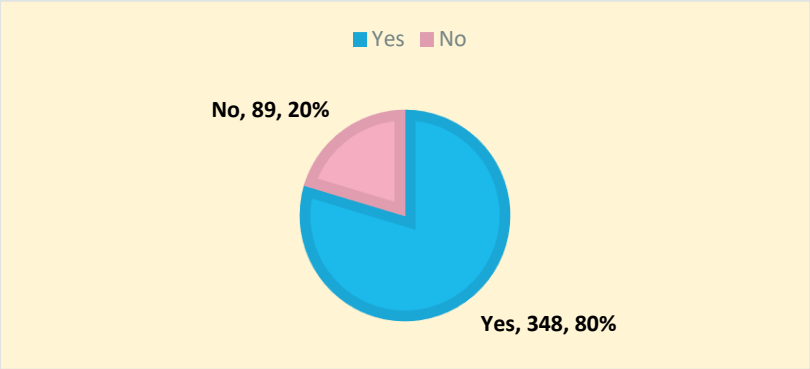


It is very encouraging to see that nearly 80% of people reply in the affirmative.

Active travel

Around 80% of online survey respondents would like to walk, cycle or travel actively more in their daily lives:

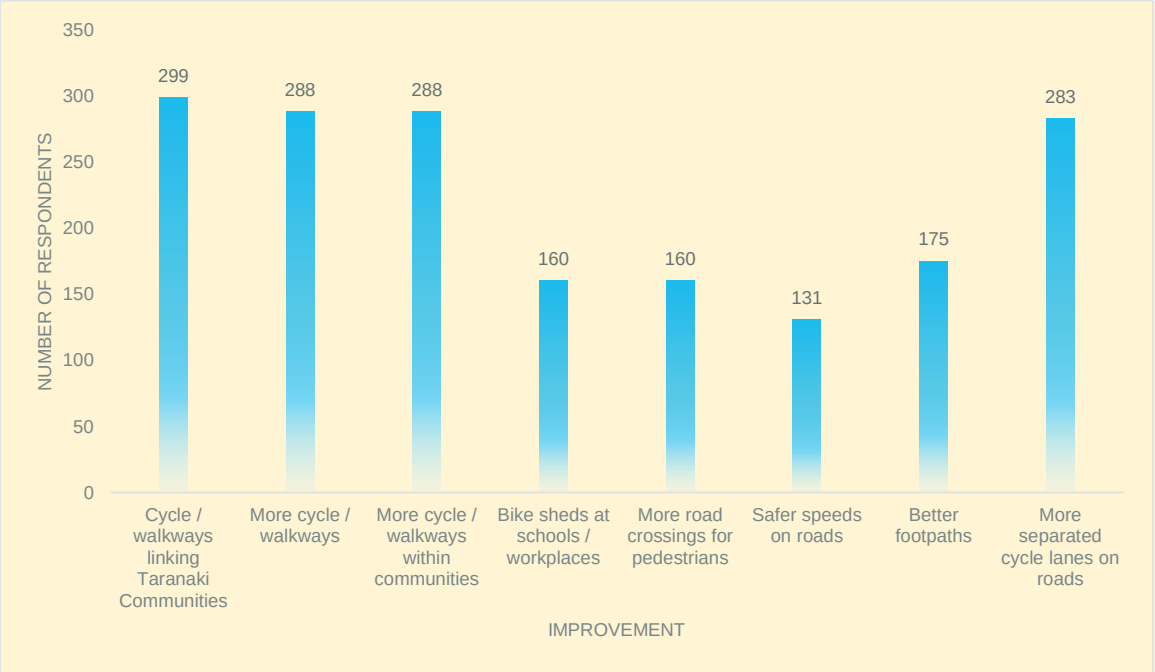
Figure 33: Desire for active travel



Respondents were then asked:

"What should the priorities be to improve active travel opportunities?"

Figure 34: Priorities for active travel improvements



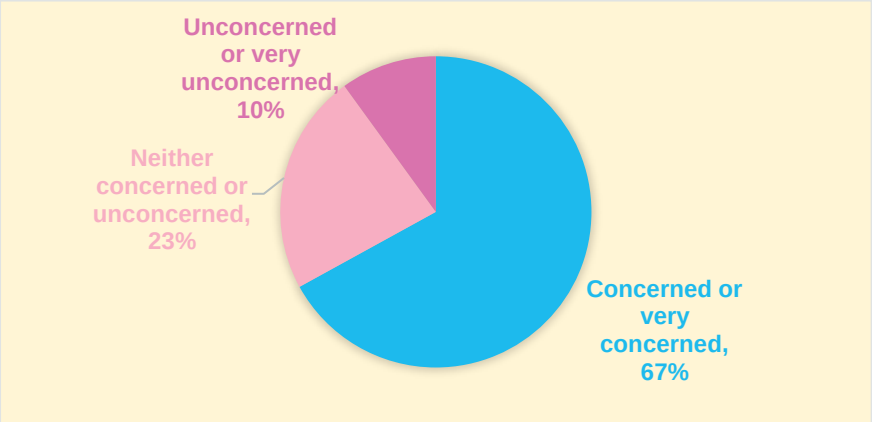
The top four improvments are all related (in various ways) to the provision of more routes through infrastructure improvements.

Safety

Survey respondents were asked:

"How concerned are you about safety on Taranaki's local roads (not including state highways)?"

Figure 35: Concern around road safety in Taranaki

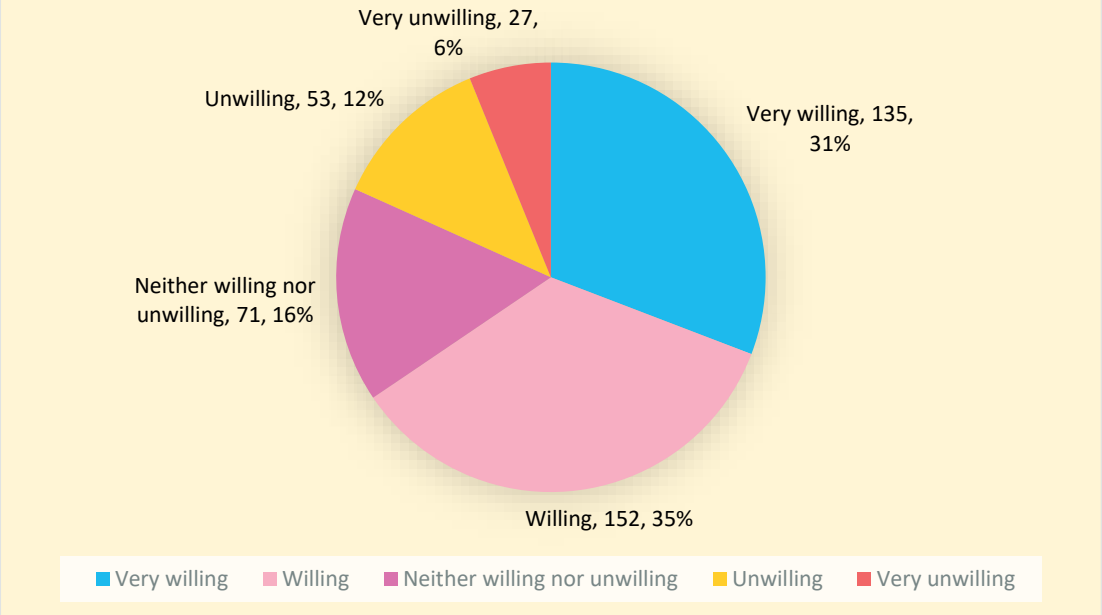


Two thirds of people express concern at road safety in the region, which is not a surprise given the relatively high level of risk of crashes.

