

WORKSHOP CAPTURE



LOWER HUTT

**COMMUNITY
CLIMATE CHANGE
RESPONSE**

MINI CO-LAB

REDUCING CAR USE

WEDNESDAY 17TH NOVEMBER

9.00AM -12.30PM

12.00pm

LEAD: Bruce Anderson & Virginia Horrocks, Climate Change Lead Group



CO-LAB MATERIAL

Documents and workshop material are available in this folder link:

<https://drive.google.com/drive/folders/1CmjnXpWveLsFQHjyFcp0ht1ZjjPSN77>



WORKSHOP DIGITAL WHITEBOARDS

Access to all workshop/co-lab Miro boards can be accessed on the follow link **until 30 March 2022**

MIRO BOARD LINK: https://miro.com/app/board/o9J_ljkgGuU=?invite_link_id=787951954537

Reducing our car print

Bruce Anderson
Virginia Horrocks
Climate Change Lead Group

1

Barriers to change

What the community has told us

2

Alternatives:

There are limited alternative transport options such as park and ride and little use of alternative transport options such as car-share and ride-share.

3

Disincentives to change:

Private cars are made more attractive and more convenient than other options by low-cost parking and people's easy access to using them.

4

Behaviour:

The majority of commuters drive vehicles with just one occupant, contributing to congestion and carbon emissions.

5

Car - centric culture

- * We are deluged with advertising, particularly of high emission vehicles
- * Entrenched driving habits
- * A strong sense of 'entitlement' to private car use and parking, leading to people driving short distances and preferring car use over alternative ways of moving around.

6

Invisibility of impact and true cost of cars

People are not aware of the true costs of personal car use in relation to other forms of transport

Cost of public transport is visible – we pay every time we use it

BUT we don't compare it to the real cost of owning a car (purchase, petrol, insurance, maintenance, registrations, parking)

AND we don't see the cost of cars to our health and the environment (pollution including carbon footprints, health damage from emissions, particularly diesel, time lost through overloaded roads)

7

Imagination space – potential levers

Provide:

- Fund/invest
- Sell/charge
- Gift
- Lend/share

Regulate:

- Incentivise/rewards/nudge
- Threaten/punish

Persuade:

- Encourage
- Discourage

Inform:

- Educate
- Model
- Share

Collaborate

8

LEVERS	Local govt	Business	Community NGO	Comm grps
Provide: Fund/Invest	Park and ride			
Provide: Sell/Charge	Congestion charge/high parking charge			
Provide: Gift		Flexible work days		
Provide: Lend/share				Rideshare/carpool
Regulate: Incentivise				
Regulate: Threaten	Carless days?			
Collaborate				
Persuade: Encourage	Civic awards	Work from home/ digital workspaces		
Persuade: Discourage	Reduced car parking spaces			
Inform: Educate			Car use/costs/info /apps	
Inform: Model				
Inform: Share				



CHALLENGE STATEMENT

How do we engage with our local communities to build awareness around climate impacts of personal car use, in order to shift people's personal car travel from single occupancy, single purpose and short trips.

KEY STATISTICS

APPROX
112,000
CITY POPULATION

OVER
90,000
VEHICLES REGISTERED
IN HUTT CITY

ESTIMATED
150,000
SINGLE JOURNEYS
PER DAY

TRAVEL INSIGHTS + CONSTRAINTS

- Low PT use within City reflects the system does not work well for these journeys
- The bus network does not provide good coverage in high frequency/priority areas
- Rail doesn't link Hutt residential to main employment areas in Hutt region
- Hutt has more cyclists and pedestrians injured relative to other cities

Lower Hutt has
high car use for
internal journeys

TRAVEL WITHIN LH MORNING PEAK TRIPS

33%

Go to Hutt City
employment areas (Hutt
Central, Petone, Gracefield)

57%

Destined for
places within
Hutt City

30%

of employees
commute to
Wellington

WHAT HAVE WE HEARD?

ALTERNATIVE TRANSPORT OPTIONS

- There are limited alternative transport options such as, park and ride and little use of alternative transport options such as, car-share and ride-share options.

DISINCENTIVES TO CHANGE

- Private cars are made more attractive and more convenient than other options by low-cost parking, easy accessibility.

