REGIONAL MODE SHIFT PLAN
BAY OF PLENTY

Keeping our region and our people moving

WAKA KOTAHI NZ TRANSPORT AGENCY

Bay of Plenty REGIONAL COUNCIL

New Zealand Government

Waka Kotahi NZ Transport Agency
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1.0 INTRODUCTION

Moving people and goods efficiently, safely, reliably, and affordably is essential to the success of any region, city or neighbourhood.

The Bay of Plenty region has long been desirable for both population immigration (national and international) and economic growth. Together, the Auckland, Northland, Waikato, and Bay of Plenty regions are responsible for generating more than half of New Zealand's GDP, housing more than half of New Zealand's population and providing for the movement of more than half of New Zealand's people and freight.

This continuous growth has resulted in increased demand for travel that is beginning to significantly impact on core parts of the regions transport system, resulting in longer travel times, less reliable trips and capacity and service level issues which have not kept up with the demands of a growing economy.

The relationship of shaping good urban form supported by a well-integrated transport system is inextricably inter-linked. Strong cities are built on the movement of people and goods so it is essential that in any urban planning process, the role of the transport system, in achieving the urban form outcomes, is clearly articulated.

Moving people differently via mode shift from private vehicles (public transport, cycling, walking, micro-mobility) has become a significant priority for the region. Especially within the key urban centres and critical intra-regional connections.

Mode shift is a key national priority, as outlined in the Government Policy Statement for Land Transport. Keeping Cities Moving, the Waka Kotahi NZ Transport Agency's National Mode Shift Plan aims to "increase the wellbeing of New Zealand's cities by growing the share of travel by public transport, walking and cycling".

The Plan focuses on three intervention areas including:

1. Shaping urban form
2. Making shared and active modes more attractive
3. Influencing travel demand and transport choices

Keeping Our Region and People Moving is the Bay of Plenty's response to the National Mode Shift Plan. This Regional Mode Shift Plan outlines the collective challenges, benefits and emerging priorities to limit the regions private vehicle dependency and achieve the following mode shift objectives:

- Increased travel choice and affordable access for all ages and abilities
- Improved safety for all transport users and modes
- Improved environmental and health impacts including reduction in transport emissions; and increased healthy activities
- Improved access to employment, resulting in increased economic productivity
- Improved urban form and amenity, including increased vibrancy and activity
- Improved return on investment including optimisation of the transport system

This Regional Mode Shift Plan builds on significant previous work and is structured with three distinct sections for each of the Bay of Plenty subregions.

The Bay of Plenty lies in the north-east of the upper North Island where much of the nation's

2.0 BAY OF PLENTY CONTEXT

economic and population growth is occurring.

Parts of the region have been experiencing rapid growth for decades which in turn has resulted in increased demand for travel that is beginning to significantly impact on core parts of the regions' transport system. The Bay of Plenty is also a critical tourist destination with significant cruise ships visiting via Tauranga harbour, linking to key destinations in both Rotorua and the eastern Bay of Plenty.

The Bay of Plenty is made up of three distinct subregions:

1. Western Bay of Plenty (Tauranga City, Western BoP District)
2. Rotorua Lakes (Rotorua District)
3. Eastern Bay of Plenty (Whakatane, Kawerau, Opotiki Districts)

The western Bay of Plenty plays a key role in the upper North Island as well as critical road and rail connections to central and wider New Zealand. It is home to the country's largest export port, and the subregion's productive rural and horticultural land resource is a major contributor to the economy.

Tauranga city is one of the fastest growing urban centres in New Zealand. Nearly 90% of journeys to work in Tauranga are taken by private vehicles.[1] This is a critical challenge for this part of the region where mode shift is most necessary and where the greatest benefits can be realised.

The new University of Waikato campus in Tauranga City has been a great addition to the region. The increase in educational opportunities has resulted in an increased demand for intra-regional access to the campus facilities. This is often by younger people who do not have access to private vehicles or other affordable travel options.

Public transport services are delivered throughout the region through urban services in Tauranga, Rotorua, and Whakatane, supported by intra-regional services between the regions key centres. School Hopper services are also operated throughout the region. There are also important inter-regional connections, serviced by commercial bus services, including Hamilton, Auckland and wider upper and central New Zealand.

Walking and cycling has been a key focus for the region, with significant investment made through a number of plans, strategies, and projects. This has seen a strong incremental increase in mode shift activity across both urban and rural communities.

The connections between key centres in the region is important. With increased growth in both the west and east of the western bay subregion, as well as the possible increase in house prices, might see more opportunities of intra-regional travel for employment between places such as Rotorua and Tauranga.

While Covid-19 will have short to medium term impacts on population growth, economic growth and tourism, in the longer term, the Bay of Plenty is expected to continue to be one of the fastest growing regions, playing a critical role in the success of New Zealand.

2.1 IMPORTANCE OF MODE SHIFT

The effective movement of people and goods delivers multiple social, economic, and environmental benefits. Increasing the share of travel by public transport, walking and cycling and reducing dependency on private vehicles, not only creates healthier and safer people and communities but supports greater access to social services, employment, education and recreation. It can also optimise the use of the current transport system, reducing the need for

1. Waka Kotahi NZ Transport Agency *Arataki*, 2020

investment in costly new infrastructure.

With parts of the region experiencing rapid population and economic growth, and the region having one of the highest private vehicle use rates in the country, improved mode shift can help manage and optimise towards a more balanced strategic transport system.

Many parts of the region's communities do not have access to a private vehicle or to affordable travel choices. It is important that a suite of multi-modal options is available to ensure there is equal access to social and employment opportunities that in turn increases community prosperity and wellbeing.

With transport emissions making up a significant part of the region's greenhouse gases, as well as transport related impacts on noise and air quality, an increase in mode shift can also support a more environmentally focused approach to travel and in doing so reduce these emissions over time.

All of the Plans outlined in this Report clearly state the need to reduce the regions reliance on private vehicles, improve connectivity of people, goods and services and deliver a more balanced multi-modal transport system that supports the region's diverse needs and expectations.