Respondents were also asked:

"How willing would you be to accept slightly longer car journey times if this helped to make local roads safer for all people?"

Figure 36: Trade-offs between car journey times and safety



A total of 66% of online survey respondents indicated they were either very willing or willing to accept longer journey times for safety improvements.

Appendix 4: Supporting strategy objectives, targets and actions

New Plymouth City Centre Strategy

Table 7 sets out the New Plymouth City Centre strategy objectives and targets for transport, which delivery of Better Travel Choices strategic interventions will support:

Table 18: New Plymouth Accessible City Centre Strategy objectives and targets

Objective	Targets
A city that encourages and supports people to use sustainable transport.	• More people using other (non-private motor car) modes of transport to work in the city centre by 2030. • Increase bus patronage from 2021 levels.
Network of paths and walkways that prioritise people and their movement.	• More residents walking to work. • Audit all significant NPDC public realm projects in the city centre against universal design principles and NPDC's Accessibility Strategy. • Increase pedestrian counts at a faster rate than employment growth.
A range of private vehicle parking options.	• An integrated transport plan that responds to future private vehicle use trends. • Mobility car parking spaces maintained in suitable locations. • Public car parking provision maintained at the current 80% occupancy levels i.e. at least 3,000 spaces until 2032.

Stratford District Council *Connecting Our Communities* Strategy

Table 19: Stratford District Connecting Our Communities Strategy

Investment objective	Actions
Each year an increasing proportion of Stratford's residents see alternative transport as safe, fun, and enjoyable recreational activities	**Action 1.1** – Encourage people to use alternative transport for daily trips, tourism, recreation, health, and the environment. **Action 1.2** – Actively promote alternative transport as a desirable and mainstream mode of transport. **Action 1.3** – Lead the community by example through the Council actively supporting alternative transport in its day-to-day operation. **Action 1.4** – Encourage and support community projects and events that increase alternative transport in daily activities. **Action 1.5** – Support safety, education and training programmes for walkers, cyclists, and motorists. **Action 1.6** – Ensure that the District Plan and other relevant documents are consistent with this strategy. **Action 1.7** – Ensure that our policies and plans are compatible with strategies of neighbouring districts.
Alternative transport modes are, over time, becoming a more viable transport choice	**Action 2.1** – Ensure new roads and footpaths, where practical, are compatible with the needs of all vulnerable road users of all ages and abilities. **Action 2.2** – Make existing roads and footpaths, where practical, compatible with the needs of all vulnerable road users of all ages and abilities.

Investment objective	Actions
	Action 2.3 – Ensure that Council's safety management system for roads, such as traffic calming and local area traffic management plans, include the safety of vulnerable road users. **Action 2.4** – Ensure that new subdivisions provide convenient and attractive linkages for vulnerable road users through and between subdivisions. **Action 2.5** – Provide vulnerable road users with good links within Stratford's towns. **Action 2.6** – Monitor evolving best practice and adopt best practice guidelines and standards for design, construction, and maintenance of transport facilities. **Action 2.7** – Ensure that all relevant strategies, policies, plans and practices include and support walking and cycling and publish, promote, implement, monitor and maintain this strategy.
More tourists are choosing to walk, cycle and engage in outdoor activities in Stratford each year.	**Action 3.1** – Promote and encourage tourism opportunities that include walking and cycling. **Action 3.2** – Develop facilities and links for walking and cycling, both on and off road that help integrate the walking and cycling networks. **Action 3.3** – Expand and enhance and promote existing walking and cycling networks and facilities, and new facilities as they are developed. **Action 3.4** – Provide direction signs and information for walking and cycling route options within the towns and for the wider cycle trail network.

Table 20: New Plymouth Parking Strategy principles and goals

Principle	Goals
1. Vibrant: designing parking so that it is attractive, sufficient and conveniently located in areas that people want to visit and spend time in	**1.1:** Ensure that parking is planned and provided in a way that contributes to an attractive and functional environment
	1.2: Ensure parking policies support and encourage business areas to be prosperous and vibrant, particularly in the New Plymouth central area
2. Efficient: parking should not be unoccupied for long periods of time, nor should it be so busy that people struggle to find a place to park their motor vehicle	**2.1:** Optimise the use of available parking to meet current and future demand for customer and business needs
	2.2: Provide parking that matches the needs of users
3. Equitable: ensuring that all transport options, not just motor vehicles, are catered for in the provision of parking, and that all users have fair access to parking regardless of whether they are shoppers, visitors, or commuters	**3.1:** Provide parking that promotes the use of multiple transport options
	3.2: Ensure a flexible parking approach that responds to user requirements
4. Understood: providing the community with good quality information about parking that is current and easy to find so that they can make informed decisions about where to park	**4.1:** Ensure users can easily find up to date information so they can make informed decisions about parking
	4.2: Ensure parking machines are conveniently located and user friendly with multiple payment options
5. Safety: Parking to be designed with safety in mind and includes the interaction between motor vehicles, pedestrians and cyclists	**5.1:** Ensure parking spaces are designed to provide acceptable levels of safety

Possible Community Transport framework for Taranaki

This framework could include:

- Setting out levels of service that customers can expect from the policy;
- Undertaking local area accessibility audits and community engagement to understand current challenges, and potential demand;
- Identifying areas and journey purpose markets which are not being served;
- Proposing the introduction of community transport services provided by charitable trusts;
- Working with existing community transport operators to highlight and remove barriers to more effective operations;
- Setting up a community transport forum to exchange ideas, resources, and best practice;
- Considering a dedicated fund for financial support for community transport capital investment and operations;
- Appointing a community transport liaison officer to provide advice, support, and capacity building for operators; and
- Monitoring and evaluating service demand and improvement of travel choice options over time.

Mobility hubs

Figure 37 sets out the key features of mobility hubs.

Figure 37: Key features of multi-modal mobility hubs

Source: England's Economic Heartland, Mobility Hubs Business Case Guidance

Mobility hubs are highly visible, safe, and accessible spaces where public, shared, and active travel modes are co-located alongside improvements to the public realm, along with community facilities – such as libraries and I-sites - where relevant. The redesign and reallocation of space away from the private car enhances the experience for travellers and creates a more pleasant environment for everyone.

Mobility Hubs provide an extensive menu of potential facilities to be co-located, and have the potential to regenerate local town centres and well as cement status of the more successful ones. The first major strategic intervention is to get the location right, so that the hub is visible, provides safe / convenient access and is highly visible.