BEHAVIOUR AND MINDSETS

- We have a car-centric culture with entrenched driving habits and a strong sense of 'entitlement' in private car use and parking, leading to people driving short distances and preferencing car use over alternative ways of moving around.
- The majority of commuters drive vehicles with just one occupant, contributing to congestion and carbon emissions.

BEHAVIOUR CHANGE

- Separation of capital (car purchase) and operating (petrol, and maintenance) costs, and non-recognition of externalised costs (pollution including carbon footprints, health impacts, time loss through overloaded roads) in such a way that people are not aware of the true costs of personal car use, or their relative costs to other modes of transport.



LOWER HUTT

COMMUNITY CLIMATE CHANGE RESPONSE

MINI CO-LAB: REDUCING CAR USE

EXERCISE ONE

WHAT DO WE ALREADY KNOW?

HOW DO WE MOVE AROUND IN LOWER HUTT

MINI CO-LAB: REDUCED CAR USE
EXERCISE ONE

WHAT WE ALREADY KNOW
HOW DO WE MOVE AROUND IN LOWER HUTT

CHALLENGE STATEMENT

How do we engage with our local communities to build awareness around climate impacts of personal car use, in order to shift people's personal car travel from single occupancy, single purpose and short trips.

KEY STATISTICS

ANNUAL 112,000
CITY FAMILIES

DAILY 150,000
PEAKS ENTERED
IN HUTT CITY

ESTIMATED 150,000
TRIPLE TRIPLET
PER DAY

Lower Hutt has high car use for internal journeys

33% Go to Hutt City employment areas (Hutt Central, Petone, Grangeville)

57% Desired for Peak Trip

30% of employees commute to Wellington

TRAVEL WITHIN HUTT

33% Go to Hutt City employment areas (Hutt Central, Petone, Grangeville)

57% Desired for Peak Trip

30% of employees commute to Wellington

FACTS, DEFINITIONS & CAPTIONED

- Low PT use within City reflects the system does not work well for these journeys
- The bus network does not provide good coverage in high frequency/priority areas
- Rail doesn't link Hutt residential to main employment areas in Hutt region
- Hutt has more cyclists and pedestrians injured relative to other cities

WHAT HAVE WE HEARD?

ALTERNATIVE TRANSPORT OPTIONS

- There are limited alternative transport options such as, park and ride and little use of alternative transport options such as, car share and ride share options.

INCENTIVES TO CHANGE

- Private cars are made more attractive and more convenient than other options by low cost parking, easy accessibility

BEHAVIOURAL AND MOBILITY

- We have a car-centric culture with entrenched driving habits and a strong sense of entitlement to private car use and parking, leading to people driving their distances and performing car use over alternative ways of moving around.
- The majority of commuters drive vehicles with poor fuel economy, contributing to congestion and carbon emissions.

REVENUE CHALLENGE

- Separation of capital car purchase and operating (operational, and maintenance costs, and non-recognition of externalised costs (pollution, including carbon footprint, health impacts, time loss through congestion) such as, day. For people are not aware of the true costs of personal car use, or their relative costs to other modes of transport.

EXPLORE

WHAT DO WE KNOW? WHAT ARE WE MISSING?

Personal Barrier	Choice & Confidence	Costs and Access	Externalised Impact	Transport
- Accessibility - Availability - Convenience - Cost - Comfort - Speed - Reliability - Personal effectiveness	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice

DEFINE

WHAT CAN WE DO AT A COMMUNITY LEVEL TO REDUCE CAR USE - NOW?

Personal Barrier	Choice & Confidence	Costs and Access	Externalised Impact	Transport
- Accessibility - Availability - Convenience - Cost - Comfort - Speed - Reliability - Personal effectiveness	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice	- Personal perception of choice, that they have no choice - Personal choice of mode, that they have no choice - Personal choice of time, that they have no choice - Personal choice of cost, that they have no choice - Personal choice of comfort, that they have no choice - Personal choice of speed, that they have no choice - Personal choice of reliability, that they have no choice - Personal choice of effectiveness, that they have no choice

CHANNELS

WHAT ARE SOME OF THE CHANNELS WE CAN ACCESS/CONNECT TO OUR COMMUNITY NOW?