2.2 REGIONAL DATA SNAPSHOT

FIGURE 1: ARATAKI (WAKA KOTAHI): REGIONAL SUMMARY BAY OF PLENTY REGION

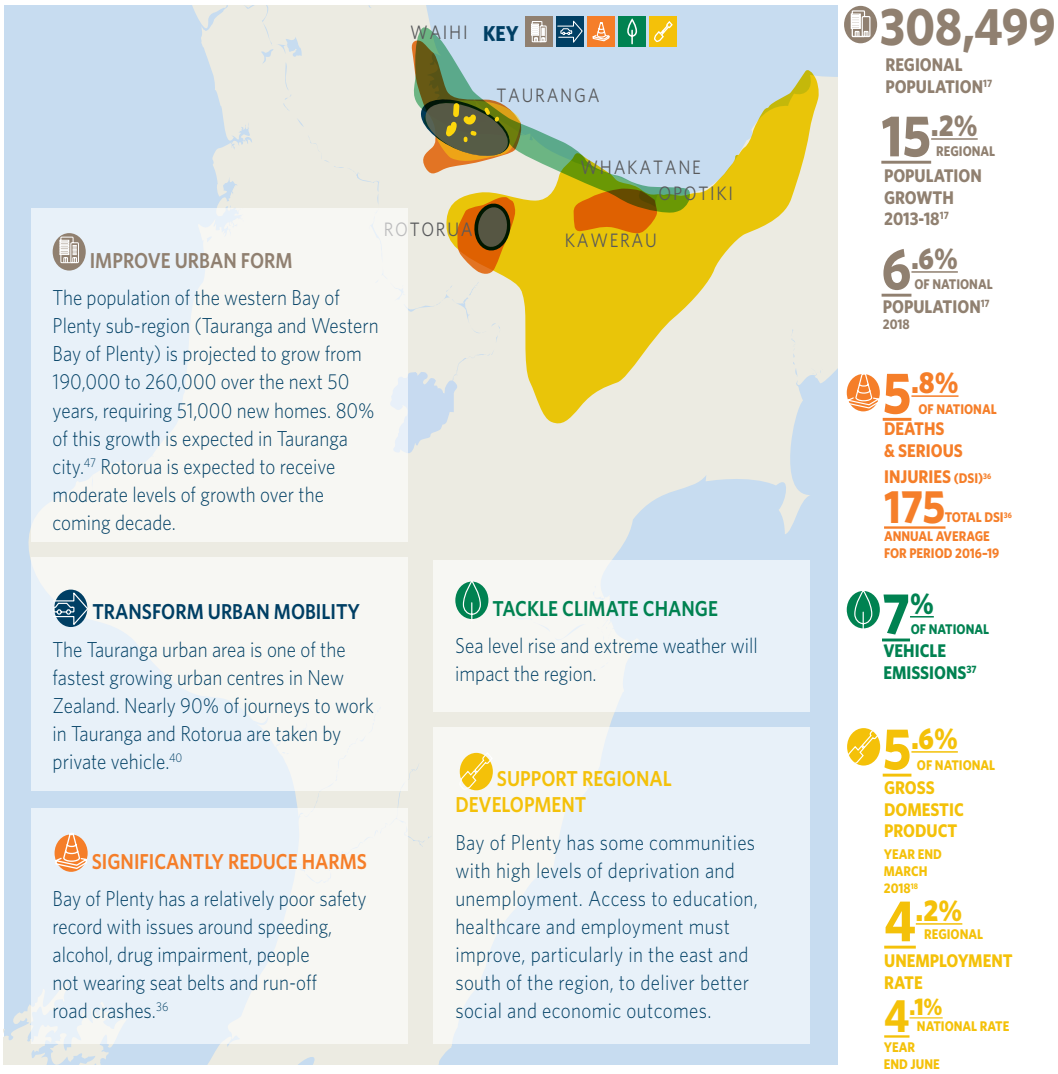


FIGURE 2: BOP REGIONAL LAND TRANSPORT PLAN ANNUAL REPORT CARD 2018/19

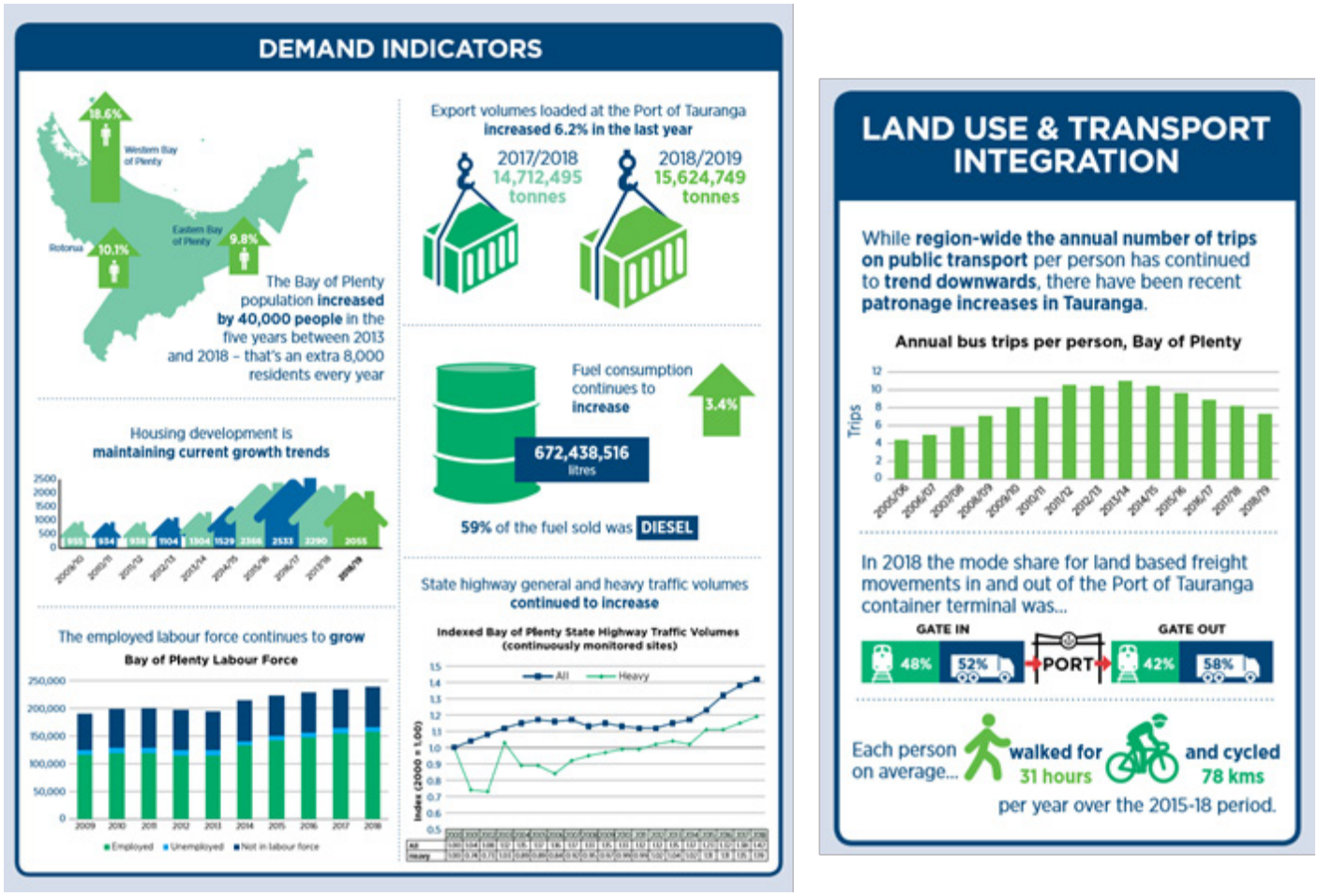
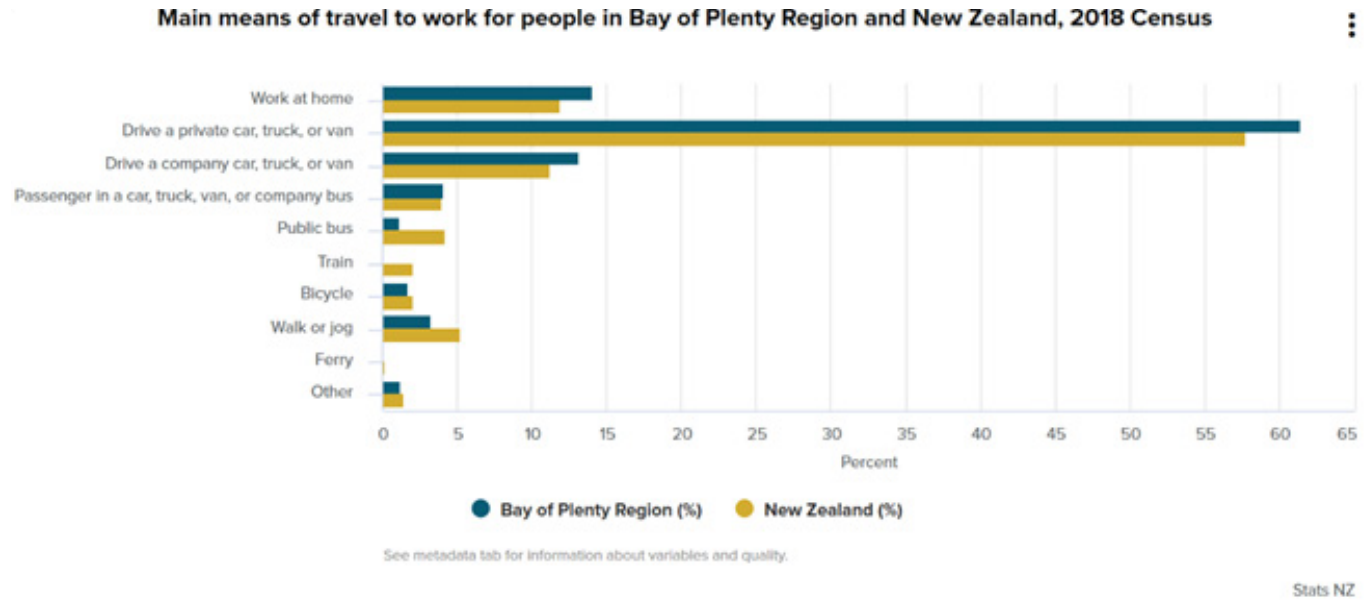


FIGURE 3: STATISTICS NZ CENSUS DATA 2018



2.3 REGIONAL FREIGHT FLOWS IN THE BAY OF PLENTY

Increased mode shift and a significant change in the way people chose to travel, away from the private vehicle, can help increase economic productivity.

Mode shift plays an important role in the efficient movement of freight. Freeing up road space allows freight and people movements, that do not have access to alternative transport options, to achieve a more efficient and reliable journey.

The ability to generate economic productivity and regional prosperity relies on being able to move freight efficiently, reliably, and safely through the transport system. This is especially challenging in high growth urban areas where there is significant demand for competing modes and trips within the same routes and often at the same time.

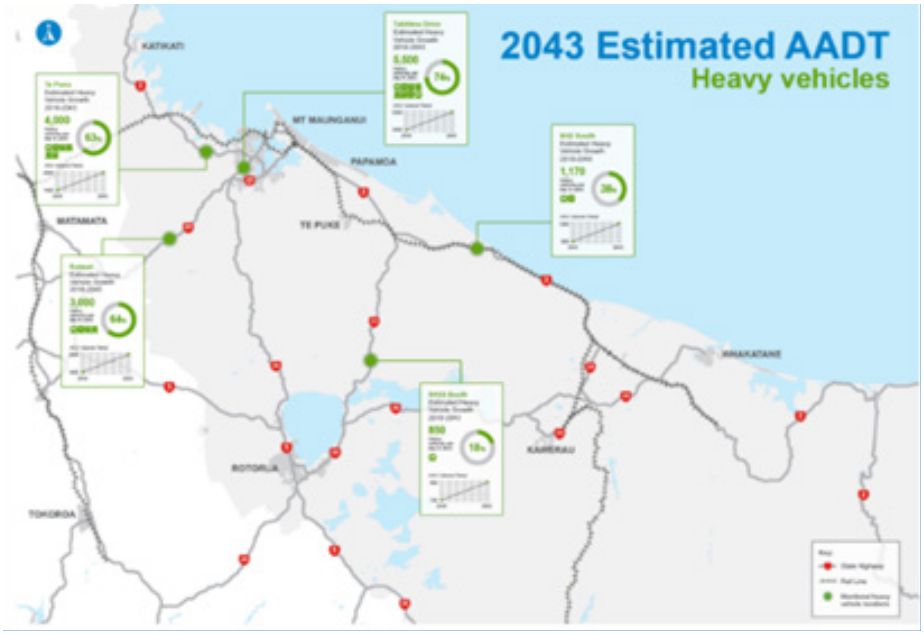
The Bay of Plenty region contributed $15.8 billion to the economy in 2018, equating to 5.6% of national GDP. The region is home to the Port of Tauranga, New Zealand's largest export port, which handles 30% of the country's imports and exports by volume. 83% of the country's kiwifruit production is in the Bay of Plenty region[2] , where it travels via the local roads to packhouses then onto the Port of Tauranga via the state highway network.

The Port is a key connection between the upper North Island, central New Zealand, and international markets, and transports significant volumes of product internally via rail and road[3]. The high movement of freight via rail, to and from the Port on both sides of the harbour, helps reduce the number of heavy vehicles travelling to, from and through the city.

Population growth, the continued level of industry planning and development within the Auckland–Hamilton–Tauranga triangle, and the recent funding investment through the Provincial Growth Fund (PGF) and related government programmes, all signal continued growth in freight flows for the region[4].

With the projected growth in freight for the region and need to access to the Port and key surrounding industrial and commercial centres, comes an increased demand for road space. It is important that strategic transport routes are optimised to ensure that the best use of the transport system is being achieved, ie right mode/s, on the right route at the right time.

MAP 1: PROJECTED TRAFFIC FLOWS 2043 - UFTI REGIONAL FREIGHT FLOWS REPORT 2019



2. Bay of Plenty Passenger and Freight Rail Investigation May 2019
3. This plan does not include commentary on shifting freight movements from road to rail
4. UFTI Bay of Plenty Regional Freight Flows Report 2019

3.0 DEVELOPING THE REGIONAL MODE SHIFT PLAN

3.1 STRATEGIC DIRECTION

3.1.1 Government Policy Statement on Land Transport (GPS)

The Government Policy Statement on Land Transport (GPS) sets out the government's priorities for expenditure from the National Land Transport Fund (NLTF) over a ten year period.

The draft GPS 2021[5], builds on the foundation of the 2018 GPS with increased focus on providing people with better transport options to access social and economic opportunities and delivering highly liveable cities and towns that are people-friendly with healthy environments that improve wellbeing and economic prosperity

Safety and access are key strategic priorities for the Government and reflect the transport system that they desire. The GPS signals a shift in government focus towards a more mode neutral approach to transport planning and investment.

This mode shift plan provides direction for the next Regional Land Transport Plan and National Land Transport Programme planning period, which will be guided by the GPS 2021.

3.1.2 Draft New Zealand Rail Plan

The draft New Zealand Rail Plan outlines the government's vision and priorities for rail. The Plan looks to provide modern transit systems in NZ's largest cities and enable increasing volumes of freight to be moved off roads and onto rail. The government's key objectives are to reduce carbon emissions, congestion and deaths and serious injuries, as well as delivering jobs and economic development to cities and regions.

3.1.3 Keeping Cities Moving[7]

Waka Kotahi NZ Transport Agency has also developed a national Mode Shift Plan "Keeping Cities Moving".

The Plan's objective is to increase the wellbeing of New Zealand's cities by growing the share of travel by public transport, walking and cycling.

The three focus areas outlined to support this include:

1. Shaping urban form – 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.

2. Making shared and active modes more attractive – Improving the quality, quantity and performance of public transport facilities and services, and walking and cycling facilities, will enable more people to use them. This can involve both optimising the existing system (for example, through reallocating road space), investment in new infrastructure and services, and providing better connections between modes.

3. Influencing travel demand and transport choices – Changing behaviour may also require a mix of incentives and disincentives (or 'push' and 'pull' factors) to either discourage use of private vehicles (by making them less attractive relative to other options) or making people more aware of their options and incentivising them to try something new. This may include parking policies, road pricing, travel planning and education.

5. https://www.transport.govt.nz/assets/Import/Uploads/Our-Work/Documents/draft-government-policy-statement-land-transport-2021.pdf

6. https://www.transport.govt.nz/assets/Import/Uploads/Rail/The-Draft-NZ-Rail-Plan-December-19.pdf

7. https://www.nzta.govt.nz/assets/resources/keeping-cities-moving/Keeping-cities-moving.pdf

3.1.4 Arataki[8]

Arataki is Waka Kotahi NZ Transport Agency's plan to deliver on the government's objectives for the land transport system. It helps guide planning and investment and more effective partnerships with councils and others to achieve better outcomes for New Zealand.

Arataki includes five key step changes (over maintaining base levels of service) to meet the government's short-term priorities and long-term outcomes.

One of these, Transform Urban Mobility, is focused on shifting from reliance on single occupancy vehicles to more sustainable transport solutions for the movement of people and freight.

This step change is relevant to the six major urban growth areas of Auckland, Hamilton, Tauranga, Wellington, Christchurch and Queenstown where there are current opportunities to respond to growth and align urban development and land transport.

3.1.5 Arataki Regional Summary: Bay of Plenty[9]

Waka Kotahi's Arataki Ten Year Plan includes a regional summary of the Bay of Plenty.

This evidence set shows that

- Tauranga risks an increased dependence on private vehicles and carbon emissions if the existing growth patterns of low-density housing and development around the city's edge is not addressed
- maintaining safe and reliable connections to the Port of Tauranga is critical to supporting both the regional and national economies
- land use and the land transport system need to cater for the high proportion (39%) of Tauranga's population that is projected to be over 65 years by 2050
- a focus on safety is needed in the Tauranga, Rotorua and Whakatane urban areas
- regional economic growth, particularly in the south and east of the region, is reliant on improved access to employment and essential services for remote communities.

3.1.6 Toitu Te Taiao Sustainability Action Plan 2020[10]

Waka Kotahi NZ Transport Agency launched their Sustainability Action Plan in April 2020 which sets out their commitment to environmental sustainability and public health in the land transport sector. The overall vision is for a 'low carbon, safe and heathy land transport system'.

This vision includes:

- a sustainable, multi-modal land transport system where public transport, active or shared modes are the first choice for most daily transport needs
- towns and cities are re-shaped to reduce reliance on cars and support active, healthy and shared transport choices
- where people and business require motorised travel, it is low carbon, safe and efficient.

The Action Plan outlines the key steps and levers the Transport Agency will use and influence to deliver on reducing transport greenhouse gas emissions; tackle climate change; support the transition to a low emission economy; and improve public health.

8. https://www.nzta.govt.nz/planning-and-investment/planning/arataki
9. https://www.nzta.govt.nz/assets/planning-and-investment/docs/arataki/regional-summary-bay-of-plenty-december-2019.pdf
10. https://www.nzta.govt.nz/assets/About-us/docs/sustainability-action-plan-april-2020.pdf

3.1.7 National Policy Statement – Urban Development

A National Policy Statement on urban development (NPS-UD) is currently being developed by the Ministry of the Environment. The NPS-UD recognises the importance of productive and well-functioning cities and understands the importance of planning for urban environments especially in those areas that are experiencing the most significant growth.