Table 21: Potential actions and investigations of multi-modal transport hubs

Location	Key Issues	Proposed Action or Investigation
Ariki Street, New Plymouth	Current passenger facilities are very basic, with shelters having insufficient capacity at certain times of the day.	Relatively modest investment in larger high-quality shelters with their own integral lighting.
	Ariki Street has great potential to become an attractive multi-modal hub	Installation of branded bus stop flags and information totems will not only provide excellent information but will also make a high visibility statement of the hub's existence in the heart of the city.
	There are safety issues with cars traversing the road in both directions, at the same locations where bus passengers are crossing.	Closure of Ariki Street to cars - between the Centre City car park entrance and Egmont Street - would significantly improve passenger and general pedestrian safety, as the current arrangement is not well-designed and encourages poor driver behaviour.
	Lack of obvious and easy to use cycle parking.	The bike hub could be opened up and integrated with the bus centre, as a means of re-introducing a human presence in that facility. The potential to move the Egmont Street stop into Ariki Street should be examined, and closing the road to cars should allow re-configuration of the bays.
Waitara	Waitara will receive higher frequency services on current route 20, which will be extended through New Plymouth city centre to the Base Hospital. Well-located bus stop, but very basic facilities.	Main requirement is for a higher capacity and quality facility with modern weather-proof shelters, information points, and picking up on both sides of the road.
	There is no secure cycle parking adjacent to the bus stop, except for a small metal hoop on the corner of McLean Street.	Introduction of secure high quality cycle parking is also necessary, so that people can leave their bike and catch the bus to New Plymouth. There is the potential to provide electric bicycle and scooter docking stations so that people can complete their journey.
Bell Block	In Bell Block, the bus network review proposes a new routing along Nugent Street which makes the existing poorly located bus stops on Bell Block Court redundant.	New weather-proof shelters, linked by a safe and direct zebra crossing point, should be located as close to the local shopping area as possible.

Location	Key Issues	Proposed Action or Investigation
Inglewood	The current bus stops for the Connector and Inter City services on Moa Street are located well away from the main shopping area, the New World supermarket, and key facilities such as the library and post office.	Investigate location of a new active and public transport hub on State Highway 3 Matai Street, to make town centre access much more convenient without the need for a car, and is a 10-minute walk Windsor walkway. A site adjacent to the exiting public toilets, post office, and currently disused train station, will create the potential for a truly multi-modal service hub if passenger services are eventually restored.
Stratford	The existing bus stops in Stratford are located on Miranda Street, one block back from the main shopping and commercial street on State Highway 3. Although well-located for the library, the stops are not as close to the shops as car parking, and the back-street location gives the impression that public transport users are second class citizens.	Investigate a mobility hub being developed directly on State Highway 3 in the centre of Stratford, adjacent to the library and central clock tower. Buses will be able to serve passengers on both sides of the road without needing a detour to Miranda Street. Secure cycle parking should be provided, to enable people to bike to the hub from residential areas of the town.
Eltham	As in Stratford, the central area bus stops are located in back streets away from the main shopping area on State Highway 3. This results in sub-optimal access – especially for disabled and elderly people who have further to walk.	Investigate re-locating the bus stops to State Highway 3 in the centre of Eltham, including new weatherproof shelters.
Pātea	Although a bus stop is identified on Google Maps (on the corner of SH3 Egmont Street and Oxford Street) it does not appear to exist on the ground.	There is the potential to locate a combined bus and community hub close to the library and museum, with a second pair of stops adjacent to the shopping area and toilets. Both locations would benefit from secure cycle parking and electronic charging equipment.
Waverley	Bus stops already exist on both sides of the main road (SH3) but are located about 100 metres from each other. There are no shelters or timetable information.	Investigate both bus stops being re-located adjacent to the library and Four Square supermarket, where there is already a crossing point. Shelters, cycle parking and charging should be provided.
Ōpunake	A single bus stop is located in Napier Street, just off the main SH45 Surf Highway. There is no bus shelter or timetable, only a sign mounted on a rusty pole.	Bus stops and cycle parking / charging on both sides of SH45 Surf Highway should be located adjacent to the shopping area, tourist information and library. There is a zebra crossing that can be used to cross the road at this point.

Appendix 5: Summary overview of guiding framework

The following is a synthesis of key guiding framework aspects of Sections 3-6 for ease of reference.

Barriers to change (issues and challenges to address)	Barrier 1: Concerns about safety result in people not using active travel modes as much as they would like to.	
	Barrier 2: Existing networks are not connected or integrated, reflecting a built environment that is predominantly car-based, resulting in low mode share for active modes.	
	Barrier 3: Scale of access and mobility need is not reflected within the built environment, which is designed around the needs of motor vehicles.	
	Barrier 4: The public transport system in Taranaki provides a basic service for people who have no choice, but is not an attractive mode for people who have access to a car.	
Vision statements	**Overall vision:** ***Increasing wellbeing and environmental sustainability of Taranaki communities by enabling people to safely and conveniently travel by public transport and active travel.***	
	VS1. Every member of society, irrespective of their personal circumstances and level of mobility, will be able to safely travel to meet their needs and wants.	
	VS2. Our local streets will be spaces and places that are safe, shaded, and sustainable hubs of social and community activity; where people from all walks of life and cultures can connect to share experiences face to face.	
	VS3. Low-traffic school streets will enable our children to experience arrival and departure in an environment that welcomes their participation in both education and play.	
	VS4. An accessible, integrated and customer-focussed public transport system that enhances our wellbeing and environment, and becomes the preferred mode of transport within and between urban areas.	
	VS5. A regional active and shared travel network, bound together by integrated multi-modal and service hubs, will enable local people and visitors to travel across the region confidently and sustainably for work, education, shopping, and leisure.	
Area	**Strategic objectives**	**Outcomes sought**
Public transport	PT1 – Improve public transport accessibility and equity	Provide safe and accessible public transport services and infrastructure that supports an efficient and connected transport network, and multi-modal travel.
	PT2 – Improve customer experience of the public transport system	Provide high quality information and branding that enables passengers to easily understand and navigate services
	PT3 – Improve environmental and economic performance	Contribute to reductions in carbon emissions from transport, improved air quality and reduced traffic congestion through mode shift public transport and decarbonising the bus fleet.
	PT4 – Deliver affordable and value for money services	Provide a fares and ticketing system that is simple, affordable and attracts and retains customers while balancing user contribution with public funding.
	PT5 – Manage service improvements optimally	Undertake an approach to planning, procurement and monitoring of services that supports the efficient and effective delivery of services while providing good value for money.
Active travel	AT1 – Improve personal safety	Reduce the scale of crash trauma for vulnerable road users.
	AT2 – Deliver high quality networks	Provide high quality networks that enable safe walking, wheeling and cycling within existing areas and as part of new developments.
	AT3 – Improve physical and mental health	Increase levels of active travel, both for utility journeys (i.e. work and school) and also leisure (in particular to reserves, beaches, wilderness areas, and Taranaki Maunga).

