4. Travel Behaviour Change:
The strategy recognises the need to lead travel behaviour change by example. Council will therefore have a TDM coordinator with cross sector responsibility, develop a Travel Plan for Council, and fund the initiatives that come from the plan. It will develop a ride-share scheme for Council employees and look to extend that scheme to other organisations that are interested in coming on board.

- It will develop a traveller information system on the internet to assist tourists and visitors to get around Rotorua and further enjoy our wonderful city.
- Schools are an important part of our city and we will assist schools to develop School Travel Plans to improve safety at school gates, reduce congestion and promote healthy living for children.
- Incorporated into this will be coordinated spending on walking and cycling, developing new routes for commuting, focusing on off-road routes where possible using Crime Prevention Through Environmental Design (CPTED) safety design principles.

5. Walking and Cycling Actions:
- Integrated walking and cycling strategies.
- Co-ordinate recreation and transport spending on walking and cycling.
- Develop education campaigns aligned with national events.
- Require the provision of a high standard of cycle and pedestrian facilities.
- Inform the community and developers about ways to contribute.

Costs and Benefits:
What does it cost? It is estimated to cost $10m over 10 years based on full implementation of all measures. The additional cost is about $5-$10 per person per year. This is equivalent to the savings made by taking the bus to work 5 - 10 times per year. $5m is already allocated in Council’s Long Term Council Community Plan (LTCCP) and much of the other work has also already been budgeted for.

There is a significant benefit from implementation of TDM actions – with a return 11 times the investment for full implementation, and 5.5 times for partial implementation. The Strategy will measure progress and fine tune our measures to ensure that all of Rotorua benefits from this investment.

The full strategy document is available on www.rdc.govt.nz or for further information contact Peter Dine at Council. Full detailed submissions will be welcome by 14th January, 2008.

Consultation and Participation:
Council would like to hear your views and it encourages you to participate.

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<th>Do you support?</th>
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<td>Improved bus services</td>
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<td>An upgraded travel centre</td>
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<td>More accountable District Plan rules</td>
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<td>Users of parking paying for it in the CBD</td>
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<td>Better walking and cycling facilities</td>
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Return to:
TDM Consultation
Rotorua District Council
Private Bag 3029 Rotorua Mail Centre
Rotorua 3046
Attn: TDM Co-coordinator
Or E-mail: tdm@rdc.govt.nz

Rotorua District Council would like to talk to you about its Draft Transport Demand Management

Transport Demand Management (TDM)
The planning for TDM is set out in Council’s ‘Rotorua Transport Strategy’. It is about providing people with options for travel, other than constructing more roads. Reducing the demand for more roads will save money and provide a more sustainable outcome for the city. It is mainly about enabling travel that reduces reliance on inefficient use of motor vehicles. This includes:

- Transport Demand Management: a transport system approach.
- Traffic Demand Management: infrastructure changes to optimise transport sustainability.
- Travel Demand Management: changes the individual traveller makes.

All areas in TDM are inter-related and must work together to be effective.

Actions:
A draft TDM Plan has been prepared and it shows real benefits for the district. The Plan shows how all aspects of travel, from planning and policy to engineering, education, enforcement, parking, civic infrastructure and passenger transport can be directed with a common goal. The research identified five key areas of focus:

1. Passenger Transport
2. Policy
3. Parking
4. Travel Behaviour Change
5. Walking and Cycling

Council will implement actions and establish a performance monitoring program to ensure an optimum return on investment.
What will it do for Rotorua? Each of the areas have specific actions that will enhance the growth and development of Rotorua.

1. Passenger Transport Actions:
- In conjunction with Environment Bay of Plenty (EBOP), plan and construct the CBD Passenger Transport Terminal in 2010 – 2013.
- Improve bus reliability, frequency and performance in partnership with EBOP by implementing bus priority measures in the District.
- Build bus shelters to make it safer and more comfortable for passengers.
- Establish more bus stops in CBD to make it easier to use buses.
- Work with EBOP to promote passenger transport.
- Co-ordinate with EBOP to establish a CBD / Fenton Street / Government Gardens Circulator which will provide transport for people to ‘park and ride’ to CBD as well as attracting tourists into CBD from the major accommodation area of Fenton Street.

2. Policy Actions:
Changes to policy are proposed to the District Plan to support TDM measures and ensure the District develops sustainability. The recommendations are:
- Provide guidance to developers when assessing transportation effects of developments.
- Writing guidelines into the District Plan on how the effects are to be assessed.
- Providing incentives for a reduction in on-site parking where TDM measures are implemented – such as using travel plans, providing cycle parking and secure storage, installing showers, joining a travel management association or employers support for bus use.
- It intends to require residential developments to use TDM design principles including requiring cycle and pedestrian linkages where appropriate.
- It will develop our bylaws / policies to enable all parking revenue to be used for TDM activities such as a subsidy for Fenton/CBD bus and CBD improvements.
- It will require promotion of a District Walking Strategy.

3. Parking Actions:
- Require paid all day parking in the CBD
- Establish a CBD Parking Zone to enable improved management of car parks.
- Develop a signage policy to direct visitors, the life blood of the CBD, to these car parks.
- Establish dedicated campervan parking.
- Establish a CBD Parking Zone Management Plan – including Government Gardens - to make parking available for revenue generating customers.

Key strategies are based on achieving an 80% occupancy in all car parks, implemented over time, to ensure a long term sustainable parking supply. It currently costs about $20,000 to build a new car park space. The users of these spaces should contribute to its cost, over time.

Strategic development for parking includes:
- Establish a mechanism for payment in lieu of parking for new and altered developments. This is to build car parks for long stay visitor, commuter and business users.
- Identifying, designating, and purchasing land within CBD for off street parking.
- Resident parking in the CBD is to be off-street.
- Create a CBD walking zone where priority is given to pedestrians.
- Ensure that service lanes are connected to parking areas.
- Ensure all of these measures are complementary to passenger transport and other TDM measures.

The Council’s Traffic and Parking Bylaw must be reviewed as part of its obligation under the Local Government Act. This will be undertaken during the year.