The relationship of shaping good urban form and a supporting transport system is inextricably inter-linked. Strong cities are built on the movement of people and goods so it is essential that in any urban planning process, the role of the transport system in achieving this is clearly articulated.

The NPS-UD will contain national level objectives and policies that local government needs to address through their resource management planning and decisions. The NPS-UD is still in development, SmartGrowth local government partners are currently working with ministry officials on the further drafting of the NPS.

3.1.8 Regional Land Transport Plan (RLTP) 2018

The Bay of Plenty Regional Land Transport Plan (RLTP) was adopted in June 2018. The RLTP sets the direction for the region's land transport system for the next 30 years with an overall vision to deliver "best transport systems for a growing economy and a safe, healthy and vibrant Bay lifestyle for all".

Urban public transport networks in Tauranga and Rotorua provide an important transport option for commuting, education, recreation, and general transport needs. However, parts of the region are experiencing rapid population growth which is leading to increased demand for travel that is in turn impacting on the public transport service levels achieved on the network. Public transport travel time reliability is decreasing as congestion worsens at key pinch points across the network.

Walking and cycling are essential transport options for short to medium length commuter and other journeys in urban areas. These modes also serve recreational and tourism functions, and can contribute to a healthier population, resulting in positive economic and public health outcomes for the Bay of Plenty.

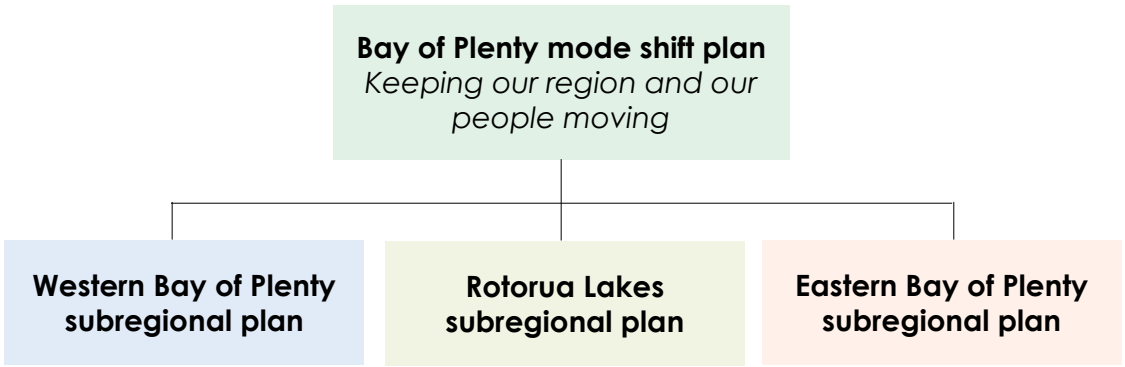
3.1.9 Regional Public Transport Plan (RPTP) 2018

The Regional Public Transport Plan (RPTP) provides guidance and policies that direct the investment in public transport across the Bay of Plenty region. It encourages councils and public transport operators to work together in developing public transport services and infrastructure.

The RPTP is guided by policy and strategy set within the national context by the Government Policy Statement on Transport and within the Bay of Plenty's Regional Land Transport Plan. These documents provide clear direction for investment and policy setting within the public transport context for the Region.

4.0 IMPLEMENTATION

This Plan is made up of three subregional plans, that together, form the mode shift plan for the Bay of Plenty region. At June 2020, the Western Bay of Plenty section has been completed, with the Rotorua Lakes and Eastern Bay sections being undertaken in the next 6-9 months.



4.1 WESTERN BAY OF PLENTY SUBREGION

The Western Bay of Plenty mode shift plan's actions are outlined below. Some of these actions are already within partner council plans and funding programmes while others are new and therefore require further development.

SHAPING A SUPPORTIVE URBAN FORM

Short-term priorities (1–5 years)

- Embed the Urban Form and Transport Initiative (UFTI) through the SmartGrowth Joint Spatial Plan.
- Deliver joined up implementation frameworks to give effect to UFTI including the Western Bay Transport System Plan (including Stage 1 System Operating Framework, and later 'still to be identified business case activities), and wider public transport network reviews.
- Ensure new subdivisions include supporting infrastructure for public transport, and connected pathways and cycleways between streets and neighbouring communities, centres, destinations and public transport routes, to support early uptake of mode shift.
- Ensure existing and new commercial and retail centres are designed to support mode shift including efficient operation of public transport services into and around centres.
- Complete structure planning and/or business cases for key growth areas including Omokoroa Stage 3 and Tauriko West that include development of an integrated package of multimodal transport and land use interventions to support mode shift by optimising walking, cycling and public transport access.
- Commence implementation of the Te Papa Spatial Plan and Indicative Business Case and the Cameron Road multi-modal programme.
- Complete the Intensification Plan Change 26, to enable higher density developments and as a result deliver a strong policy to support mode shift.

MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE Short term priorities (1-5yrs)	• SmartGrowth partners to develop a joint engagement and communications strategy and plan to support working closely with local communities to increase understanding and gain support for implementing mode shift (services and amenities) for local neighbourhoods. • SmartGrowth partners to investigate a joint approach to planning, designing, and delivering the subregion's public transport activity. • Review the Regional Public Transport Plan and WBoP Public Transport Blueprint to strengthen the commitment to public transport as a key element of the subregion's mode shift strategy. • Develop and undertake a Western Bay of Plenty Public Transport Implementation Plan to give effect to the UFTI optimal programme and associated SmartGrowth Joint Spatial Plan initiatives. • Further develop the Tauranga Walking and Cycling Business Case and implement the Tauranga Cycle Plan and draft Western Bay of Plenty Walking and Cycling Action Plan and develop a (partner shared) coordinated implementation plan to deliver connected cycleways and pathways on the identified priority routes across the subregion. • Implement the Cameron Road Multi-Modal Study interventions to increase mode shift along the corridor. • Continue to work with schools and local cycling groups to ascertain the best mix of interventions including education to address safety concerns and perceptions for cycling.
INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE Short term priorities (1-5yrs)	• Encourage new commercial and/or industrial developments (of scale) to develop travel demand management plans to support the movement of people and goods. • Complete the Tauranga City Parking Policy review and the Western Bay of Plenty public transport fares review and ensure the policies give effect to the subregion's mode shift objectives, including good alignment and supporting rules and regulations across the two policies. • Investigate how resource management conditions and/or processes can support the quicker and easier delivery of mode shift facilities in local communities. • Complete travel demand packages for Te Tumu and Tauriko West.

4.2 ROTORUA LAKES SUBREGION

This section to be completed following development of the Rotorua Lakes Mode Shift Plan.

SHAPING A SUPPORTIVE URBAN FORM Short-term priorities (1–5 years)
MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE Short term priorities (1-5yrs)
INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE Short term priorities (1-5yrs)

4.3 EASTERN BAY OF PLENTY SUBREGION

This section to be completed following development of the Eastern Bay of Plenty Mode Shift Plan.

SHAPING A SUPPORTIVE URBAN FORM Short-term priorities (1–5 years)
MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE Short term priorities (1-5yrs)
INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE Short term priorities (1-5yrs)

5.0 FUNDING

Funding of transport initiatives at a national level are reviewed and planned for every three years through the National Land Transport Programme. The government provides a dedicated fund, the National Land Transport Fund, to support the delivery of land transport investments. The Government expects the transport sector to supplement and support the Fund by considering the most appropriate funding and financing options.

This is supported at the regional and local levels via the Regional Land Transport Plan (undertaken every six years) and Council Long Term Plans (undertaken every three years) and supporting Annual Plans.

The current National Land Transport Programme is for the 2018-2021 period. A number of mode shift projects for the region are included in this Programme. It is noted that the entire national programme is currently constrained, resulting in challenges for councils looking to accelerate any new investments over the 2020-21 period.

Recently, separate sources of potential funding via the Crown have been established including Crown Infrastructure Partners (CIP) and the Provincial Growth Fund (PGF). At a local level Councils are also able to seek development or financial contributions from developers to support transport initiatives.

The updated Government Policy Statement on Land Transport (GPS) post June 2021 is intended to signal a greater focus and wider flexibility for further investment in mode shift priorities. A key investment focus through the GPS is to improve people's ability to get to places where they live, work and play and to make sure our major cities have transport networks that are fit for purpose and fit for the future.

The funding requirements to support mode shift, primarily public transport infrastructure and services, will be challenging. The Urban Form and Transport Initiative (UFTI) in the western Bay of Plenty includes a significant mode shift programme to support a step change in the movement of people. It is going to be important, that all partners, both local, regional, and national, work together on a coordinated approach in the delivery and funding of future mode shift initiatives.

6.0 MEASURING PROGRESS

Monitoring delivery and measuring success of the mode shift objectives and priorities is a core delivery element of this Plan. This will be undertaken via multiple partner processes as agreed by each of the subregions.

Examples of these in terms of annual monitoring and reporting include:

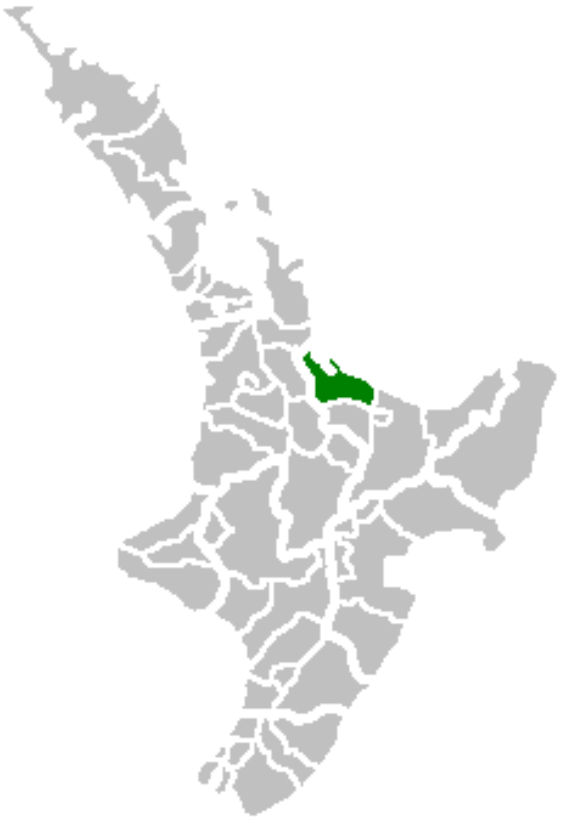
- Long Term Plans and Annual Plans
- Regional Land Transport Plan
- National Land Transport Programme

Each of the subregional sections outline the key specific reporting processes.

This Plan does not currently include targets, which may be added over time as wider policy and strategy work is undertaken at both national and local levels (ie reduction of carbon emissions).

WESTERN BAY OF PLENTY SUBREGION

7.0 WESTERN BAY OF PLENTY SUBREGION



The western Bay of Plenty subregion is one of the fastest growing areas in New Zealand with Tauranga being the country's fifth largest city.

The western bay is currently home to around 140,000 people and is predicted to grow to 270,000 people over the next 30-40 years.

This continued growth pattern is resulting in significant pressure on the transport system to move people and goods efficiently, safely, reliably, and affordably.

The subregion is also home to a higher proportion of older community members than the national average. It is predicted that over the next 15 years, most of the population growth is expected to be in the 65+ age group[13]. This means the subregion will have to respond to an ageing population's needs in terms of travel and accessibility.

Successful growth management is a high priority for the community as well as local and central government. SmartGrowth and more recently the Urban Form and Transport Initiative (UFTI) is focused on ensuring there is a coordinated and aligned approach to key housing, transport, and urban development issues across the subregion

The western Bay of Plenty plays a key role in the movement of freight of goods to the upper North Island as well as critical connections to central and wider New Zealand. It is home to the country's largest export port, and the subregion's productive rural and horticultural land resources.

Tauranga has also recently opened the University of Waikato campus within the central business district. The campus, over time, will generate increased demand for students accessing the educational facilities.

Car ownership is significantly high in the subregion. Public transport use in Tauranga is the lowest of the six main urban centres in New Zealand. While public transport is available, it is underutilised and makes up approximately 2% of all trips.[14]

The subregion's layout and topography with a number of narrow peninsulas and harbour crossings has resulted in key pinch points across the network. This has been exacerbated with ongoing growth, often on the city's fringes creating a high level of congestion for a city of Tauranga's size. This has not seen relief, even with the significant roading investment made over the last 20 years.

The need to move people and goods differently to achieve wider social, economic, and environmental outcomes is becoming urgent. Evidence shows that delivering compact and active urban forms, increasing densities along key transport corridors, and linking key destinations such as home, work, retail, and recreational activities seamlessly via a multi-modal transport system goes a long way to helping achieve the subregions mode shift objectives. A number of key strategies and plans are either under way or have been recently developed to support this.

