

Demonstrating the value of school travel plans

This study includes an economic analysis of school travel planning in the New Plymouth district. It uses measured mode change to value realised and anticipated benefits. The measured mode change is also compared to averages used in Simplified Procedure 12 for interest and to understand how travel behaviour has changed since SP12 was developed.

Benefits

The benefits considered in this analysis are:

- Health Benefits
- Road Traffic Reduction Benefits

No safety, travel time or facility ambience benefits are included

Present Value of Benefits (10 years)
= \$3,889,000

Costs

The costs considered in this analysis include establishment and ongoing costs for:

- Skills training
- Time for a travel planner
- Prizes and promotions

Present Value of Costs (10 years)
= \$517,000

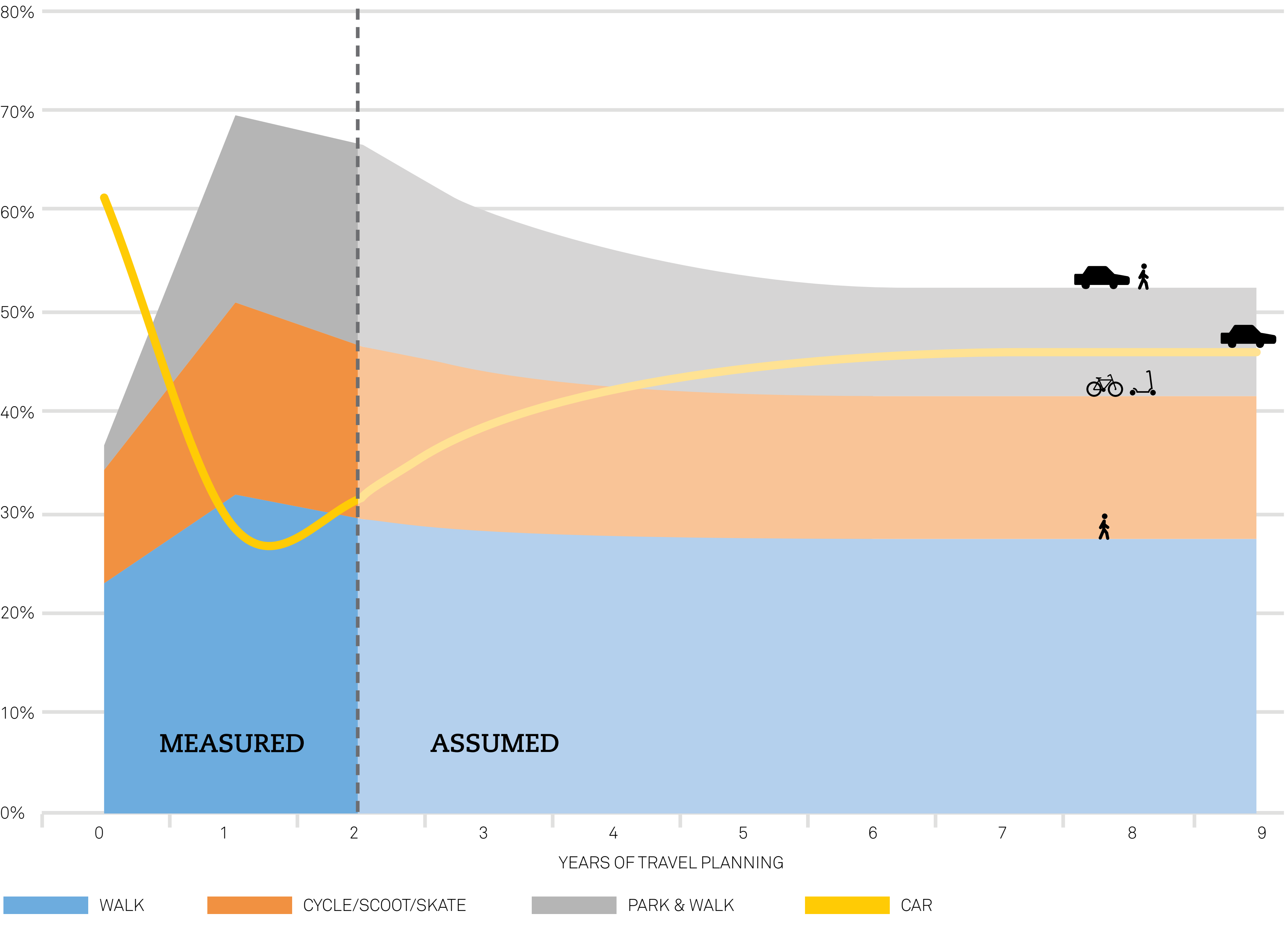
BCR

The overall Benefit Cost Ratio for the New Plymouth school travel plans is significantly greater than the NZ Transport Agency's highest BCR threshold of 5+. This indicates that the Let's Go school travel planning initiative is providing a very significant return on investment.