Personal Barrier	Choice & Confidence	Costs and Access	Externalised Impact	Transport
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#1 EXPLORE

WHAT DO WE KNOW?

WHAT ARE WE MISSING?

CHOICE + CONFIDENCE

- Peoples perception of fitness- that they need to be fit to walk, cycle, etc
- Physical barriers of active transport (e-bikes have helped solve one part of this, but are now heavier to lift etc)
- Not fit enough? Walking for transport CREATES fitness, the very best means
- shift workers not having any choice
- Lack of confidence to give it a go - related to safety but also lack of knowledge, skill or experience e.g. to cycle
- Busy lives. People that are busy going to and from lots of places generally require a vehicle more as opposed to people commuting in and out of the city mon-fri 9-5
- Door-to-door active transport can be quicker (without parking, congestion etc)
- Weather- wind, rain etc can affect choices

TRANSPORT

- Convenient, direct, reliable and frequent public transport to all areas. And directness of active transport routes - will not be used if not convenient, direct and quality
- Possible to get owners of cars and utes to record their own travels ... perhaps get personal baselines then have reduction goals.. the 5 percenters for example. Very different from recording use from official sources. Could set up a study like this.
- Consider how wet weather affects other transport modes
- Options for isolated communities e.g. Stokes Valley, Western Hills, Wainuiomata

COMMUNICATIONS

- Be easily informed of transport network status

PERSONAL BARRIERS

- | | |
|----------------|------------------------------|
| • Autonomy | • Convenience |
| • Reliability | • Covid safety |
| • Travel times | • Social status/ recognition |
| • Road safety | • Perceived affordability |

INTEGRATED MODES

- Availability of space on trains and buses to carry bikes
- Ability of new electric ferry to carry bikes?
- Lack of end of journey facilities for bikes e scooters pedestrians
- Connectivity between public /active transport networks and destinations (ties to convenience)
- Lack of east-west connections so car only realistic option when there isn't PT
- Adding to lack of east-west connections. This is a huge one for anyone commuting to Porirua/Tawa etc - a large number of people do commute to and from "the other side"

SAFETY AND ACCESS

- Access to bikes and helmets, or scooters/e-scooters. Skills - not every knows how to ride a bike
- The new community EV van for commuting to City will need some community support. Charging from the community solar
- High rates of bike theft - secure places to store active transport equipment
- Accessibility- disabled freedom limited by current system/networks
- Safety at bus stops
- Security - need an "AA" for cyclists etc. so don't get stranded
- Centralisation of services - need to be physically present for some services at CBD rather than complete locally or online

COSTS + PAYMENT

- Cost of PT - not having an integrated ticket
- Inconvenience of payment methods (different from actual cost)

#2 DEFINE

WORK AND LIVE LOCALLY

- Encouraging people to work from home
- Influencing employees through employers
- Make flexible working more acceptable
- Community within reach - One stop shop to reduce cost and inconvenience
- Create within suburbs (connect to hubs and living locally)
- We need to think about the non-work commute issue

SHARED WORKSPACE

- Take bus barn and turn it into a shared workspace
- Encourage businesses to establish shared work spaces- working in a social hub with similar benefits to WFH
- Shared workspaces as a feature of local/suburban shopping centres to encourage local working and enhance money flows into the local shops

SCHOOL ACTIVITIES

- Provide raincoats for walking school buses
- Support local schools' Bikes in Schools projects, particularly around fund-raising, also supporting bike fleet maintenance
- Partner with schools/ community organisations - Whānau days: with fun, active options for kids e.g. bike/scooter games, Parents/adults see kids' ability & skill, then may try a bike/scooter themselves, e.g. an e-bike (for free). GW Travel Choice/ Pedal & Scooter Ready can help.