13. Urban Form and Transport Initiative (UFTI) Foundation Report 2019

14. Urban Form and Transport Initiative (UFTI) Foundation Report 2019

7.1 DATA SNAPSHOT

Tauranga has one of the highest rates of private vehicle use among New Zealand cities. This reliance on private vehicles impacts on the high carbon emissions in the city. Arataki (Waka Kotahi)	*85% of Tauranga's population is within 5km of a key employment area, and 98% are within 10km.* Tauranga Cycle Plan 2018	*61% of Tauranga's emissions are related to transportation.* UFTI WBoP Public Transport Modeshift Scenarios Report 2020
Tauranga is New Zealand's fifth largest city. Most of the growth to date has been low density housing on the edge of the city which typically has high infrastructure costs and places significant pressure on the transport network. Te Papa Spatial Plan	*Public transport use in Tauranga is the lowest of the six main urban centres in NZ and walking and cycling is lower than both Wellington and Christchurch.* UFTI WBoP Public Transport Modeshift Scenarios Report 2020	*On average it takes approximately two and a half times longer to travel between the CBD and key urban locations by bus than by car.* Western Bay Public Transport Blueprint 2017
Our community demographics are changing. We expect to see a higher proportion of our population over the age of 65, a 33% increase by 2033. Western BoP Walking and Cycling Plan (draft)	*Port of Tauranga is NZ's biggest port in total cargo volume and container throughput. The Port handles 42% of New Zealand's cargo and 43% of exports.* Port of Tauranga presentation 2019	*Around a third of residents in Tauranga ride a bike for either transport or leisure purposes.* Tauranga Cycle Plan 2018
42% of Tauranga's population live in the two most deprived quintiles. NZ Index of Deprivation 2013	*2,700 households in Tauranga (6.4%) do not have access to a private vehicle and 41% only have access to one vehicle.* Census 2013	*Tauranga has the highest single occupancy rate in the country for journey to work in a major city.* Tauranga Transport Programme 2018

7.2 CURRENT PLANS AND STRATEGIES

Significant strategy, planning and policy work has been undertaken in the western Bay of Plenty to support the delivery of government objectives and community outcomes.

The key subregional plans and strategies used to support this Plan include:

- SmartGrowth Partnership: Urban Form and Transport Initiative (UFTI)
- UFTI WBoP Public Transport Mode Shift Scenarios Technical Report 2020
- UFTI Regional Freight Flows Report 2020
- UFTI Strategic Transport Journeys – Strategic Functions Technical Report 2020
- Western Bay Public Transport Blueprint 2017
- (Draft) Western Bay of Plenty Transport System Plan
- Tauranga Cycle Plan 2018
- Tauranga Walking and Cycling Business Case (Accessible Streets Programme) 2020
- (Draft) Western Bay of Plenty Walking and Cycling Action Plan
- Te Papa Spatial Planning Framework
- Proposed Tauranga City Intensification Plan Change 26
- Key Growth Area Structure Planning
- Tauranga City Parking Strategy and Policy Review
- Bay of Plenty Public Transport Fare Policy Review
- Bay of Plenty Regional Passenger and Freight Rial Investigation 2019
- Tauranga Age-friendly City Strategy 2013-2023
- Today Tomorrow: Transforming Public Transport for Ageing Communities 2019

Further detail on each of these plans, as well as the relevant weblinks, are outlined in section 13.0 Supporting documentation.

8.0 WHAT HAVE PEOPLE AND COMMUNITIES TOLD US

A targeted research report was undertaken as part of the Urban Form and Transport Initiative (UFTI), to review key community engagement and feedback (primarily over the last 3-5 years) undertaken by the UFTI partners.

The UFTI Targeted Community Insights Report analysed over 30 recent UFTI partner processes and documents to better understand what people and communities' value in terms of how they like to live, work, play, learn and move.

Documents were selected by UFTI partners as a representation of community insights. Documents included ranged from community plans and surveys, summaries on submissions, public feedback and face to face conversations.

The report identified six key themes:

1. Lively and Vibrant Communities for People
2. Communities that Move and are Connected
3. Environmentally Responsive Communities
4. Communities that are Inclusive and Prepared for Growth
5. Healthy, Social and Culturally Supportive Communities
6. Future Focused Communities that Engage with People

Personal Mobility and Transport Mobility were prominent themes throughout all the documents, with a common thread being the need to better coordinate future development and transportation solutions.

Summary insights in relation to mode shift included:

- People want more safe, convenient, reliable and accessible transport options.
- Shifting to sustainable modes would help reduce congestion, travel time and future-proof the transportation network.
- A compact city that is very walkable and cyclable. The streets are treated as public spaces and are actively used.
- Public transport should be affordable, connect rural communities and have priority.
- Mobility can be improved by implementing universal design and enhancing pedestrian and cycle connections to neighbourhoods, schools and community hubs.
- Transport infrastructure should be built before development.
- A desire to improve cycling and walking networks to facilitate people using alternative modes of transport.
- The need to change the reliance of people in new growth areas on having private vehicles.
- Need to consider the future transport option such as autonomous vehicles and allow for specialist corridors in new subdivisions.
- Need for an integrated transport policy that puts people before cars.

9.0 COLLECTIVE CHALLENGES AND BENEFITS

The following collective challenges, benefits and resulting priority objectives have been developed from the multiple partners supporting strategies, plans, polices and regulatory planning.

9.1 CHALLENGES

There are a number of challenges in achieving the subregion's mode shift goals.

VEHICLE DEPENDENCY

- Majority of trips (work, education, and recreation) are taken by private or business owned vehicles.
- Public transport use in Tauranga is the lowest of the six main urban centres in NZ and walking and cycling is lower than both Wellington and Christchurch. There is also a lack of quality public transport and cycling facilities.
- The high level of private vehicle ownership and the layout of the subregion, with ongoing growth, means Tauranga experiences a surprisingly high level of congestion for its population, even after substantial roading investment over the past 20 years.
- At times, other modes are not time or cost competitive to private vehicles.
- The subregion has a large rural area with a dispersed population and relatively low densities leading to less opportunity for transport choice.
- Increased demand is impacting on environmental outcomes through increased transport emissions and impacts to noise and air quality.

MANAGING GROWTH

- Subregion is experiencing rapid population growth leading to increased demand for travel.
- Infrastructure and travel costs are increasing as more relatively low-density development occurs on the fringes of the city, resulting in challenges to service less dense populations with high quality public transport options.
- The need to move more people and goods through the same routes results in delays that is impacting economic productivity.
- Increased need to locate major centres and destinations around existing networks and hubs to optimise infrastructure and services.
- Investment in strategic routes to support competing modes and increased demands is often planned for and implemented too late.

SAFETY (INCLUDING COMMUNITY PERCEPTION)

- Active mode use has a high representation in crashes, caused primarily by other vehicles.
- Lack of dedicated space and quality facilities within key routes to support safe active mode use.
- Perceptions of cycling safety risks acts as a disincentive to the uptake of people who want to cycle more or try cycling without motor vehicle conflicts.

INCLUSIVE ACCESS

- Lack of multi-modal connections on strategic routes linked to main employment and retail/ recreational destinations.
- Limited travel choice and options for all ages and abilities.
- Lack of equitable access to social and economic opportunities.

COMMUNITY BUY IN

- Acceptance and support for modal shift infrastructure, amenity, and services where it has a local effect on a neighbourhood and/or community i.e. bus shelters, interchanges.
- Local community acceptance of a change in use of strategic transport corridors to support and benefit the wider subregion i.e. Cameron Road.
- Support for local investment being prioritised to deliver mode shift initiatives.

POLICY INTEGRATION AND ALIGNMENT

- Current policies favour vehicle dependency and single occupancy travel i.e. current City Plan requires a minimum car parking rate
- Lack of alignment of transport policy and land use planning i.e. parking minimum requirements; travel demand management plans; land use policy to enable high densities.
- New policies and national guidelines required to encourage a consistent approach to achieving mode shift.

CONFLICTING USE, DEMAND, AND CUSTOMER EXPECTATIONS

- Regional freight task projected to significantly increase which will compact demand on the strategic transport network.
- Public transport services currently focused on basic access needs, rather than being a competitive alternative to private vehicles.
- Conflict between freight and people movements, causing increased travel times and congestion on critical parts of the strategic transport network.
- In some cases, there is still a negative image of travelling by bus, despite significant improvements.

FUNDING

- Increasing infrastructure costs to manage growth is impacting on local authority ability to fund.
- The infancy of micro-mobility in NZ means it is challenging to find relevant evidence and data to support national business case and investment objectives and requirements.

9.2 BENEFITS

The collective set of benefits listed have been derived from a number of the key supporting strategies and plans for the subregion, that are also outlined in this Plan.

- **INCLUSIVE ACCESS** - Increased travel choice; affordable and easy access for all ages and abilities
- **SAFETY (AND PERCEPTION OF SAFETY)** - Improved safety for all transport users (public transport, cycling, walking and micromobility)
- **ENVIRONMENT AND HEALTH** - Improved environmental impacts (reduction in transport emissions; increased healthy activities)
- **PROSPERITY** - Improved access to employment; increased economic productivity
- **CONNECTED CENTRES and NEIGHBOURHOODS** - Improved urban form and amenity; improved rural community connection; improved vibrancy and activity
- **VALUE FOR MONEY** - better business case delivery; improved optimisation of the transport system.

10.0 THE FORWARD PLAN

The following section is supported by the multiple strategies, plans, policies and programmes underway or implemented in the subregion.

Keeping Our People and Our Region Moving supports the key focus areas outlined in Waka Kotahi NZ Transport Agency's *Keeping cities moving* (National Mode Shift Plan). Included under each of these, are the western Bay of Plenty's subregional priorities for action.

NATIONAL FOCUS AREAS	WESTERN BAY OF PLENTY PRIORITY OBJECTIVES
Shaping a supportive urban form	• Enable higher density growth and urban development in areas connected by the multi-modal strategic transport network to optimise travel choice and use. • Plan new growth areas to enable higher densities and a good urban form with a mix of land use and amenity that supports high quality frequent public transport, walking and cycling. • Develop commercial centres and significant public facilities in areas serviced by high quality rapid and frequent public transport. • Ensure the urban form and spatial intent is complemented with a well-integrated transport system.
Making shared and active modes more attractive	• Work closely with local communities to increase understanding and gain support for implementing mode shift (services and amenities). • Improve and expand delivery of high quality rapid and frequent public transport services. • Increase access and use of walking, cycling and micro-mobility through journey planning including the 'first and last mile'. • Invest in infrastructure and optimisation measures to make public transport and other active modes, more attractive and competitive to the private vehicle. • Prioritise and invest in key routes, areas, and destinations to create a network of connected pathways and cycleways, that feel safe for people of all ages and abilities.
Influencing travel demand and transport choices	• Integrate policy and regulations to incentivise and prioritise mode shift. • Ensure travel demand management practices are embedded through development conditions in priority mode shift corridors and destinations. • Make it safe and easy for people to access options to encourage a change in the way people travel.

10.1 SHAPING A SUPPORTIVE URBAN FORM

Subregional priorities

- Enable higher density growth and urban development in areas connected by the multi modal strategic transport network to optimise travel choice and use.
- Plan new growth areas to enable higher densities and a good urban form with a mix of land use and amenity, that supports high quality frequent public transport, walking and cycling.
- Develop commercial centres and significant public facilities in areas serviced by high quality rapid and frequent public transport.
- Ensure the urban form and spatial intent is complemented with a well-integrated transport system.

The integration of land use and transport has been at the forefront of planning in New Zealand for more than two decades. The importance of good urban form being supported by a multi-modal transport system has set the tone for many public and private sector community outcomes and priorities.

A compact city form can deliver many community and government outcomes. However, the ability to house many more people in the same urban space utilising current infrastructure is a challenge for many authorities.

To be successful, shaping urban form needs to be based on good urban design principles with both high density residential living, multi-use development, and good public space and amenity, supported by frequent, safe, and affordable multi modal options. This also comes with the need for strong public and private sector partnership and community buy-in.

Mode shift plays an important role in the urban design and development of new growth areas and centres. By implementing mode shift infrastructure and services as a core part of the initial stages of subdivision and development, encourages people to choose a different way to travel as they move to their new home and/or community.

The importance of managing high population growth and resulting increased need for jobs, facilities, and services, especially in the high growth centres across New Zealand, has seen a number of growth management initiatives established over the last 20 years. For the western Bay of Plenty, this was the SmartGrowth partnership established in 2001.

10.1.1 Managing and enabling growth in the western Bay of Plenty

The first SmartGrowth Strategy was developed in 2004 and then further refreshed in 2013 to take a broader approach to the four wellbeings. In 2019, the SmartGrowth partners launched the Urban Form and Transport Initiative (UFTI) in response to requiring further collaboration and joint focus on key subregional issues such as housing, transport, and urban development.