	AT4 – Support economic development through tourism	Support regional economic development through creation of a wide range of new leisure and tourism opportunities for active travel, both in terms of support to walking / cycling companies and access to cafes, shops and local businesses.
Mode shift	MS1 – Increase use of active, public and shared transport	Provide frequent, reliable, and punctual urban and inter-urban public transport networks that attract new customers and retain existing ones.
	MS2 – Reduce Greenhouse Gas emissions	Contribute to reductions in carbon emissions from car-based private transport through mode shift and increased levels of walking, wheeling and cycling regionwide.
	MS3 – Improve local air quality	Contribute to reductions in local air pollutants from car-based private transport through mode shift and increased levels of walking, wheeling and cycling regionwide.
	MS4 – Reduce car traffic and congestion	Contribute to reductions in traffic demand and congestion resulting from car-based private transport through mode shift and increased levels of walking, wheeling and cycling regionwide.
Strategic interventions		
Shaping urban form	1a – Designing for public transport and active travel	***What is the intervention?*** Prioritisation of street space for active modes and public transport, before cars. ***What is currently being done?*** Transport Choices and active travel projects in New Plymouth and Stratford. ***What more can be done?*** Roll out of active travel projects to more locations across the region, based on city and town centre master plans.
	1b – Location and design of new development areas	***What is the intervention?*** Putting development in locations where it can be served by public transport and active travel, and ensuring the street design supports this. ***What is currently being done?*** Development areas identified by the New Plymouth District Plan, and structure planning being undertaken in Bell Block. ***What more can be done?*** Progression of location and design policies / practices through forthcoming Regional Spatial Strategies and Natural and Built Environment (NBE) Plans.
	1c – Low traffic neighbourhoods	***What is the intervention?*** Removing rat-running through traffic from local neighbourhoods, by use of traffic calming and selective road closures. ***What is currently being done?*** Streets for People projects across Aotearoa New Zealand. ***What more can be done?*** Work with communities to identify potential projects which address clear needs, and introduce pilots to test impact.
Providing alternatives to private car travel	2a – Regional active and public transport network	***What is the intervention?*** Development of an integrated active and public transport network, connecting key destinations across the region, including town / city centres, hospitals, leisure / tourist destinations. ***What is currently being done?*** Territorial Authorities and organisations such as the Open Access Commission are planning and promoting both local and longer distance

		active travel routes. Taranaki Regional Council is proposing to improve frequency and coverage of public transport. ***What more can be done?*** Various project proposals can be consolidated and expanded into a regional network, based on a series of connections between multi-modal hubs and significant destinations.
	2b – Improved public transport and shared services	***What is the intervention?*** Bus and community transport services which run more frequently, and for more hours of the day / week, both in New Plymouth and across the region. ***What is currently being done?*** Network review in New Plymouth, and of Connector, has identified improvements. ***What more can be done?*** Draft Regional Public Transport Plan proposes doubling frequency on New Plymouth Citylink and Regional Connector; expanding evening, weekend, and Sunday services, and introducing new or amended routes to increase number of origins / destinations served.
	2c – Improved public transport infrastructure	***What is the intervention?*** Bus stop accessibility for passengers (in particular disabled people), multi-modal hubs, and priority measures to enable more reliable journeys (including bus lanes and priority at traffic signals). ***What is currently being done?*** Bus stop infrastructure is being provided and maintained by the Territorial Authorities. ***What more can be done?*** Audits of bus stops and hubs, and bringing forward proposals to increase multi-modal accessibility improvements, with particular focus on active travel. Bus priority will be investigated and identified to address impacts of traffic congestion on bus service reliability.
Travel demand management	3a – Travel planning	***What is the intervention?*** Working with schools and workplaces to identify practical measures to reduce car travel for commuting. ***What is currently being done?*** Let's Go is a long-standing programme in New Plymouth which undertakes an extensive range of travel planning activity. ***What more can be done?*** Extending travel planning work throughout the region, and undertaking more detailed engagement within communities.
	3b – Information, marketing and publicity	***What is the intervention?*** Provision of information on active travel and public transport options, and setting out the potential benefits for both individuals and society as a whole. ***What is currently being done?*** Territorial Authorities and organisations such as the Taranaki Trails Trust provide web-based information on active travel. Taranaki Regional Council provides both paper-based and online public transport information, including timetables. ***What more can be done?*** Development of consolidated information, marketing and publicity at a regional level, including a one-stop shop web site.

Targets **Headline target:** ***Reduce the number of car journeys in Taranaki by 25% by 2035***		
	Proposed target	**Key Performance Indicator to monitor**
Public transport	*Total short-term passenger numbers on regional services (up to mid-2025)*	Increase total passenger numbers by 10% over 2023/24 baseline
	Total long-term passenger numbers on regional services	Increase total passenger numbers between 200% and 300% by 2035, compared to the 2023/24 baseline
	Public transport mode share for journeys to work	Increase public transport mode share to 10% by 2035, compared to the 2018 baseline
	Public transport mode share for journeys to school	Increase public transport mode share to 30% by 2035, compared to the 2018 baseline
	Punctuality of bus services	99% of services arrive at timing points between 1 minute early and 4 minutes 59 seconds late
	Reliability of bus services	99% of services run as scheduled as per the operating contract
	Accessibility of urban bus services	90% of residents in New Plymouth, Bell Block and Waitara living within 400 metres of a bus service at a minimum hourly frequency by 2026
	Accessibility of regional and rural bus / community transport services	90% of residents outside of New Plymouth with access to a weekday bus or community transport service to their nearest township
	Accessibility for disabled people	100% of bus stops accessible for people with disabilities, including wheelchairs and mobility scooters, by 2028
	Bus passenger satisfaction	90% of surveyed customers and community stakeholders are satisfied with the public transport service and total mobility scheme
	Greenhouse Gas emissions from public transport	At least 70% reduction in greenhouse gas emissions per kilometre travelled for public transport bus services by 2035
	Farebox recovery	Increase farebox recovery to a minimum 40% of operating costs by 2028
Active travel specific	*No vulnerable road user is killed or seriously injured across the region by 2035*	• KPIs need to align to those of the District Councils, and may include the following: • Zero deaths or serious injuries involving cyclists or pedestrians • 100% of key commuter cycle routes (including routes to schools) have dedicated cycle facilities (cycle lanes, shared path or separate path) • 5% increase in cycle and pedestrian counts on the previous year at key locations • 100% of streets in urban areas have a footpath on one side, and 80% on both sides on key routes
	All built assets regionwide (streets, centres, open spaces and buildings) are made accessible for people of all mobilities based on Universal Design Principles.	
	Double the number of people walking, wheeling or cycling to get to school or work by 2035	

Appendix 6: Active mode networks in development by Territorial Authorities and others

South Taranaki District Council

MENU

Te Kaunihera ō Taranaki ki Te Tonga
South Taranaki District Council

CONTACT

← Our Community

- Alerts
- Business and Enterprise Support
- Community Groups and Organisations
- Events
- Funding and Grants
- Hāwera Water Tower
- Mayors Taskforce for Jobs (MTFJ)
- Our District
- Pathways
  - Denby Road Loop Pathway
  - Manaia Walkway Loop
  - Manawapou Viaduct
  - Nowell's Lakes Walkway
  - Ōhawe Beach to Waihi Beach Coastal Walk
  - Ōpunakē Loop Pathway
  - Pātea Riverside Walkway
  - Rotokare Walkways
  - Rotorangi Walkway
- Safe to swim?
- School Holiday Programme
- South Taranaki Community Awards