TOP THREE ACTIONS TO WORKSHOP

- 1 Get people and businesses organised to ride share
- 2 Make visible the costs of cars
- 3 Community-led encouraging more active modes - like walking and biking

MAKE ALTERNATIVES EASIER

- Healthy Families free-ride programme - bike fixing mobility station and free helmets. Given away 60 bikes so far
- Safe, secure and covered bike parking on-street - in CBD and in community. E-bikes are valuable and too heavy to lift up/down steps.
- local businesses to provide safe bike parking
- Remakery similar bike stuff to Porirua
- Increase active transport on demand (lime scooters etc)
- Getting people/business organised to 'ride share'
- Build personal and shared info on nature and cost of car tips through developing new apps
- Making visible the cost of cars
- New ride-share site links commuters and drivers with seats to spare (<https://www.stuff.co.nz/environment/climate-news/126988309/new-rideshare-site-links-commuters-and-drivers-with-seats-to-spare>)
- Free bus services outside peak hours
- Use social media to share - i.e. extra car capacity
- Potential levers - bus schedules are critical! Need much more frequent schedules - every 15-10min , or 5-10 in cities, more drivers and smaller buses
- Bounded rationality. Behavioural psychology tells us that what may seem irrational will be rational in peoples own situation. Can give examples from personal finance. In this context, car use may be more @rational@ than we recognise.

ALREADY UNDERWAY

Big active transport infrastructure projects underway/in the pipeline - Eastern Bays, Te Ara Tupua, Cross Valley Link, RiverLink. Beltway was recently finished, Hutt River Trail is popular and the Wainuiomata Shared Path was recently finished. In micro-mobility at HCC our priorities at the moment are the links between these big building block ways so that they form a connected network, especially to schools and public transport. We are also working in community bike schemes, to establish more Bikes in Schools and other behaviour change work. Links onto Beltway through Avalon and Taita.

#3 CHANNELS

WHAT ARE SOME OF THE CHANNELS WE CAN ACCESS/CONNECT TO OUR COMMUNITY NOW?

COMMUNICATIONS

- Radio
- Conversations
- Social media
- Local papers and media

GROUPS AND CLUBS

- Grey Power
- Disability Association - CCS Disability Action is located in the centre of Hutt at Naenae.

BUSINESSES

- Employers
- Local food markets
- Bike shops
- Supermarkets
- Motor Traders to profile hybrids

ORGANISATIONS

- Local councils
- Community boards
- Resident Associations
- Business Associations (location specific ie Seaview / Gracefield / Jackson Street programme)
- Tertiary Education organisations
- Nuku Ora (formerly Sport Wellington)
- Power generation or EV charging companies

COMMUNITY

- Marae
- Schools
- Places of worship
- Parent Groups
- Libraries
- Medical practices
- Networks formed initially for lockdown- contacts in very street & across bays. Could be utilised to get street community initiatives started



LOWER HUTT

COMMUNITY CLIMATE CHANGE RESPONSE

MINI CO-LAB: REDUCING CAR USE

EXERCISE TWO

LIGHTNING DEMO

THINK OUT OF THE BOX



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THINK OUT OF THE BOX

LIGHTNING DEMO

WHO'S DONE IT?

SHARING AN IDEA

THREE REASONS YOU LIKE IT

QuitStrong Campaign	• Practical, positive, shows community how and why • Educational videos that were used • Marae based and Pasifika churches
Community initiatives that have a smaller scope	• Has a higher impact on a smaller group of people- Targeted engagement through pilot • Leverages existing aspects of area/community. Schools, workplaces - create a crowd
Opportunity cost- there are benefits to active transport that aren't financial. (app- monitor current vehicle)	• Climate cost • Existing apps that you can tap into to pull data from • Makes invisible cost visible and transparent. could use to measure saving cost by walking and taking active modes
Make it Real: It cost you how much? At destinations- series of case study examples for display- 'cost you how much'	• Informs of the carbon footprint you travelled to get there for private vs active transport modes • Easy to implement - signs in shop etc • 'Low tech'- 15 minute journey campaign
Race to Wellington CBD on different modes	• Makes it real • Practical example of the benefits of alternative modes • *GWRC + Metlink already do an Amazing Race, have done it for a number of years. • Looks like it was last done in 2017. http://www.citysafari.org.nz/
Having better info for the community- integrated booking system for rideshare, pt, EBikes/bike hire	• Integrated software could calculate total emissions saved • Gives the community choices • Encourages us to think about how we can reach hard to reach communities
Create easy to access cycle routes - waypoint signs	• Relatively easy to implement • Target focus groups- proposed routes for community feedback
Community buy-in around reducing car usage	• Similar to getting buy-in around vaccinations • Involves reaching out to communities and establishing trust- building safety and encouraging behaviour shift • Utilises existing community networks. Marae based and Pasifika churches
Dashboard app to tell the real time and cost of running car- like a taxi meter. (Could integrate evaluation and expenses into 1 measure)	• Good way to give transparency • Gives a means of measuring other modes against. Reward connected
Carpooling to major destinations e.g. workplaces and events (Hutt Hospital, Weltec, Gracefield)	• Can help address limited PT services- moves more people in less vehicles over peak hours • Opportunity for bus and employers to reward their staff- offering preferential parking • really tangible action people can take to reduce emissions. opportunity to make a community initiative
Kilometre bank	• Personal targets • Personal kilometre reduction goal setting