The western Bay of Plenty is currently home to around 140,000 people. The Urban Form and Transport Initiative (UFTI) is planning for a population of 270,000 people within the next 30-40 years, growing to a population of 400,000 people.

15. Collaborative partnership between Tauranga City Council. Western Bay of Plenty District Council, Bay of Plenty Regional Council, tangata whenua and Waka Kotahi NZ Transport Agency.

Implementation of significant growth areas have been underway across the subregion for the last two to three decades to accommodate increased growth, with the majority of these being lower density developments on the city fringe, including Omokoroa, Pyes Pa, Tauriko and Wairakei.. There are also a number of structure and spatial plans underway for future growth areas including the Te Papa peninsula, Te Tumu, Rangiuru, Omokoroa (stage 3) and Tauriko West.

A key focus for the subregion is to grow up as well as out. Current rules make it challenging for people to build more compact housing types resulting in the use of land and optimisation of infrastructure not being as effective as possible in managing the projected growth. Achieving higher densities, especially around strategic transport routes, destinations, and nodes, supports the viability of rapid and/or frequent public transport systems.

The Te Papa peninsula (from Greerton to the city centre) is the main spine to the subregion. It connects many of the city's urban residential and employment hubs as well as major educational (schools and university campus), health (Tauranga hospital) and recreational facilities. The need to increase housing densities and move people and goods differently throughout this corridor has become a significant priority for the subregional partners.

The Te Papa spatial framework and indicative business case as well as a city-wide housing choice intensification plan change will set the planning and statutory framework to enable more housing choice to meet the city's changing needs

Investment in the supporting multi-modal transport system along the peninsula has also commenced with the Cameron Road multi-modal study which includes short term improvements, from Harrington Street to 17th Avenue, with the aim to provide more ways for people to move safely and easily along the corridor via multi modal options.

10.1.2 Delivering an integrated multi-modal transport system to support urban form

Tauranga has one of the highest rates of private vehicle use among New Zealand cities and only 2% of journey to work trips are undertaken by public transport , which with continued population growth is significantly impacting on the efficiency of the transport system. Travel time reliability is decreasing as congestion worsens at key pinch points across the system.

The subregion's growth is premised on the ability for communities to live, learn, work and play, while achieving a high degree of self-containment of local trips. However, the reality is that many people still drive because of unattractive or unavailable alternative options. This is also not helped by significant public and recreational subregional facilities being located on either side of the harbour meaning there is still a significant amount of cross harbour trips being made each day to access work and social and recreational opportunities.

Accessing education across the subregion is also impacting on the efficiency of the transport system with many parents choosing not to send their children to their closest schools. It is important that in the planning of new growth areas, educational facilities are an integral part of the urban design elements, supported by multi modal transport options. Being able to offer parents more choice for the safe travel of their children to and from school will greatly assist in the reduction of private vehicle trips in the morning and afternoon peaks. A well performing multi-modal transport system occurs when the strategic role of each of the different routes or journeys are well understood, and those roles are then achieved via a 'one system' planning and investment approach.

The Urban Form and Transport Initiative has identified the strategic functions of the transport system required to support the subregion's future urban form and spatial intent. The function includes consideration and direction on mode priority in key corridors and journeys across the subregion, particularly where there are competing demands.

MAP 3: UFTI STRATEGIC TRANSPORT JOURNEYS - STRATEGIC FUNCTIONS

SHAPING A SUPPORTIVE URBAN FORM Short term priorities (1-5yrs)

- Embed the Urban Form and Transport Initiative (UFTI) through the SmartGrowth Joint Spatial Plan.
- Deliver joined up implementation frameworks to give effect to UFTI including the Western Bay Transport System Plan (including Stage 1 System Operating Framework, and later 'still to be identified business case activities), and wider public transport network reviews.
- Ensure new subdivisions include supporting infrastructure for public transport, and connected pathways and cycleways between streets and neighbouring communities, centres, destinations and public transport routes, to support early uptake of mode shift.
- Ensure existing and new commercial and retail centres are designed to support mode shift including efficient operation of public transport services into and around centres.
- Complete structure planning and/or business cases for key growth areas including Omokoroa Stage 3 and Tauriko West that include development of an integrated package of multimodal transport and land use interventions to support mode shift by optimising walking, cycling and public transport access.
- Commence implementation of the Te Papa Spatial Plan and Indicative Business Case and the Cameron Road multi-modal programme.
- Complete the Intensification Plan Change 26, to enable higher density developments and as a result deliver a strong policy to support mode shift.

SHAPING A SUPPORTIVE URBAN FORM: KEY SUPPORTING DOCUMENTS

- SmartGrowth Strategy 2013
- Urban Form and Transport Initiative (UFTI) 2020
- UFTI WBoP Strategic Transport Journey (Corridor) Functions Technical Report
- (draft) Western BoP Transport System Plan
- National Policy Statement Urban Development (NPS-UD)
- Te Papa Spatial Planning Framework
- Tauranga City Intensification Plan Change 26
- Structure Plans (Omokoroa Stage 3; Wairakei/ Te Tumu / Rangiuru; Tauriko West)

10.2 MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE

Subregional priorities

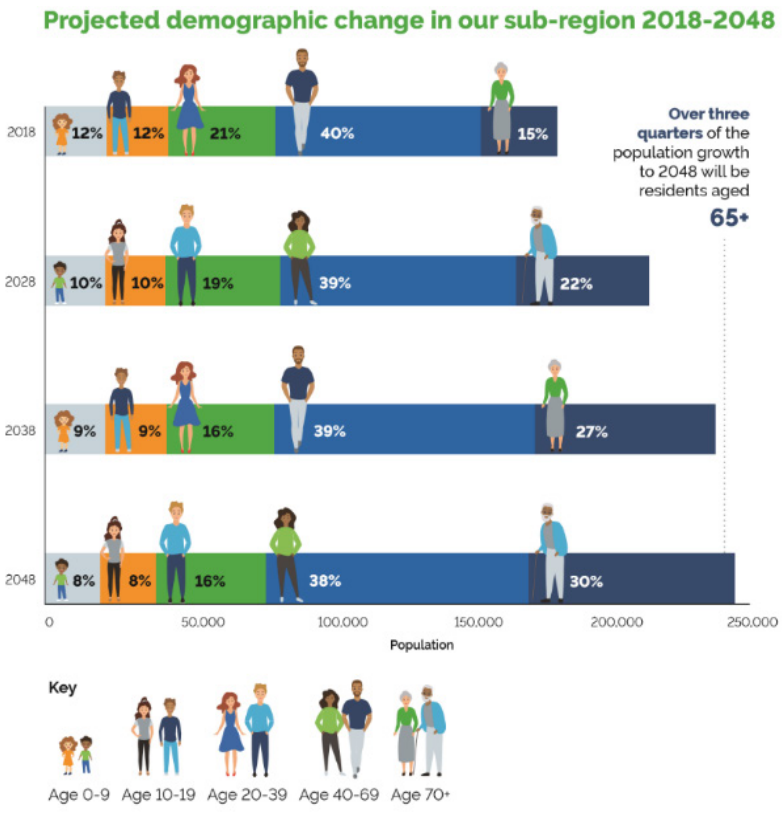
- Work closely with local communities to increase understanding and gain support for implementing mode shift (services and amenities).
- Improve and expand delivery of high quality rapid and frequent public transport services.
- Invest in infrastructure and optimisation measures to make public transport more attractive and competitive to the private vehicle.
- Prioritise and invest in key routes, areas, and destinations to create a network of connected pathways and cycleways, that feel safe for people of all ages and abilities.
- Increase access and use of walking, cycling and micro-mobility through journey planning including the 'first and last mile'.

Public transport must be safe, reliable, frequent, and easy to access, for all ages and abilities. This accompanied with well-connected walking and cycling pathways and routes is essential to the success of neighborhoods and city centres.

Compact urban form as outlined previously, if managed well, can create higher densities that support and encourage the use of and investment in high quality rapid and/or frequent public transport services.

85% of Tauranga's population is within 5km of a key employment area, and 98% are within 10km[18]. Being able to access these locations via a multi modal transport system i.e. by bus, walk, cycle, micromobility, along dedicated or optimised pathways and routes, can support increased social and economic prosperity.

FIGURE 5: UFTI FOUNDATION REPORT



Tauranga is also one of the country's most popular destinations for retirement. By 2031 Tauranga will be home to nearly 37,600 people who have a Gold Card. 1 in 4 people walking down the street will be 65 years and over[19]. Better understanding the travel needs of our ageing population will be essential in ensuring the transport system delivers for a lifetime of mobility[20].

People's perception of safety within the transport network for particular modes, primarily cycling, is also hindering the subregions ability to deliver a multi-modal transport system. Research shows that more people would ride bikes if they felt safer[21] .

18. Tauranga Cycle Plan 2018

19. Tauranga Age Friendly City Strategy 2013-2023

20. Today and Tomorrow – Transforming Public Transport for Aging Communities 2019 (CG Consulting)

21. Tauranga Cycle Plan 2018

The current cycling network is not well connected and, in most cases, within the urban areas, these cycleways are within the roading corridor, meaning cyclists need to share the road space with much bigger and faster vehicles. Examples within the strategic transport system include Cameron Road, Fraser Street, Maunganui Road and Hewletts Road.

There is also an ongoing community fear about allowing children to ride bikes to school, because they either need to ride on the footpath causing risk to themselves and others (however this is mostly a perceived risk), or ride in the road space with other much bigger vehicles.

Many of Tauranga's employment hubs and schools are adjacent or connected by busy arterial routes. In planning for the future, these routes could be optimised to encourage multi-modal use.

10.2.1 Building community support

The scale of mode shift required to meet the city's and subregion's objectives will require a significant change in the way people move and live.

Community buy in and acceptance of mode shift initiatives, especially when planned for in their local neighborhoods, is essential to ensuring a multi-modal transport system is achieved. To date, a number of large scale interchange proposals within the subregion as well as localised infrastructure such as erection of bus stops has caused some community concern and obstacles.

It is critical that local government spend time with their communities to define their community visions and values, and through that, build better understanding about the role mode shift can play in bringing wider benefits and prosperity to people and their local communities.

Many of the issues that communities face, such as access to employment, social services, and health, can be supported through achieving more travel options for people to choose.

10.2.2 Improving public transport service quality

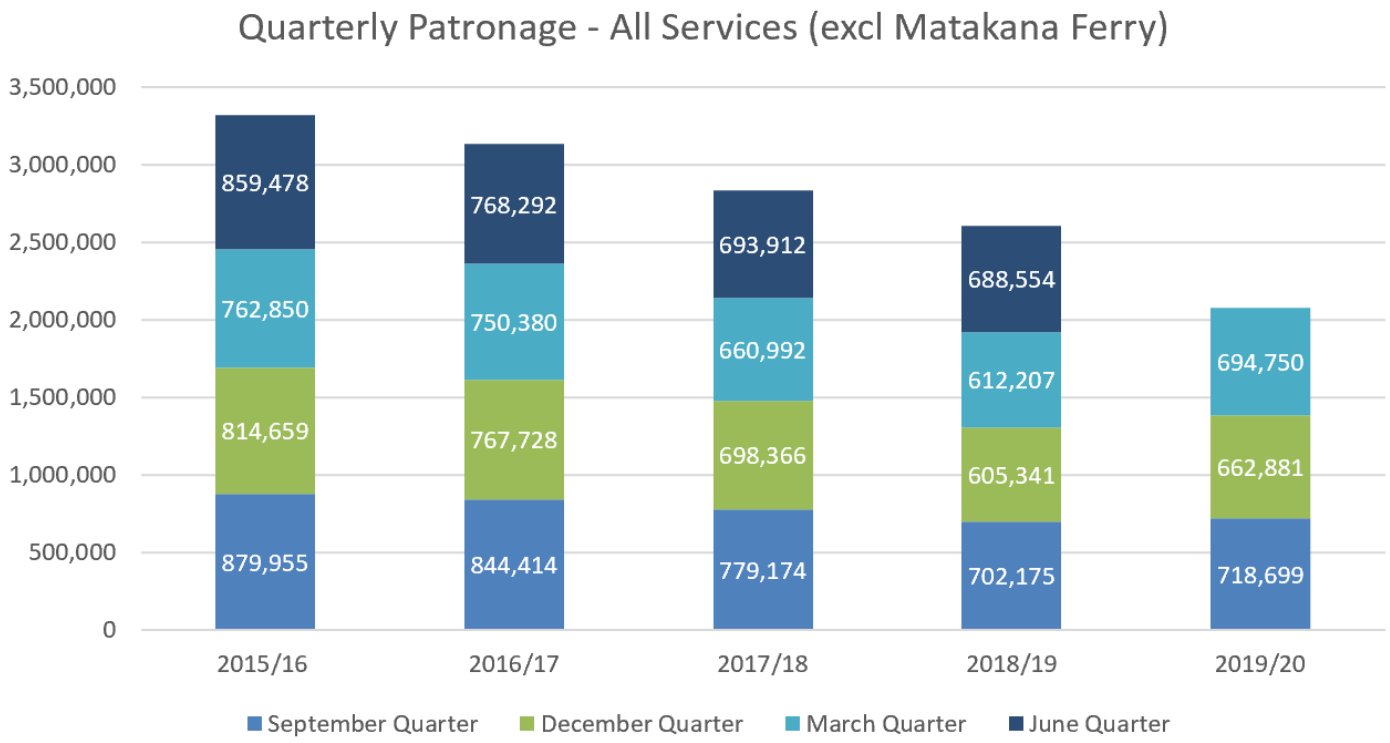
Approximately 1.86 million trips are made on the Tauranga urban bus network every year. In addition to the urban bus services, district bus services operate between Tauranga, Waihi, Katikati, Omokoroa and Te Puke. The School Hopper bus network consists of 46 bus routes serving Tauranga schools. The service carries approximately 580,000 public trips per year.