Home > Our Community

Pathways

Denby Road Loop Pathway

Manaia Walkway Loop

Manawapou Viaduct

Nowell's Lakes Walkway

Ōhawe Beach to Waihi Beach Coastal Walk

Ōpunakē Loop Pathway

Pātea Riverside Walkway

Rotokare Walkways

Rotorangi Walkway

Hāwera Town Centre Strategy

Figure 51: Hawera Town Centre Strategy

Eltham MasterPlan

SOUTH TARANAKI TOWNSHIPS
CONCEPT DESIGN – ELTHAM TOWN CENTRE
ILLUSTRATIVE MASTERPLAN
–

Eltham Township Key_

- Create 'A Heart'
- Wayfinding Signage / Identity
- Upgrade & Enhance Bridger Park
- Gateway Entrance Improvements
- Main Street Greening + Beautification
- Town Centre Wakabout
- Heritage Item - David Symes Office
- Heritage Item - Historic Trust
- Heritage Item - Post Office
- Heritage Item - BNZ
- Heritage Item - Coronation Hotel
- Heritage Item - Wilkinsons Building
- Heritage Item - Eltham Town Hall
- Heritage Item - Municipal Building

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South Taranaki Townships – Eltham Town Centre_ Concept V.1_ August 2019_ LandLAB_ page _9

Manaia Masterplan

SOUTH TARANAKI TOWNSHIPS
CONCEPT DESIGN - MANAIA TOWN CENTRE
KEY MOVES
-

Manaia Township Key_

- Activate the Rotunda
- Rejuvenate pool / hall & create flexible open space
- Wayfinding Signage / Identity
- Green up the main street
- Slow Traffic Speed Zone
- Connect Pool, Hall + Open space to Rotunda to create a 'Civic Cluster'
- Site Plan

NTS

Opunake Masterplan

SOUTH TARANAKI TOWNSHIPS
CONCEPT DESIGN – ŌPUNAKĒ TOWN CENTRE
KEY MOVES
–

Ōpunakē Township Key_

- 'Create A Heart'
- Wayfinding Signage / Identity / Public Art
- Town Centre arrival / gateway improvements
- Main Street Enhancements and Greening
- Safer cycle/walking connections to beach
- State Highway 45 – 50km/h zone
- Establish Town Loop
- Site Plan

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South Taranaki Townships – Ōpūnake Town Centre_ Concept V.1_ August 2019_ LandLAB_ page _11

Patea Masterplan

SOUTH TARANAKI TOWNSHIPS
CONCEPT DESIGN – PĀTEA TOWN CENTRE
PROPOSED WIDER INTERVENTIONS
-

Pātea Township Key_

- 400m walking distance
- Town Loop - Extend Pātea River Historic walkway
- Connections to beach / river / walkway
- Create 'A Heart'
- State Highway 3 Speed Change
- Revitalise Beach + Boating Club Facilities
- Gateway Entrance Improvements
- Wayfinding + Interpretive signs
- Main Street Greening
- Site Plans