Door to door journey time

Work with Collective buy-in (learn from COVID)

Work with CCDHB

EXERCISE TWO

THINK OUT OF THE BOX

LIGHTNING DEMO

SHARING AN IDEA

THREE REASONS YOU LIKE IT

Individualistic culture change- move toward collective culture thinking

- Ride share applications support collective thinking/consideration
- Encourages a collective way of moving together
- Important to be able to 'see' who you will be sharing a car with - eg. neighbour
- *Vetting - to address concern around open car share personal safety

Electronic signs on key car routes showing how many cars went over that route each day

- Consider alternatives - biking and time involved?
- Chris: remember: You are not in a Traffic Jam, you ARE the Traffic Jam!"
- Data relevant to the community, provided by Metlin,k, GWRC data services, doesn't require a device

Walk - fitbit to measure distances walked to directly compare to kms travelled in a car- competitive comparison app

- Incentivises through prizes and positives e.g. emissions savings

Mini EV buses on demand

Carless Day

GROUP VOTE: WHAT SHOULD WE WORK ON?

1

ORGANISED PEOPLE INTO 'RIDE SHARE'

2

MAKING VISIBLE THE COST OF CARS

3

ENCOURAGING MORE ACTIVE MODES - WALKING AND BIKING

WHAT ABOUT...
Making parking costs visible too?

WHAT IF: Communities may not design apps themselves but can partner with existing apps that councils are working on

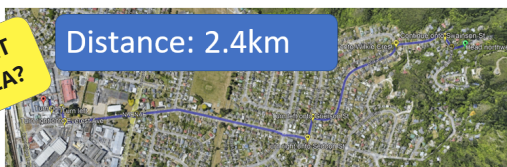
WHAT IF: I like the idea of extending people's awareness of a carbon budget to include an annual kilometres-to-travel budget; it goes down at a rate-per-energy-intensive-mode, and up with an active mode...

IT COST YOU HOW MUCH TO GET HERE?

Your Home to Hilary Court, Naenae

LOOK - AT THIS IDEA?

Distance: 2.4km



Time:	Car: 5mins	Walk: 30m	Bike: 7m
Pollution:	xxCO2e	-	-
Cost to you:	\$gas	\$0	\$0
Costs to us:	\$roads/parking/etc...		
Benefits to you:	quick	Connect, fitness, etc	Connect, fitness, etc

Serious fun: try "carbon budgetting" non-essential driving.

Say 100km/week for an individual. Count half km if you give someone a ride, 1/3 if you take two people! "Save" budget for longer trips, ask for a ride when "broke" or use active transport! Even 100km/week in a petrol car emits about 1.3 tonnes CO2e/year. That's half a person's whole planetary budget gone just for fun.

COMMUNITY CLIMATE CHANGE RESPONSE

EXERCISE THREE

EXPLORING IDEAS TO REDUCE CAR USE



MIRO BOARD LINK:https://miro.com/app/board/o9J_ljkgGuU=?invite_link_id=787951954537



NAME IT:

GET PEOPLE TO RIDESHARE

Grab our attention and tell us what your idea is

DESCRIBE IT:

What does it do and how will it encourage our communities and residents to reduce their car use?

AT A GLANCE:

WHO IS IT FOR?

- People that consistently travel to the same place at 'safe and regular hours'
- come from the same place and travel to the same place
- East/West corridor

WHAT'S EXCITING?