While public transport is available, it is underutilised compared to other similar cities in New Zealand and makes up approximately 2% of all trips[22]. This is exacerbated by the current dispersed settlement pattern and topography which makes it difficult to deliver a more effective public transport system across the whole network. Public transport travel time reliability on primary strategic routes is also becoming a significant issue as services compete for road space with general traffic and other modes. On average it takes approximately two and a half times longer to travel between the CBD and key Tauranga urban locations by bus than by car[23].

Between 2001 and 2012 patronage increased from below 500,000 to 1.8 million trips per annum with patronage growing strongly (more than 15% per annum) between 2006 and 2010[24]. However, growth in patronage started to gradually decline from 2014.

22. Draft Tauranga Transport Programme, 2018
23. Western Bay Public Transport Blueprint 2017
24. Western Bay Public Transport Blueprint 2017

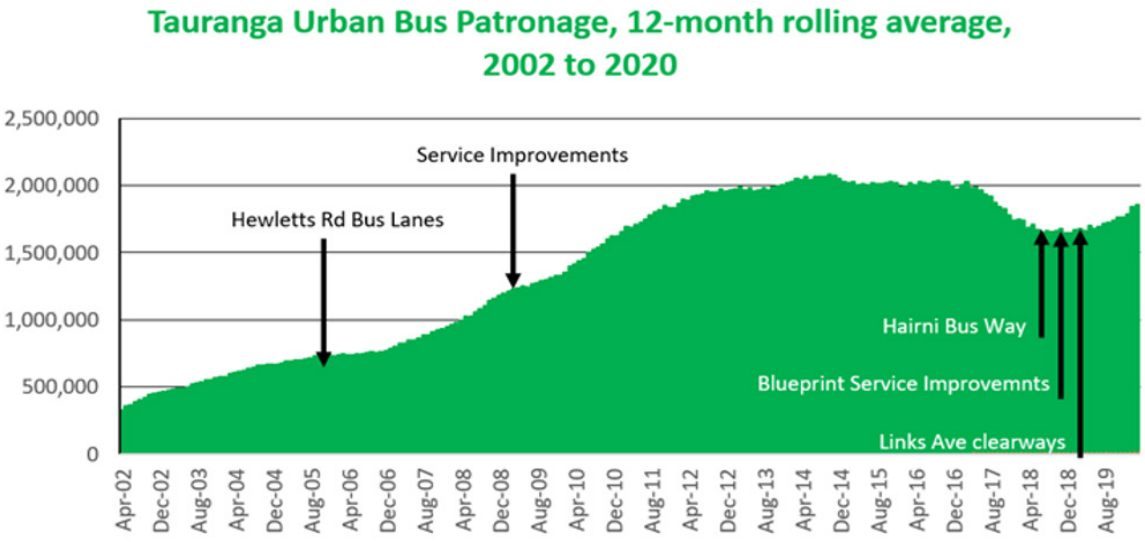
FIGURE 6: WESTERN BAY OF PLENTY PT NETWORK – TOTAL BOARDINGS



In response to the gradual decline in patronage, planning for a change in public transport delivery commenced in 2015 by way of developing the Western Bay PT Blueprint and subsequent Public Transport Implementation Plan in 2019. Since implementation, there has been a significant increase of investment from late 2018 to improve the public transport services provided throughout the subregion.

While patronage growth to date is modest, there are further opportunities to increase patronage as Councils and partners deliver the agreed public transport infrastructure improvements, such as bus interchanges and shelters, prioritisation lanes, and other supporting infrastructure on both the local and state highway network[25].

FIGURE 7: BAY OF PLENTY REGIONAL COUNCIL DATA 2020



25. Urban Form and Transport Initiative (UFTI) Foundation Report 2019

Transport modelling undertaken through the UFTI Mode shift and Multi-modal Solutions Technical Report showed that there is an opportunity, with projected growth, and measures such as public transport priority, park and rides and changes to parking management, to increase mode shift use to 20% by 2063.

The modelling suggested that the greatest level of demand is through people travelling within the eastern corridor, followed by people traveling from the western corridor to the city centre. This suggests a staged approach to implementation, aligned with future land use planning could be appropriate.

If 20% mode share is achieved, the analysis suggests that a form of mass transit is likely to be required to meet the anticipated level of demand between the major transport corridors. The work also suggests phased approach to progress towards the desired future state, starting with bus priority and working towards higher capacity modes and land use intensification, Park and Ride facilities, and parking management in the central city.

With further population growth and increased demand for travel, it will be important to understand and plan for an enhanced public transport system. This will include further work on interventions such as the use of priority lanes and measures, reallocation of road space, enhanced service frequency and supporting facilities and infrastructure.

Under current legislation the planning for, investment in and delivery of public transport activities are shared between local and regional government, with local government having accountability for infrastructure and regional government having accountability for services.

This co-management approach brings many challenges, especially in achieving alignment of investment and implementation via the many council plans and funding processes i.e. Long Term Plans and supporting Annual Plans.

The ongoing challenge of all public transport networks is providing a system that is comparable with the convenience and reliability of other transport modes. This is particularly relevant in the western Bay of Plenty subregion because without significant changes to the way people and goods move, the transport system will experience increased delays and the greenhouse gas emissions will continue to rise particularly with projected population growth .

10.2.3 Making walking, cycling and micromobility safe and attractive travel options

Moving more people via cycling, walking and micromobility brings many benefits and outcomes to the transport system, as well as community wellbeing.

Walking and cycling infrastructure supports communities to be healthy, active, and connected. It is important that future land use planning and regulatory processes require consideration of walking, cycling and micromobility opportunities in all new structure planning and urban development activities.

A recent change, brought about by the global nova coronavirus, has seen a significant increase in people walking and cycling. Evidence shows that a cycleway can transport up to 3.5 times more people per hour than single occupancy motor vehicles . There is optimism that that this trend will continue as New Zealand moves forward.

Both Tauranga City Council and the western Bay of Plenty District Councils have recently refreshed action plans for their walking and cycling activities, including starting up an e-scooter scheme.

These action plans are focused on completing the priority walking and cycling routes that connect people to work and educational opportunities and decreasing the reliance on private vehicle travel.

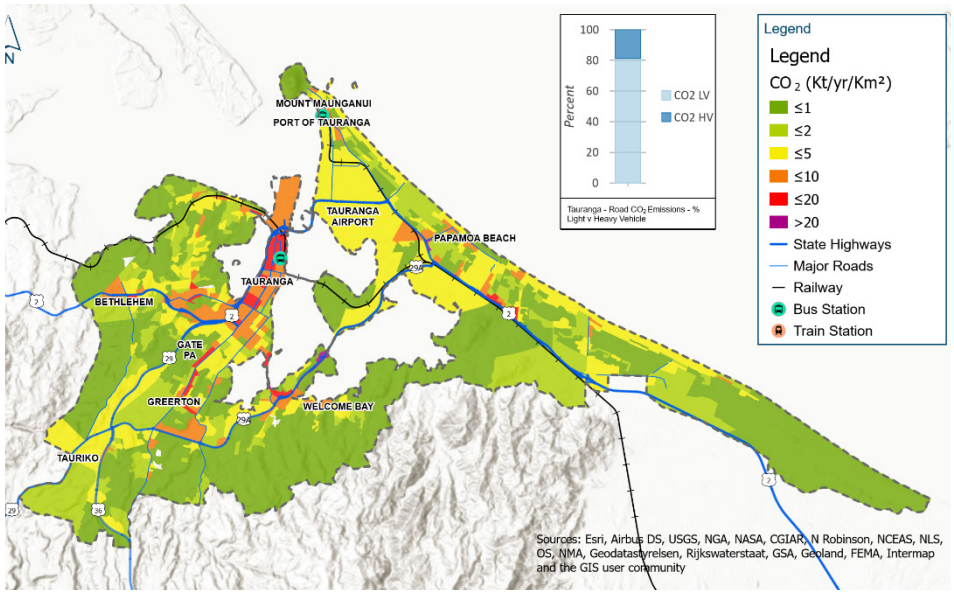
MAP 6 TAURANGA PRIORITY CYCLE ROUTES

10.2.4 Reducing transport emissions

61% of Tauranga's emission are related to transportation. It is estimated that 97% of transport emissions in Tauranga are from road transport, and come from the use of petrol, diesel, and LPG for vehicle transport[28]. Due to the high private vehicle usage, Tauranga's per capita transport related emissions are higher than other comparative growth centres such as Wellington and Dunedin.

Considerable environmental and health benefits can be achieved through moving people more efficiently via mode shift. It is estimated one bus can remove as many as 30 single occupancy vehicles[29] from the transport system.

FIGURE 8: TAURANGA ROAD TRANSPORT CO2 EMISSIONS 2018 (WAKA KOTAHI)



28. UFTI WBoP Public Transport Modeshift Scenarios Technical Report 2020

29. Urban Form and Transport Initiative (UFTI) Foundation Report 2019

The Waka Kotahi *Toitu Te taiao sustainability action plan* states that, nationally, the light vehicle fleet accounts for 73% of road transport emissions and is the fastest growing source. It supports the Climate Change Response (Zero Carbon) Amendment Act which sets a net zero carbon emissions target for all greenhouse gas emissions (except biological methane) by 2050.

Waka Kotahi will use their planning and investment levers to deliver sustainable urban access such as reducing our alliance on private vehicles and shifting people to shared/ active or low carbon modes of travel. They are also looking to use their regulatory levers to deliver a more safe, clean and efficient vehicle fleet. Investment to deliver on this action plan will be included in future National Land Transport Programmes.

MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE

Short term priorities (1-5yrs)

- SmartGrowth partners to develop a joint engagement and communications strategy and plan to support working closely with local communities to increase understanding and gain support for implementing mode shift (services and amenities) for local neighbourhoods.
- SmartGrowth partners to investigate a joint approach to planning, designing, and delivering the subregion's public transport activity.
- Review the Regional Public Transport Plan and WBoP Public Transport Blueprint to strengthen the commitment to public transport as a key element of the subregion's mode shift strategy.
- Develop and undertake a Western Bay of Plenty Public Transport Implementation Plan to give effect to the UFTI optimal programme and associated SmartGrowth Joint Spatial Plan initiatives.
- Further develop the Tauranga Walking and Cycling Business Case and implement the Tauranga Cycle Plan and draft Western Bay of Plenty Walking and Cycling Action Plan and develop a (partner shared) coordinated implementation plan to deliver connected cycleways and pathways on the identified priority routes across the subregion.
- Implement the Cameron Road Multi-Modal Study interventions to increase mode shift along the corridor.
- Continue to work with schools and local cycling groups to ascertain the best mix of interventions including education to address safety concerns and perceptions for cycling.

MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE: KEY SUPPORTING DOCUMENTS

- Western BoP Public Transport Blueprint 2017 and Public Transport Implementation Plan 2019
- Tauranga Cycle Plan and the Tauranga Walking and Cycling Business Case
- (draft) Western Bay of Plenty Walking and Cycling Action Plan
- UFTI WBoP Public Transport Modeshift Scenarios Technical Report 2020
- Cameron Road Multi-modal Study

10.3 INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE

Subregional priorities

- Integrate policy and regulations to incentivise and prioritise mode shift.
- Ensure travel demand management practices are embedded through development conditions in priority mode shift corridors and destinations.
- Make it safe and easy for people to access options to encourage a change in the way people travel.

Travel choice is influenced via many factors including safety, travel time reliability, frequency of service, personal habits, price, and ease of understanding and use. To achieve an increase in mode shift, multiple levers and tools need to work together to enhance these factors.

The importance of aligning policy and regulatory frameworks is essential to support the achievement of mode shift initiatives. Through local and central government planning there are many land use and transport related polices and regulations that when developed, as an integrated suite, can support a shift in the way people chose to travel and move.