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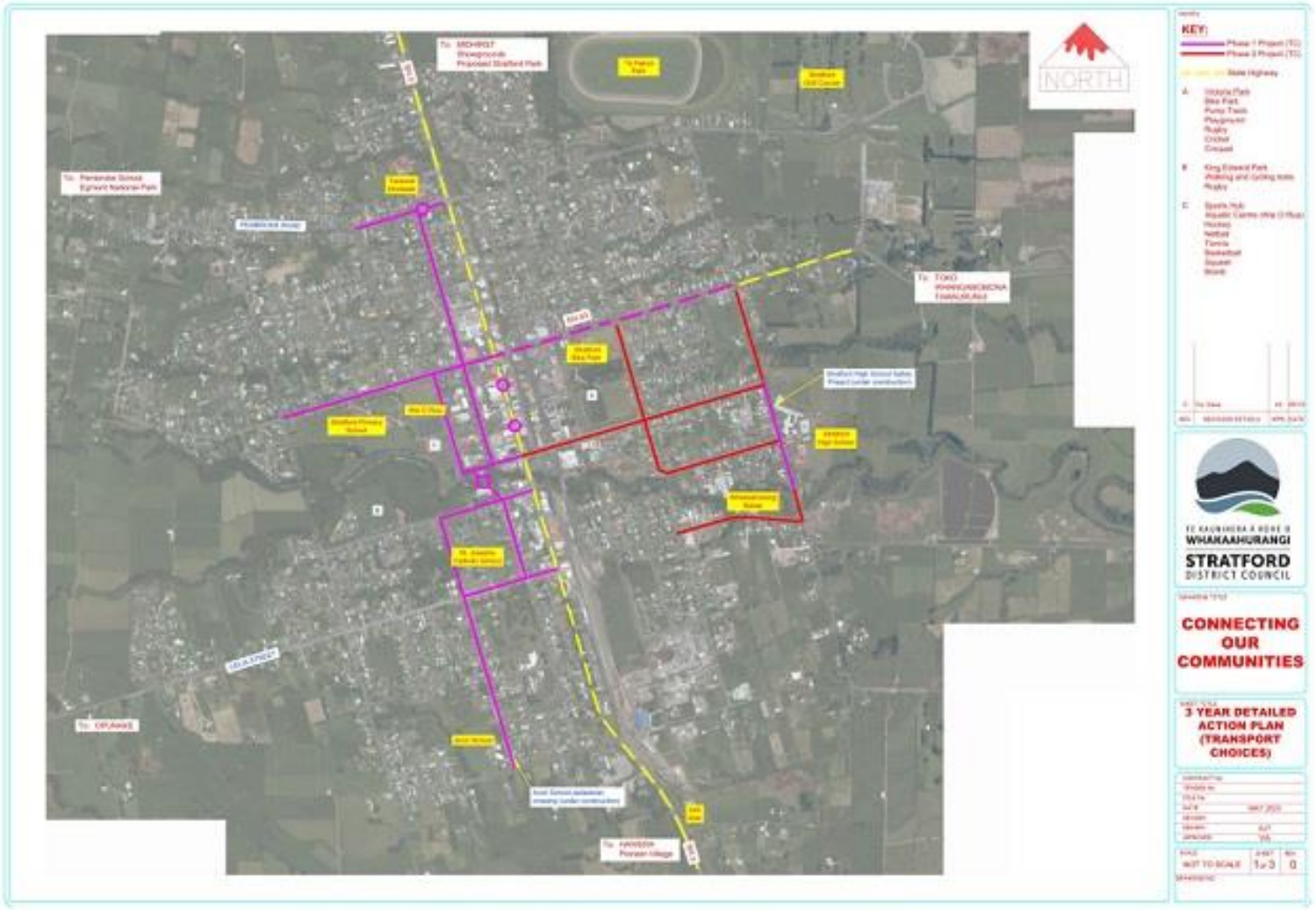
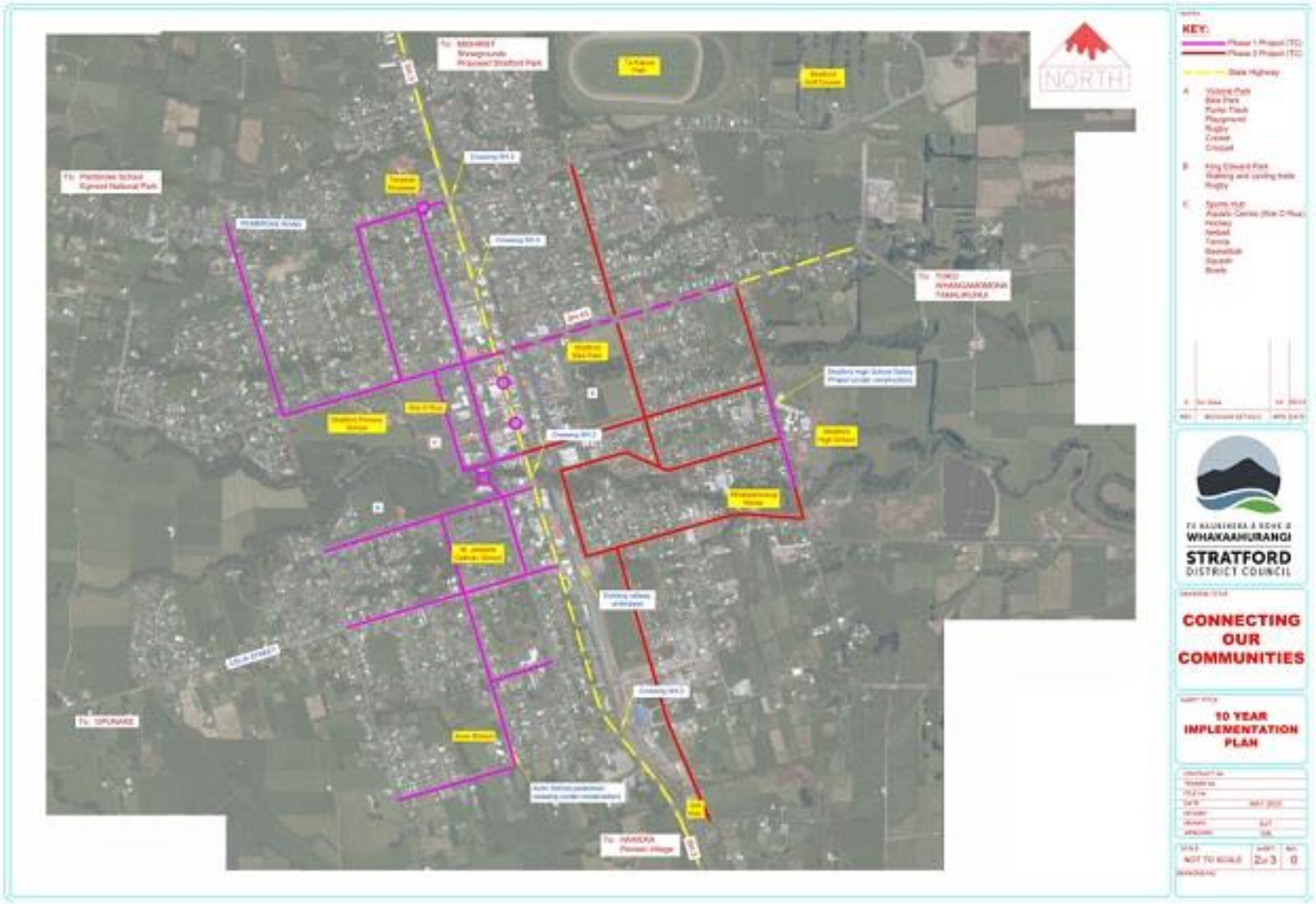
South Taranaki Townships – Pātea Town Centre_ Concept V.1_ August 2019_ LandLAB_ page _9