- Personalised journey plan or digital
- Hitch - ride share targeting employers
- Go out and talk to all sized businesses

GET TANGIBLE:

HOW WOULD IT WORK?

- Personalised journey plan or digital
- Hitch - ride share targeting employers
- Go out and talk to all sized businesses and work with them to develop travel plans for employees
- Take activities from large org (DHB action plans) and rescale
- Transferrable: DHB sharing travel plans with contractors
- Go to workplaces / go to mainstreets and talk to people
- Encourage community to put pressure on their employers
- Needs to be local
- Safety, trust and regularity

WHO IS INVOLVED? HOW?

WHAT IS NEEDED TO MAKE IT HAPPEN?

- Need to develop an active volunteer group

1

ORGANISED PEOPLE INTO
'RIDE SHARE'



LOWER HUTT

**COMMUNITY
CLIMATE CHANGE
RESPONSE**

MINI CO-LAB: REDUCED CAR USE

TEAM IDEA - TWO

**30
MINUTES**

NAME IT: **IT COST HOW MUCH?**

Grab our attention and tell us what your idea is

DESCRIBE IT: **MAKE VISIBLE THE COST OF CARS**

What does it do and how will it encourage our communities and residents to reduce their car use?

AT A GLANCE:

WHO IS IT FOR?

- A third of all the trips in the Hutt Valley wind up in the Wellington CBD
- Commuters from the Hutt to Wellington
- We may need to establish who this would be most effective for first
- Would need to explore where this would be most useful and who this messaging could influence
- single person, single purpose, short journeys

WHAT'S EXCITING?

- The infrastructure is already there to support the modal shift
- Sequenced education campaign in the lead up to a PT upgrade
- Could use a billboard to reach 10'000s of people
- Signage and signs to get 'make alternatives cool'?
- Enabling adults to purchase e-bikes and have something you can be proud of

HOW WOULD IT WORK?

- Staged education campaign culminating in simple but effective billboard near the train route heading into the city
- Sequenced education campaign in the lead up to a PT upgrade?
- Would require an initial trial to identify best opportunities in the community to pilot
- In your face' signage - signage has more visibility and targets road users
- Encouraging self-reflection
- Behaviour shift from mild concern- large, immediate concern
- As long as PT isn't accessible to people who most need it, it will be an equity issue

WHO IS INVOLVED? HOW?

- Metlink etc are already increasing their train services
- Would need to identify community most suited to do it
- Community partners with a local govt agency
- Would need to understand community role in this- leadership versus consultation
- Targeting info around active modes

WHAT DOES SUCCESS LOOK LIKE?

- Volume of fuel sales in HV goes down as a result of modal shift
- Road counter data could reflect this and be incorporated into the ongoing campaign
- Establishing a second hand market
- Vehicle registrations decrease
- Cars are retired

WHAT IS NEEDED TO MAKE IT HAPPEN?

- connecting cause and effect- proving that impacts are a result of this campaign and not a bunch of other factors
- Apps might not reach the people we need to reach
- 'Here's an app that will help you stop using your car'- is not equitable
- Convert peoples' concerns into taking them along the
- climate impact activity journey
- Repetitive visibility- cash register at the dairy?

2

**MAKING VISIBLE THE COST
OF CARS**



LOWER HUTT

**COMMUNITY
CLIMATE CHANGE
RESPONSE**

MINI CO-LAB: REDUCED CAR USE

TEAM IDEA - THREE

**30
MINUTES**

NAME IT: **ENCOURAGE ACTIVE MODES**

Grab our attention and tell us what your idea is

DESCRIBE IT:

What does it do and how will it encourage our communities and residents to reduce their car use?

AT A GLANCE:

WHO IS IT FOR?

- Rangatahi
- Schools
- Parents
- Other members of community that want to be 'helpful' (Under used resource)

WHAT'S EXCITING?

- Building community trust and connection
- Maybe not just home to school and back
- Empowerment

GET TANGIBLE:

HOW WOULD IT WORK?

- School model is already there
- Can we start with 'walking buses'
- Can we use an existing app system there is more formalised
- How can we create stronger community connections
- Need to build trust between parents and community
-
- Mobilise members of the community that want to get involved
- Sponsor a class for more active modes - walking and cycling
- E-bike kit to convert existing bikes
- Access to bikes/ libraries
- Pedal Ready / Move in March
-

WHO IS INVOLVED? HOW?