BCR (10 years)
= 7.5

Mode Change

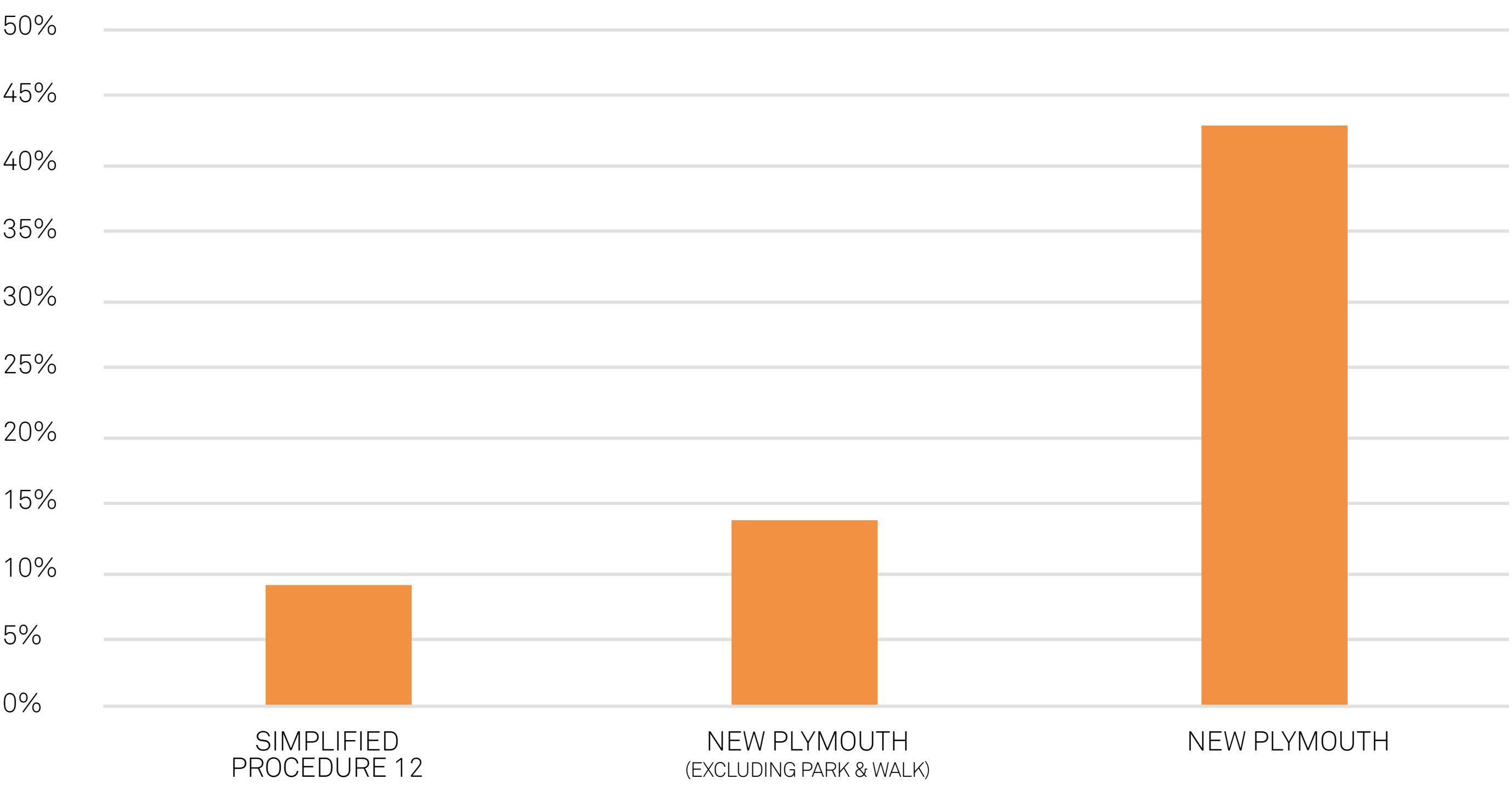
MODE CHANGE OVER ANALYSIS PERIOD



This analysis assumes that the increase in active mode use will reduce over time. It is recognised that Let's Go will offer continued support to the schools in the programme to ensure that the steep drop off in active mode use assumed in the calculations doesn't eventuate.