Waverley Masterplan

SOUTH TARANAKI TOWNSHIPS
CONCEPT DESIGN – WAVERLEY TOWN CENTRE
KEY MOVES
–

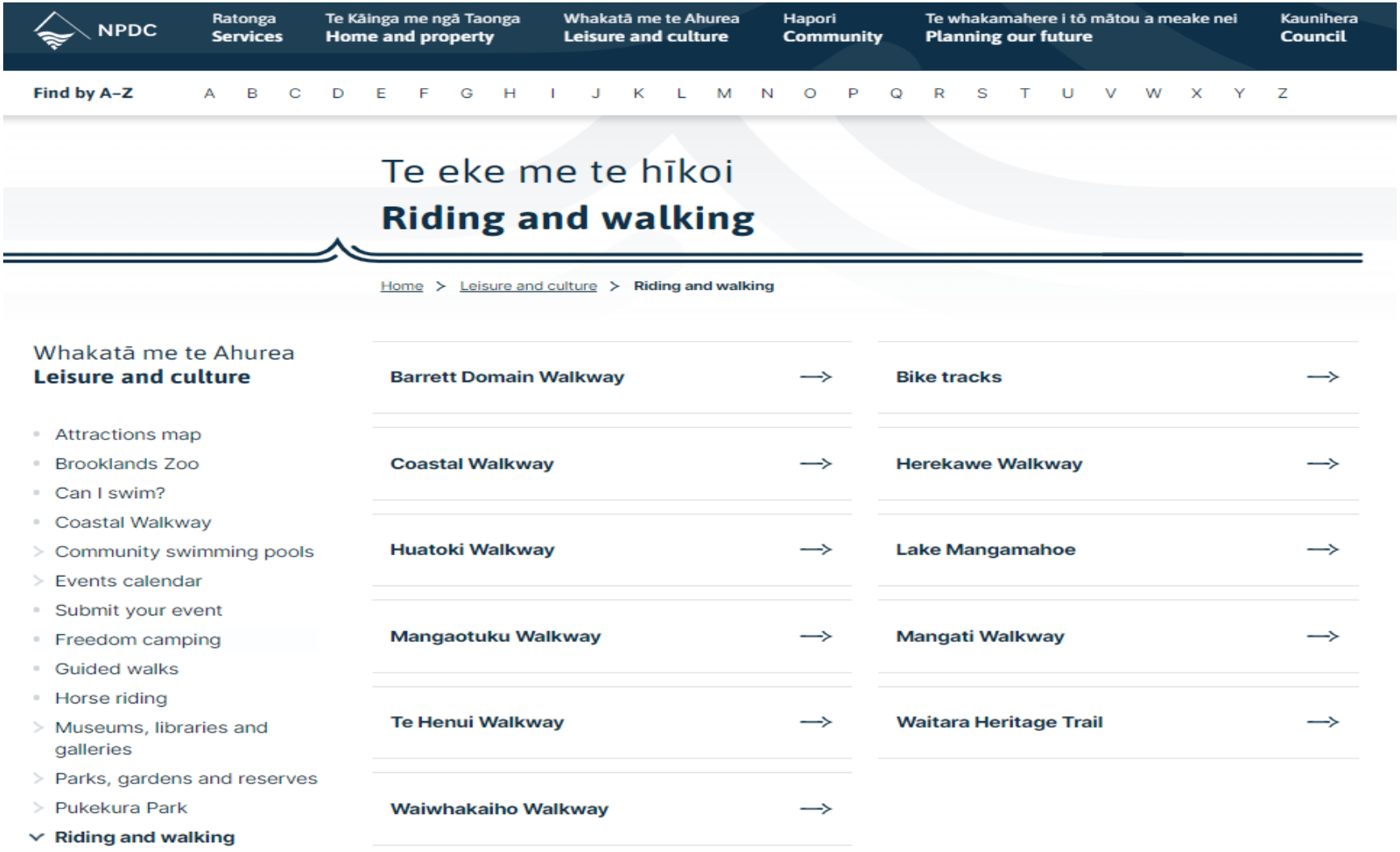
Stratford District Council




NORTH
KEY:
WHAKAAHURANGI
STRATFORD
DISTRICT COUNCIL
CONNECTING OUR COMMUNITIES
10 YEAR IMPLEMENTATION PLAN

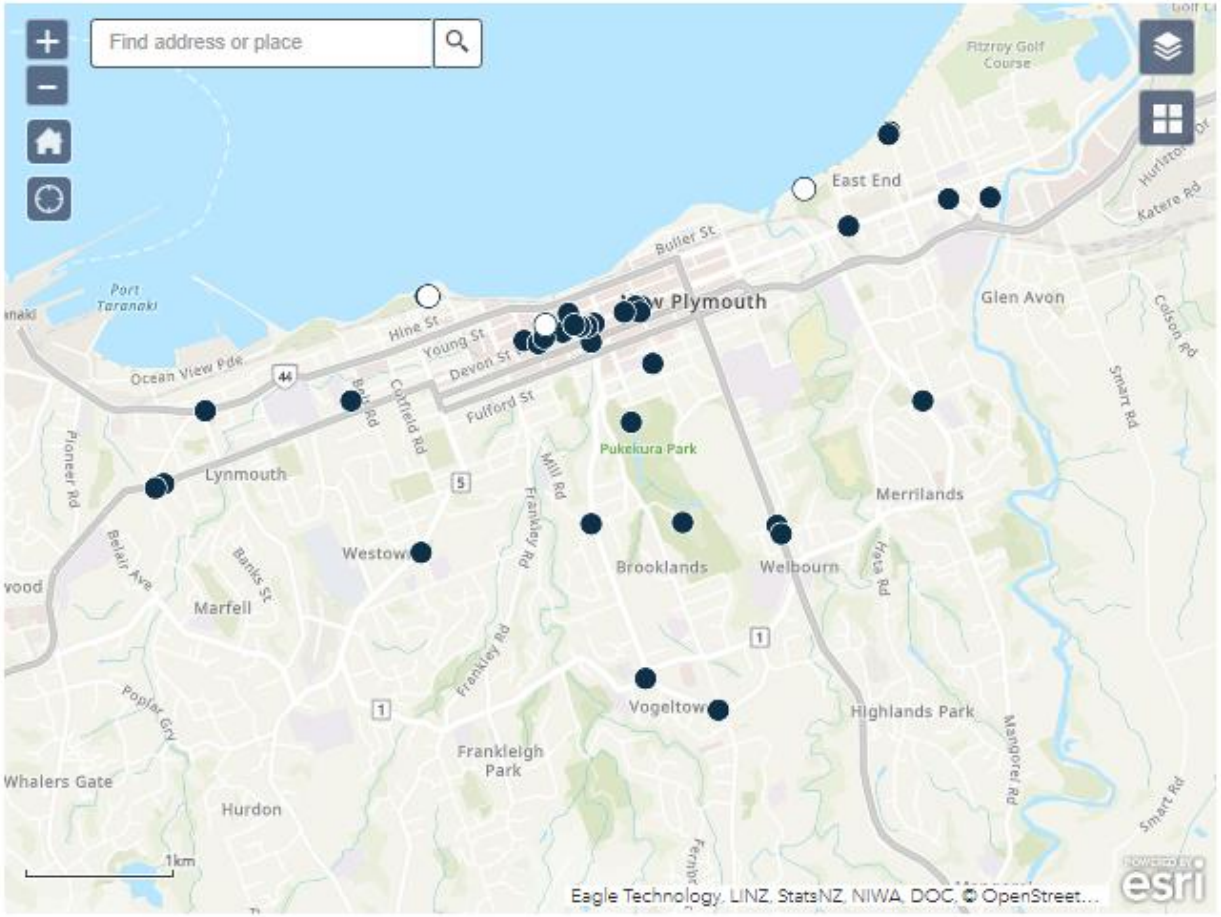
Stratford Discovery Trail
TE ARA O RUAPUTAHANGA KI WHAKAAHURANGI
Discover the hidden treasures of Stratford
Places & Spaces
Glockenspiel
King's Theatre
Library
Malone Gates
Malone Statue
Percy Thomson Gallery
Prospero Place
Thomson Arboretum
TSB Pool Complex
War Memorial Centre
Walkways
Whakaahurangi Marae
Visitor Information Centre – i-SITE
Windsor Park
Victoria Park
Croquet Field
Playground
Basketball Court
Skatepark
Rugby Field
Cricket Field
King Edward Park
Off leash dog walking trails
Rugby
Fishing
Carrington Walkway 1 hour
Three Bridges Trail 20 mins
Three Bridges Trail Extn 10 mins
Clemow Walk 15 mins
Western Loop 1 hour
Eastern Loop 1.5 hours
TET Multisports Complex
Hockey Turf
Tennis Courts
Netball Courts
Other points of interest
Watch this space
Toilets
Police Station
Discovery Trail distance: 6km
Forgotten World Highway
Republic of Whanganamoana – 60KM
Taumarunui – 150KM
Mount Taranaki – 19KM
Pioneer Village – 2KM
Dawson Falls – 23KM
BROADWAY
JULIET ST
ORLANDO ST
MIRANDA ST
PORTIA ST
HAMLET ST
REGAN ST
FENTON ST
CLOTEN RD
CORDELIA ST
LEAR ST
ABIEL ST
CELIA ST
PAGE ST
PERCY AVE