- Rangatahi
- Schools
- Parents
- Other members of community that want to be 'helpful' (Under used resource)
- Children encouraging parents out of cars
- Streets/ neighbourhood approach
- Informal parents taking initiative (parents involved in walking)

WHAT DOES SUCCESS LOOK LIKE?

- Improving wellbeing
- Takes a village to raise a child
- Safe system through effective vetting

WHAT IS NEEDED TO MAKE IT HAPPEN?

- Find out from MoE
- Find a school and connect community org

BARRIERS TO OVERCOME

- Rental schemes has challenges to 'look after things' and be responsible
- E-bike users are new bike users so still establishing skills
- Inadequate road markings on shared spaces (for cars/bikes/walkers)
- Affordability
- Addressing safety challenges
- how many parents trust their neighbours

**ENCOURAGING MORE ACTIVE
MODES - WALKING AND BIKING**

3



LOWER HUTT

**COMMUNITY
CLIMATE CHANGE
RESPONSE**

TEAM CAPTURE

NEXT STEPS AND ACTIONS

Climate Change Lead Group to progress 30th Nov 21

1

Bruce and Ginny to use the information gathered to put a plan together

2

Reconvene group to discuss community actions

Workshop capture will be circulated to participants and those that were invited to attend before **1 December 2021**.

Progress steps will be followed up with HCC, the **Community Climate Change Response Lead Group on 30 November** and agencies/organisations who have indicated they could take a lead role.

POST WORKSHOP REFLECTIONS

Bruce Anderson - Personal capture and reflections post Mini CoLab: Reducing car use

Background: I was the proponent of this topic, supported by Ginny, because we need to work not only on making alternatives to car travel more attractive, but also directly on changing people's deep-seated relationships with their personal cars.

The CoLab was to be confined to two aspects, and these were more or less adhered to:

1. Increasing awareness of the footprint of people's car travel, supported by options for reducing this footprint, in particular reducing single person, single purpose, and short journeys; and
2. Existing alternatives that are well within people's own agency (ie mainly active modes).

What follows is not an objective summary of the key things raised in the Colab, but my take on what came out of it related to my the topic. For example, matters relating to public transport are left out.

Personal barriers: There was a good conversation enriching our understanding of the various possible barriers to people's reducing their car use, without really extending it into new areas.

Barriers might include any or all of: personal autonomy; reliability; travel time; road safety; Covid safety; convenience; social status and recognition; perceived affordability; genuine lack of alternatives; and physical ability and confidence in adopting more active modes.

Possible areas for early community action: The main options to come out of this discussion, in order of ranking, were:

1. Making the costs of cars more visible;
2. (2=) Getting people and businesses organised to ride share/car pool;
3. (2=) Community led encouragement of more active modes; and
4. Supporting businesses to reduce travel distances for work, through more working from home, and local shared workspaces.

Proposals: These are summarised from an "out of the box" exercise, asking us each to pitch a proposal:

- **Community education** on costs and viable alternatives, with three possible thrusts:
 - a. A general advertising campaign using the lessons from Covid and/or Quit Strong;
 - b. Static or electronic billboards or notices at major routes or key destination, advertising specific matters such as dollar and carbon costs of car travel ("It Cost You How Much?"), and numbers of vehicles using the route (suggested tagline from Chris, "You are not IN a traffic jam, you ARE the traffic jam).
 - c. A local community initiative, using a smaller scope and smaller groups for higher impact, and creation of a (local) crowd.
- **Personalised information provision** based on existing or new apps or information. These might include any of time or distance travelled, immediate, climate or full costs of travel, performance against a kilometre or carbon budget set either individually or through a civic challenge, and comparison of costs or carbon budgets with other modes.
- **Strengthened ride sharing options** possibly including (carless days supported by) integrated booking systems for ridesharing, and improved carpooling systems for major destinations or events (hopefully supported by preferential parking).
- **Greater support for active modes.** The only suggestions in this session were a walking Fitbit which might compare to car travel, and more integrated booking systems for ALL modes. Earlier discussion included ways of encouraging more biking and eg walking buses to schools.