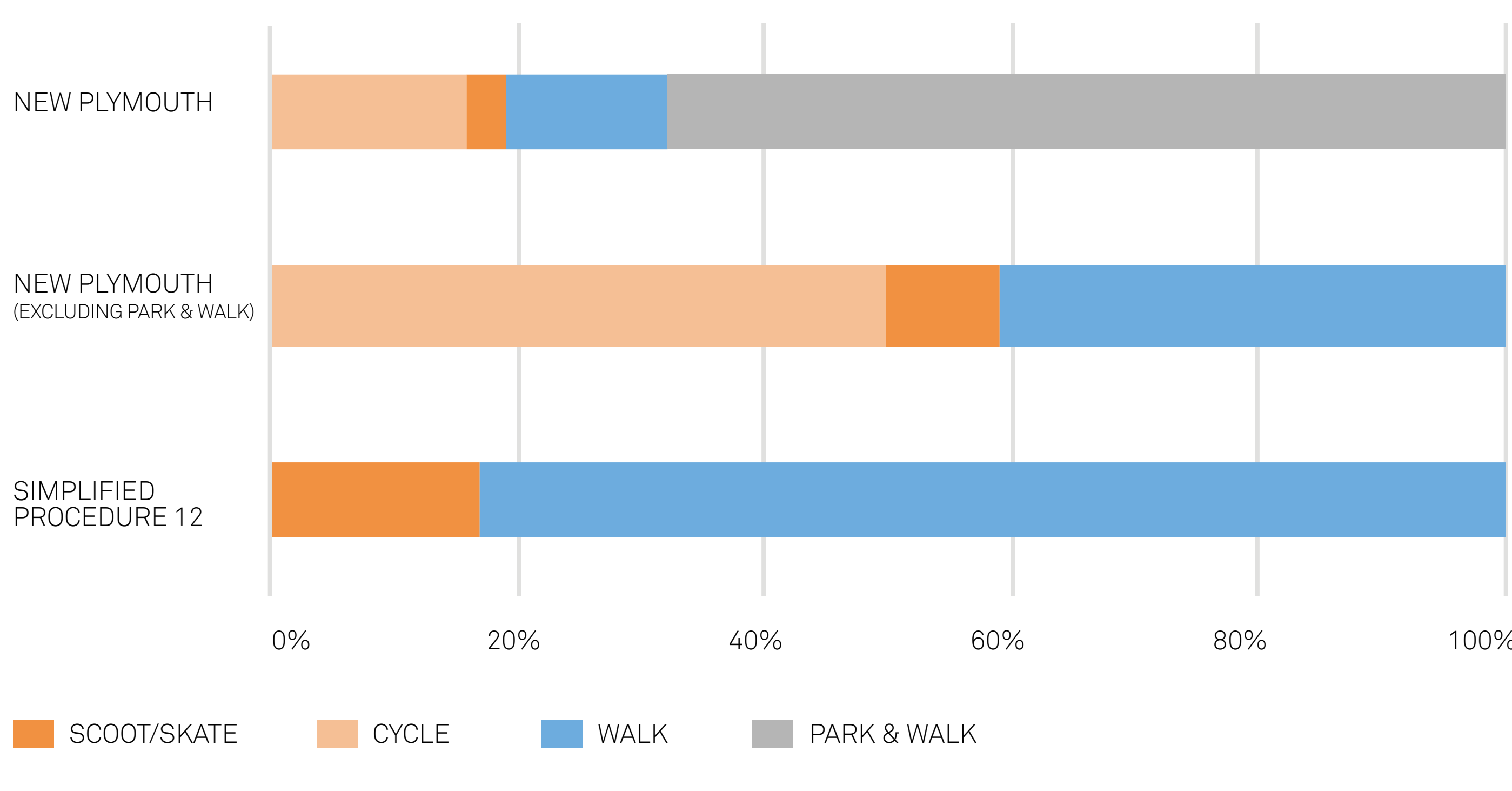
Comparison to Simplified Procedure 12 – Travel Behaviour Change

REDUCTION IN CAR PASSENGERS



The mode change realised in New Plymouth has been compared to the mode change assumed in SP12 Travel Behaviour change. New Plymouth has out-performed the 'averages' contained in SP12. It is also noted that the popularity of scooting is not considered specifically in SP12 and may affect how accurately SP12 values the benefits of school travel plans.

MODE SPLIT



Factors that have contributed to the success of the New Plymouth School Travel Plans are considered to include:

- Support for walking and cycling within the community
- Districtwide implementation of walking and cycling infrastructure
- New initiatives such as park and walk

