

ABSTRACT SUBMISSION FORM

Presenter:

First name	Nicola	Surname	Maire
Organisation	Auckland Transport		
Postal address	Smales Farm Office Park, Vodafone Building, Level 2, 68-79 Taharoto Road, Takapuna, Auckland 0622		
E-mail Address	Nicola.Maire@aucklandtransport.govt.nz		
Phone number	(09) 447 4376	Cell Number	

Key Author:

First name	Ravina	Surname	Patel
Organisation	Auckland Transport		
Postal address	Smales Farm Office Park, Vodafone Building, Level 2, 68-79 Taharoto Road, Takapuna, Auckland 0622		
E-mail Address	Ravina.Patel@aucklandtransport.govt.nz		
Phone number	(09) 447 4290	Cell Number	021 904 716

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Overview of Presentation

Auckland Transport's Personalised Journey Planning programme promotes smarter travel choices by encouraging morning peak sole-occupancy vehicle drivers to consider alternative travel choices by using sustainable modes such as public transport, walking, cycling and carpooling. The purpose of this programme is to optimise existing networks and infrastructure to effect behaviour change and reduce congestion in the morning peak.

Only so much can be achieved by engineering, winning the hearts and minds is the next step to reducing congestion. The programme has a high level of engagement and personalisation. The programme works on an individual basis to better understand user behaviour and motivations for travel choices. Participants are provided with tailored journey options, support, guidance and incentives to overcome barriers and change behaviour.

An example of the programme in Auckland is in the suburb of Birkenhead. The programme recruited 438 drivers and provided alternative options for their commute to work. Of all 111 completing participants, 61% tried a different mode during the trial period. The project achieved a 49% reduction in morning peak sole-occupancy vehicle trips and a 42% reduction in vehicle kilometres travelled. Active travel also increased with an additional 282km walked and 42km cycled each week.