New Plymouth District Council

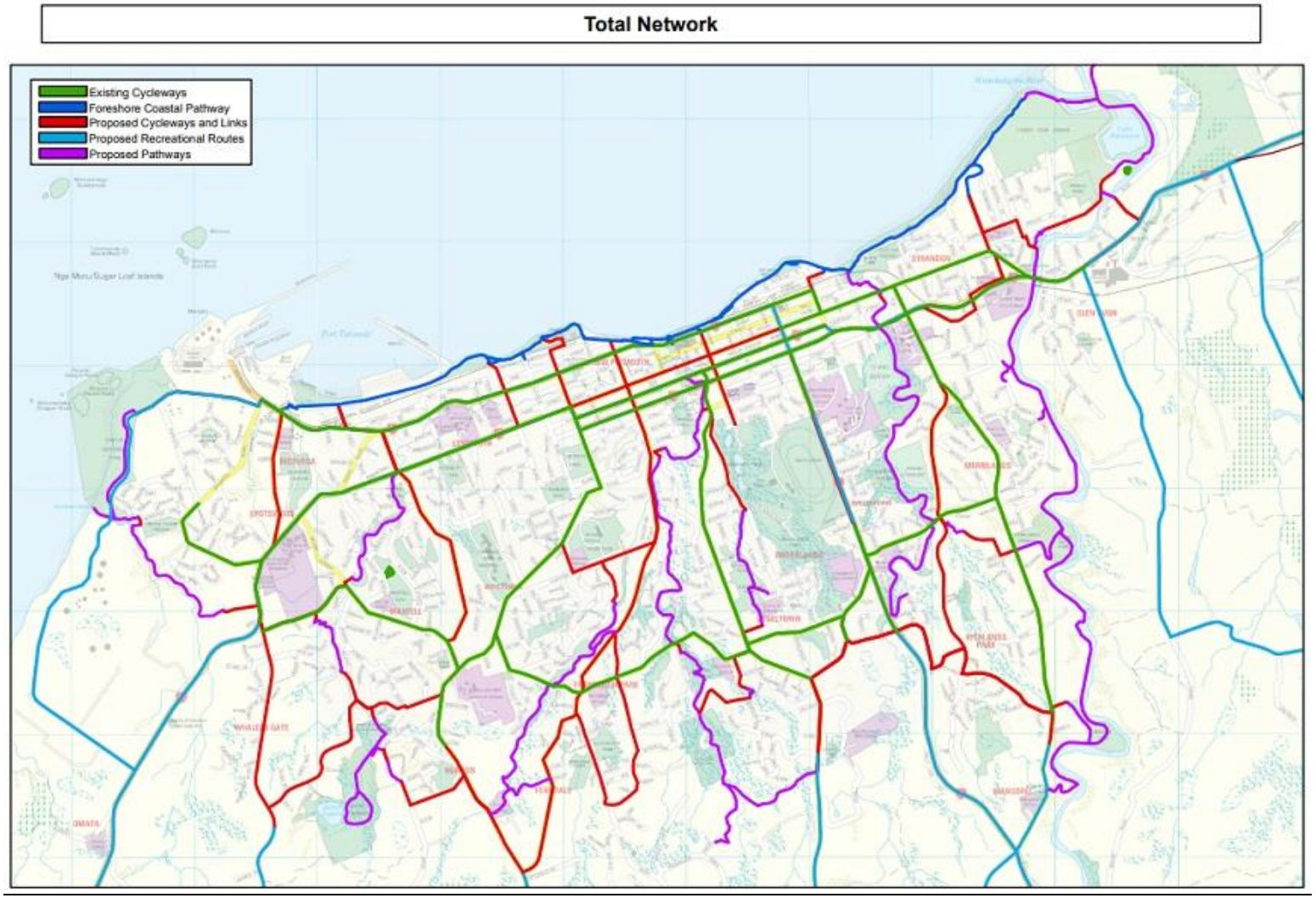
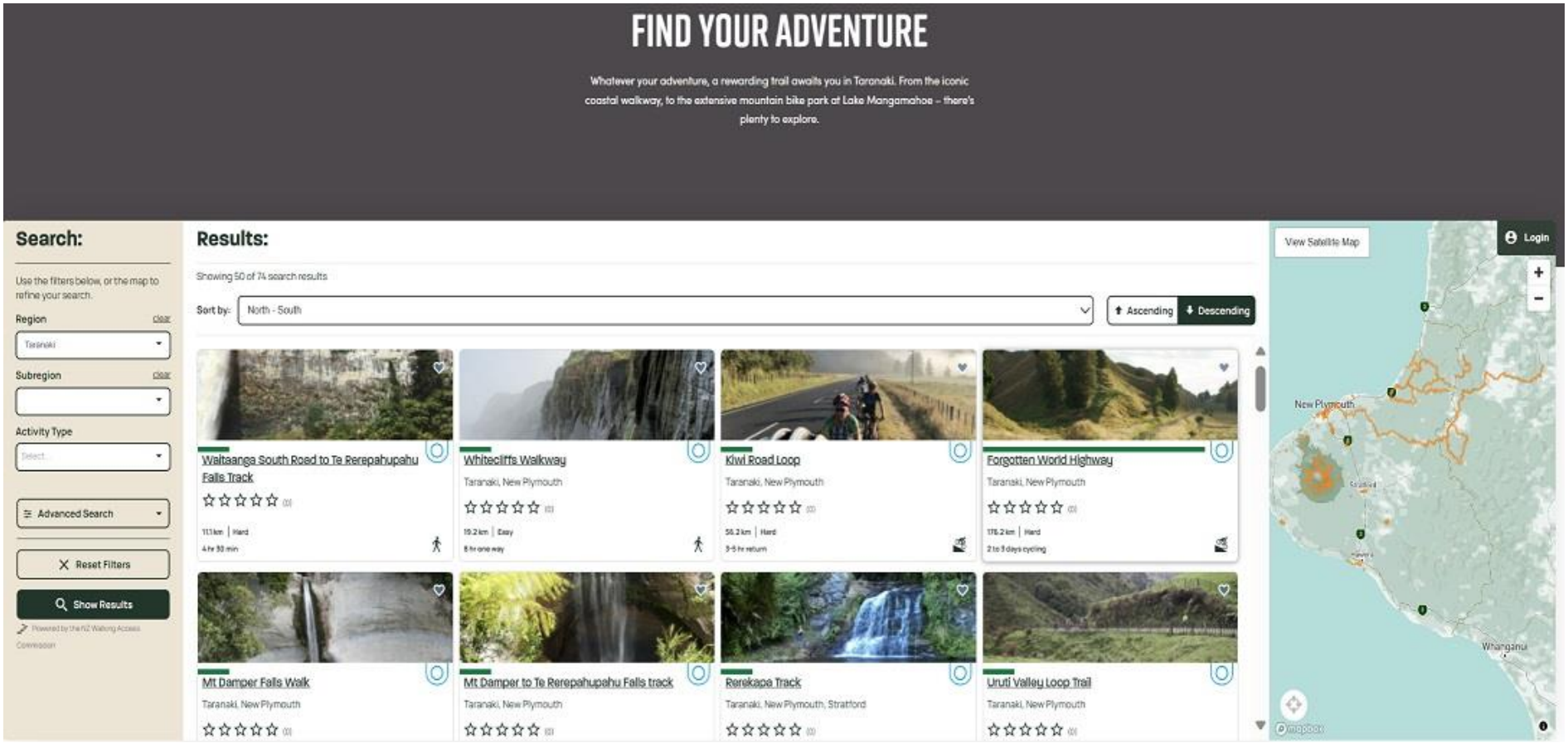


New Plymouth bike rack map

Bike rack map



New Plymouth Cycle Network



Taranaki Trails Trust