Parking pricing and management, especially within urban areas, is one of the key tools in encouraging mode shift, especially when used in conjunction with other supporting policies and interventions, ie public transport fare policy and road pricing. Currently most people travel to work, university, and school within Tauranga via private vehicle, causing congestion and significant travel delay at many pinch points on the system.

In many locations, all day parking charges are less than the cost of a two way bus fare[30]. Currently parking all day in Tauranga can be as low as $4.00, or even free of charge, from just a few minutes walking distance. Outside the city centre, car parking is generally free. It is noted that this is not the full cost of private vehicle travel, as also needs to include other costs such as registration and maintenance, however people tend to only consider fuel and parking costs when they choose to travel.

Tauranga City Council is currently investigating a number of specific parking related issues to provide an evidence base to support the development of a parking strategy for Tauranga. It is important that parking is well-managed to ensure sufficient availability while at the same time support the delivery of a compact city and multi-modal transport system.

The Bay of Plenty Regional Council is also undertaking a comprehensive region-wide fare review of their public transport activity. This review is looking at how the regional fare policy can help increase passenger transport patronage; encourage mode shift; relieve congestion; achieve equitable transport access and reduce complexity to users.

The integration of public transport fares and parking pricing and management can be used as an incentive to increase mode shift. This interlinked policy relationship can ensure that mode shift options are competitive and where appropriate more attractive to incentivise more people to travel via other modes than the private vehicle. It is important that policies like these, that can incentivise travel behaviour change, are part of a suite of interventions that partners plan for and implement together.

30. Western Bay Public Transport Blueprint 2017.

Road pricing is another financial tool currently in use in the western Bay of Plenty subregion. The subregion currently has two of the country's three toll roads (Tauranga Eastern Link and Takitimu Drive) that are managed via an integrated electronic tolling system. Looking at the role road pricing plays in incentivising mode shift could encourage changes to the way people travel in the future, especially in and out of the city centre. However, a balance needs to be found, as often the free alternative route, that is required via legislation, can often be more congested and less safe for users.

Other ways of influencing travel demand and transport choice is through land use planning. This can be achieved by ensuring that development and resource consent conditions, whether in new growth areas or areas of redevelopment, include incentives to encourage the design for and future use of mode shift as well as travel demand management practices.

An example of this is Trustpower power company who moved to a new centrally located building in Tauranga, which provided them a great opportunity to change staff perceptions of commuting, as well as getting facilities in place to support this. Through these initiatives they saw a significant increase in their staff walking and cycling to work.

The government's draft NPS-UD will also play a significant national role in influencing travel demand. Example being if changes are made to on-site parking requirements, then it is likely there will be additional changes required to the City and District Plans.

These and other types of regulatory interventions are currently being looked at by Tauranga City Council through their 'Housing Choice' Intensification Plan Change 26).

INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE
Short term priorities (1-5yrs)

- Encourage new commercial and/or industrial developments (of scale) to develop travel demand management plans to support the movement of people and goods.
- Complete the Tauranga City Parking Policy review and the Western Bay of Plenty public transport fares review and ensure the policies give effect to the subregion's mode shift objectives, including good alignment and supporting rules and regulations across the two policies.
- Investigate how resource management conditions and/or processes can support the quicker and easier delivery of mode shift facilities in local communities.
- Complete travel demand packages for Te Tumu and Tauriko West.

INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE
KEY SUPPORTING DOCUMENTS

- Tauranga City Parking Strategy and Policy Review 2020
- Bay of Plenty Public Transport Fare Policy Review 2020.
- Tauranga City Proposed Plan Change 26.
- (Emerging) Travel Demand Package for Tauriko West
- Tauranga City and Western Bay of Plenty's Bike Ready and Travel Safe programmes.

10.4 MONITORING AND REVIEW

Monitoring and reporting on key performance indicators and performance measures is undertaken via various partner processes.

One of the key methods for the Bay of Plenty is through the Regional Land Transport Plan (RLTP).

The RLTP Annual Report Card tracks and reports on a range of transport indicators including:

- Public transport patronage
- Walking and cycling
- Safety (death and serious injuries)
- Transport emissions
- Traffic flows including % of heavy vehicles
- Freight movements (road and rail)

10.5 WESTERN BAY OF PLENTY SHORT TERM PRIORITIES

The below priority actions have been developed alongside this Plan and are areas that are proposed for further focus from partners to support their collective efforts to achieve mode shift. Some of these actions are already within partner Council plans and funding programmes, however it is noted that some of these are new and therefore require further partner Council discussion and agreement.

SHAPING A SUPPORTIVE URBAN FORM Short term priorities (1-5yrs)	MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE Short term priorities (1-5yrs)	INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE Short term priorities (1-5yrs)
• Embed the Urban Form and Transport Initiative (UFTI) through the SmartGrowth Joint Spatial Plan. • Deliver joined up implementation frameworks to give effect to UFTI including the Western Bay Transport System Plan (including Stage 1 System Operating Framework, and later 'still to be identified business case activities), and wider public transport network reviews. • Ensure new subdivisions include supporting infrastructure for public transport, and connected pathways and cycleways between streets and neighbouring communities, centres, destinations and public transport routes, to support early uptake of mode shift. • Ensure existing and new commercial and retail centres are designed to support mode shift including efficient operation of public transport services into and around centres. • Complete structure planning and/or business cases for key growth areas including Omokoroa Stage 3 and Tauriko West that include development of an integrated package of multimodal transport and land use interventions to support mode shift by optimising walking, cycling and public transport access. • Commence implementation of the Te Papa Spatial Plan and Indicative Business Case and the Cameron Road multi-modal programme. • Complete the Intensification Plan Change 26, to enable higher density developments and as a result deliver a strong policy to support mode shift.	• SmartGrowth partners to develop a joint engagement and communications strategy and plan to support working closely with local communities to increase understanding and gain support for implementing mode shift (services and amenities) for local neighbourhoods. • SmartGrowth partners to investigate a joint approach to planning, designing, and delivering the subregion's public transport activity. • Review the Regional Public Transport Plan and WBoP Public Transport Blueprint to strengthen the commitment to public transport as a key element of the subregion's mode shift strategy. • Develop and undertake a Western Bay of Plenty Public Transport Implementation Plan to give effect to the UFTI optimal programme and associated SmartGrowth Joint Spatial Plan initiatives. • Further develop the Tauranga Walking and Cycling Business Case and implement the Tauranga Cycle Plan and draft Western Bay of Plenty Walking and Cycling Action Plan and develop a (partner shared) coordinated implementation plan to deliver connected cycleways and pathways on the identified priority routes across the subregion. • Implement the Cameron Road Multi-Modal Study interventions to increase mode shift along the corridor. • Continue to work with schools and local cycling groups to ascertain the best mix of interventions including education to address safety concerns and perceptions for cycling.	• Encourage new commercial and/or industrial developments (of scale) to develop travel demand management plans to support the movement of people and goods. • Complete the Tauranga City Parking Policy review and the Western Bay of Plenty public transport fares review and ensure the policies give effect to the subregion's mode shift objectives, including good alignment and supporting rules and regulations across the two policies. • Investigate how resource management conditions and/or processes can support the quicker and easier delivery of mode shift facilities in local communities. • Complete travel demand packages for Te Tumu and Tauriko West.

10.6 WESTERN BAY OF PLENTY PARTNER ACTION PLAN

The following table outlines current partner interventions. The actions cover a 10-year period including 2020/21. These interventions will be regularly reviewed and updated with relevant future evidence and information.

INTERVENTION	LEAD AGENCY	STATUS	FUNDING
SHAPING A SUPPORTIVE URBAN FORM			
Finalise the Urban Form and Transport Initiative (UFTI) and agree the implementation model within the SmartGrowth Joint Spatial Plan.	SmartGrowth WBoP[31]	Underway	Budgeted
Develop the SmartGrowth Joint Spatial Plan for the western Bay of Plenty in partnership with central government.	SmartGrowth WBoP	Planned	Budgeted
Develop journey level network plans for the UFTI strategic journey priorities including: • Omokoroa to city centre • Tauriko Crossing to city centre via Cameron Road • City centre to Papamoa	WBoP partners[32] Waka Kotahi	Partly planned	Partly budgeted
Complete the WBoP Transport System Plan (TSP) including the System Operating Framework and embed relevant actions into Council planning and investment processes.	WBoP partners Waka Kotahi	Underway	Partly budgeted
Complete the 'Housing Choice' Intensification Plan Change 26	Tauranga City Council	Underway	Budgeted
Complete the Te Papa Spatial Framework including implementation of the Te Papa Indicative Business Case.	Tauranga City Council	Underway	Partly budgeted
Complete the Cameron Road Multimodal Study and include relevant actions in Council planning and investment processes.	Tauranga City Council	Underway	Partly budgeted
Complete structure plans for: • Omokoroa Stage 3 • Tauriko West	WBoP District Council Tauranga City Council	Underway	Budgeted
Complete the Tauriko Detailed Business Case	Waka Kotahi Tauranga City Council	Underway	Budgeted

31. SmartGrowth WBoP includes Bay of Plenty Regional Council, Tauranga City Council, Western Bay of Plenty District Council, Waka Kotahi NZ Transport Agency, and Tangata Whenua

32. WBoP partners include Bay of Plenty Regional Council, Tauranga City Council and Western Bay of Plenty District Council.

INTERVENTION	LEAD AGENCY	STATUS	FUNDING
MAKING SHARED AND ACTIVE MODES MORE ATTRACTIVE			
Give effect to UFTI by developing and carrying out a Western Bay implementation plan, including workstream(s) around public transport.	BoP Regional Council	Planned	Partly budgeted
Implement new bus services for Pyes Pa and the Lakes.	BoP Regional Council	Underway	Budgeted
Complete the Western Bay of Plenty Walking and Cycling Action Plan including priority projects as identified including: • Tauranga Moana Cycle Trail • District Eastern Connections • Urban and Rural Community Routes	WBoP District Council		Budgeted
Implement the Tauranga Cycle Action Plan and Tauranga Walking and Cycling Business Case including actions on priority routes as identified.		Planned	Partly budgeted
Continued implementation of the WBoP Public Transport Implementation Plan 2019/2022. Key actions include:		Planned	Partly budgeted
Investigate new public transport interchange facilities: • near Bayfair • Tauranga City Centre • Brookfield		Underway	Partly budgeted
• Investigate suitable locations for the establishment of Park and Ride facilities		Planned	Budgeted
• Ensure that high quality public transport facilities are integrated into the planning and design of the Tauranga Northern Link (TNL).		Planned	Budgeted
• Review all bus priority measures following implementation and if necessary, improve designs to enhance road user understanding and/or compliance.		Partly planned	Partly budgeted
• Work with developers and landowners to provide public transport hubs/interchanges in locations identified		Planned	Partly budgeted
• Implement stage 1 of Cameron Road multi-modal transport improvements		Underway	Budgeted
• Investigate and design stage 2 of Cameron Road multi-modal transport improvements		Planned	Partly budgeted

• Improve services to Tauranga tertiary education facilities from Rotorua, Whakatane and Katikati/ Omokoroa.	BoP Regional Council Tertiary partners	Planned	Partly budgeted
• Investigate the feasibility of a ferry service between Omokoroa and Tauranga.	Priority One	Planned	Budgeted
• Develop an action plan that identifies and prioritises locations around bus stops and interchanges where pedestrian permeability, road safety and safety from crime needs to be improved.	Tauranga City Council BoP Regional Council	Partly planned	Partly budgeted
• Implement the Regional Integrated Ticketing System (Bee Card).	BoP Regional Council	Underway	Budgeted
• Develop a forecasting model for public transport, active modes and private vehicles that can be used to model the impacts on travel habits of potential projects.	WBoP partners	Planned	Partly budgeted
INFLUENCING TRAVEL DEMAND AND TRANSPORT CHOICE			
Complete the Tauranga City Parking Policy review and develop a Parking Strategy for Tauranga.	Tauranga City Council	Underway	Partly budgeted
Complete the regional fare review for public transport.	BoP Regional Council	Underway	Budgeted
Complete travel demand packages for Te Tumu and Tauriko West.	Tauranga City Council	Underway	Budgeted
WBoP Public Transport Implementation Plan 2019-2022: • Undertake promotional campaigns to get more people using public transport. Focused on quality of services and routes with bus priority.	WBoP partners Waka Kotahi	Partly planned	Partly budgeted

ROTORUA LAKES SUBREGION

11.0 ROTORUA LAKES SUBREGION

This section to be completed following development of the Rotorua Lakes Mode Shift Plan.

12.0 EASTERN BAY OF PLENTY SUBREGION

This section to be completed following development of the Eastern Bay of Plenty Mode Shift Plan.

13.0 SUPPORTING DOCUMENTATION

STRATEGY, PLAN, POLICY	SUMMARY AND LINKS
SmartGrowth Partnership: Urban Form and Transport Initiative (UFTI)	The Urban Form and Transport Initiative (UFTI) is a collaborative project involving SmartGrowth, the NZ Transport Agency, Western Bay of Plenty District Council, Tauranga City Council, Bay of Plenty Regional Council, iwi, and community leaders. The Ministry of Housing and Urban Development is also represented and supports UFTI. The partners have committed to developing a refreshed, coordinated, and aligned approach to key housing, transport, and urban development issues across the subregion. UFTI is focussed on supporting liveable community outcomes and finding answers for the subregion's future housing capacity, intensification, urban form, and how to move more people via a multi-modal (such as public transport and cycleways) transport system. Key objectives include: • improve urban form • enable housing supply to meet current and future needs • support access to economic and social opportunities • improve safety, environmental and social outcomes for transport. UFTI will present a robust strategy supported by a partner (central and local government) led investment business case for funding assistance to address immediate and long term housing and transport challenges. Strategy development and planning are underway with a final report due by June 2020. Link: **www.ufti.org.nz**
UFTI WBoP Public Transport Mode Shift Scenarios Technical Report 2020	Within the UFTI project, a number of technical research reports were undertaken to support the development of the project including a mode shift and multi-modal scenarios report. The purpose of this technical report was to: • identify a range of initiatives that could be implemented in the WBoP to achieve a mode shift from private vehicles to other modes over the short (10 years), medium (11-20 years) and longer term (21-30 years) • focus on opportunities to achieve a mode shift to public transport as providing the highest impact / value for money outcome. Initiatives given the highest priority included: **SHORT TERM** • network (road and bus) optimisation • cycle network delivery • address cost imbalance and plan for long term mass transit **MEDIUM TERM** • intensify land uses alongside new and existing centres and around transit hubs • mass transit delivery **LONG TERM** • greater intensification supported by transit-oriented developments • passenger rail Actions within the report for consideration included: • 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. • Improving the quality and performance of public transport, and facilities for walking and cycling will enable more people to use them. • Changing behaviour may also require a mix of incentives and disincentives to either discourage use of private vehicles (by making them less attractive that other options) or making people better aware of their options and incentivising them to try something new. This may include parking policies, road pricing, travel planning and education. Link: **https://ufti.org.nz/wp-content/uploads/2020/04/FINAL-UFTI-REPORT-WBoP-Modeshift-and-Multimodal-Solutions.pdf**

UFTI REGIONAL FREIGHT FLOWS REPORT 2020	The purpose of the Regional Freight Flows Report was to: • provide data on current and projected future freight flows (road and rail) to, from and through the Bay of Plenty and western Bay of Plenty subregion (origins, destinations, and magnitude) • provide analytical insights to assist with the future modelling of scenarios in the Tauranga Transport Model (TTM). The Bay of Plenty state highway network provides the key road connections for freight movement across the Bay of Plenty with much of the freight movement focused on the Port of Tauranga, reflecting the significant role that the Port has on the economic productivity of the wider region. The Bay of Plenty rail network also plays a critical role in the movement of freight to, from and through the subregion. Link: **https://ufti.org.nz/wp-content/uploads/2020/02/ufti-regional-freight-flows.pdf**
UFTI STRATEGIC TRANSPORT JOURNEYS - STRATEGIC FUNCTIONS TECHNICAL REPORT 2020	The purpose of the technical report is to outline the strategic function required, for each of the identified strategic transport journeys, to deliver the UFTI optimal programme's urban form and transport spatial intent as included in the final report. The report outlines for each of the identified strategic transport journeys: • Customer experience principles • Strategic function and mode priority • Functional network classification Link: **https://ufti.org.nz/reports/**
WESTERN BAY PUBLIC TRANSPORT BLUEPRINT 2017	The Western Bay Public Transport (PT) Blueprint was a Programme Business Case (PBC) prepared in 2017 to guide investment in public transport services and capital improvement in the Tauranga City and Western Bay of Plenty subregion over a ten year period. The PBC found that current mode shift of bus to car travel at the time was approximately 5% in peak periods and less outside of peak times. In most cases bus journey times were considerably longer than travelling by car and in many locations all day parking charges were less than the cost of a two way bus fare. The Blueprint supports a significant increase in the level of service provided to customers, in recognition that public transport needs to play a more significant role in meeting transport demand in a rapidly growing part of the region. Link: **https://atlas.boprc.govt.nz/api/v1/edms/document/A2787759/content**
(DRAFT) WESTERN BAY OF PLENTY TRANSPORT SYSTEM PLAN	The purpose of the WBoP Transport System Plan (TSP) is to: • translate the WBoP Urban Form and Transport Initiative (UFTI) into implementation by providing analysis of how the function of the strategic transport system can be achieved at key places, along corridors or at parts of the network • identify the preferred strategic form of the subregion's key transport network to deliver the journey function outlined by UFTI and appropriate levels of service for all transport modes and support its implementation • deliver a subregional network wide, multi-modal, corridor level, operating framework for the transport network (to be known as the System Operating Framework) • further progress the investment case for the subregion i.e. Single Stage Business Cases • inform WBoP local governments' transport investment programme submissions for the next Long-Term Plan and Regional Land Transport Plan (RLTP) 2021-24. A core focus of the TSP is on the delivery of mode shift. It will enable infrastructure and services to be aligned and will ensure transport planning and delivery supports a multi-modal system for the subregion. The TSP project includes as a first phase of work (April - August 2020) the development of a System Operating Framework (SOF). Link: Source via Tauranga City Council.

TAURANGA CYCLE PLAN 2018	The Tauranga Cycle Plan outlines actions Tauranga City Council plans to take to get more people riding bikes, more often. A key focus of the Plan is outlining actions to make Tauranga safer and easier for people on bikes focused on: • improved safety for cyclists • improved health benefits via active mode use • more affordable transport options and increased choice for families and people • increased vibrancy, activity, safety • decrease in transport related emissions. The plan focuses on two priority implementation areas: 1. Identify a network of priority cycleways; and 2. Identify priority locations for investment focused on the priority cycleways that connect people to work and education opportunities. Tauranga City Council are currently working with communities to help identify the priority implementation areas and suite of local interventions. Link: **https://www.tauranga.govt.nz/exploring/transportation-and-roads/cycling**
TAURANGA WALKING AND CYCLING BUSINESS CASE (ACCESSIBLE STREETS PROGRAMME) 2020	The Tauranga Walking and Cycling Business Case (Accessible Streets Programme) was approved by Tauranga City Council in May 2020. The Business Case outlines the rationale for why investment in Tauranga is necessary, to increase the number of people walking and cycling. The cycling network programme is one component of a wider suite of initiatives being developed by Tauranga City Council, in partnership with other agencies, to improve personal mobility, accessibility and travel choice in Tauranga. Whilst this programme is focussed on cycling in the first instance, it is expected that secondary benefits will accrue to other modes that can also utilise cycling connections and routes. The business case has been submitted to Waka Kotahi for approval. Link: Source via Tauranga City Council.
(DRAFT) WESTERN BAY OF PLENTY WALKING AND CYCLING ACTION PLAN	The draft Walking and Cycling Action Plan provides the bigger picture of a connected walking and cycling network across the western Bay of Plenty District and to adjacent regions. It includes detail of what the Western Bay of Plenty District Council plans to achieve in each community over time. The overarching objective is to provide a safe and connected walking and cycling network that leads to improved transport choices and provides a variety of recreational experiences through and beyond the District. This will lead to an increase in the number of walking and cycling trips, especially to school and to work where this can reduce the impact on peak traffic, and an increase in the number of locals and visitors using (and satisfied with the outdoor recreational experiences available to them. The Action Plan includes Crime Prevention Through Environment Design (CPTED) principles to ensure all infrastructure is designed and delivered to support a safer environment. Implementation of a number of off-road cycleways and facilities has seen an increase of connectivity and walking and cycling use between neighbouring settlements. There is also more scope to increase walking and cycling in each of the urban towns through a more urban focused connected network. The Council also works closely with government on the Tauranga Moana Coastal Cycle Trail and cycleway connections to the east, which assists in connecting smaller rural communities across the District. The Action Plan includes specific details for key communities (and their surroundings) including Waihi Beach, Katikati, Omokora and Te Puke. Link: Source via Western Bay of Plenty District Council.

TE PAPA SPATIAL PLANNING FRAMEWORK	Supporting national policy and objectives as well as the subregional Urban Form and Transport Initiative is a number of key local government land use planning projects including the Te Papa Spatial Framework, Te Papa Indicative Business Case, and Intensification Plan Changes via Tauranga City Council. Tauranga City Council are currently developing the Te Papa Spatial Framework, which includes a 30 year plan for greater housing choice, safe and efficient transport options, and local amenities and infrastructure needed to support communities now and in the future . This is the first blueprint in a series of spatial planning initiatives to help manage growth in established parts of the city. The Te Papa spatial plan is proposed for community consultation in May/June 2020. An indicative business case has also been developed to further advance a multi-modal transport programme for the peninsula. The business case takes an integrated system package approach to investment in land use and transport interventions including infrastructure, services, and policy change to support the proposed urban growth, housing and mode shift outcomes. Increasing population over time will require a supporting level of high quality public transport and active mode investment, whilst also acknowledging that investment in mode shift initiatives offers a wider range of benefits and value proposition that will improve amenity, improve safety and attract people to live and work in the area. The Te Papa Indicative Business Case was adopted by Council in May 2020. Link: **https://www.tauranga.govt.nz/our-future/projects/te-papa-peninsula**
PROPOSED TAURANGA CITY INTENSIFICATION PLAN CHANGE 26	Tauranga City Council is also currently undertaking a city-wide Intensification Plan Change 26 to provide for more housing choice across the City. The housing choice proposed plan change will look to address Tauranga's residential development capacity constraints and enable more housing choice to meet the city's changing needs. This also includes looking at updating development parking requirements to better support a shift towards a more multi-modal transport system. The proposed plan change supports efficiencies in infrastructure provision as well as greater densities to help support and encourage mode shift towards public transport, cycling, walking and micro-mobility. The Plan Change is currently out for community consultation. Link: **https://www.tauranga.govt.nz/our-future/enabling-growth/plan-change-26-housing-choice**

STRUCTURE PLANNING FOR OTHER GROWTH AREAS

The SmartGrowth partners also have a number of other priority growth areas currently underway including Omokoroa (stage 3); Wairakei/Te Tumu/Rangiuru and Tauriko West.

Omokoroa Stage 3 Structure Plan

Omokoroa has been an identified growth area for the subregion since the 1980s. Extensive land use development has been occurring for many years to eventually house a total population of 11,000 people.

The Western Bay of Plenty District Council are currently undertaking a further structure plan for Omokoroa Stage 3. The area of the stage 3 structure plan covers the Omokoroa peninsula, from State Highway 2, to the Railway. The Plan includes further land use planning for additional housing, commercial and industrial areas, and community facilities such as parks and schools.

The way people move throughout, and to and from Omokoroa, is an important part of the overall planning for the peninsula. Building on the current public transport services, including a possible future option for ferries, as well as building on the current walking and cycling networks forms a key part of the overall Plan.

The intent is to move as many people as possible via mode shift to support an ever increasing demand for travel between Omokoroa and the Tauranga urban areas.

The Council is looking to publicly notify the Structure Plan in July/August 2020.

Wairakei / Te Tumu / Rangiuru

The developments of Wairakei and Te Tumu and the Rangiuru Business Park are priority growth areas for the eastern corridor of the western bay. Wairakei is nearly fully developed and planning for Te Tumu is underway.

Te Tumu urban growth area will provide multi-modal transport links and connectivity such as roading, public transport, cycle, and pedestrian access.

Tauriko West

Waka Kotahi and the Tauranga City Council are also currently undertaking a Tauriko Network Detailed Business Case (DBC) to provide a vision and plan for the western corridor of Tauranga.

Tauriko is a fast growing suburb with a significant business hub comprising industrial and commercial land alongside the Western Corridor on the south-western fringe of Tauranga. The Tauriko study area includes 'the Lakes' development and 'Pyes Pa West' residential development. These development areas rise to Keenan Road in the south.

Key project objectives include, delivering urban development liveability, providing better mode choice in the form of public transport, walking and cycling, and providing local connections to amenities and integrated network planning[35] .

An Early Works Package is being progressed by the project partners to prioritise enabling new housing development in Tauriko West. Introducing public transport, walking, and cycling connections to Tauriko West as well as a comprehensive Travel Demand Management package. A longer term DBC for improvements of the SH29 corridor is currently being prepared by NZTA and the project partners. This project will further build on the Early Works Package and further improve multi modal transport connections to Tauriko West.

Links:

Omokoroa Structure Plan source via Western Bay of Plenty District Council.

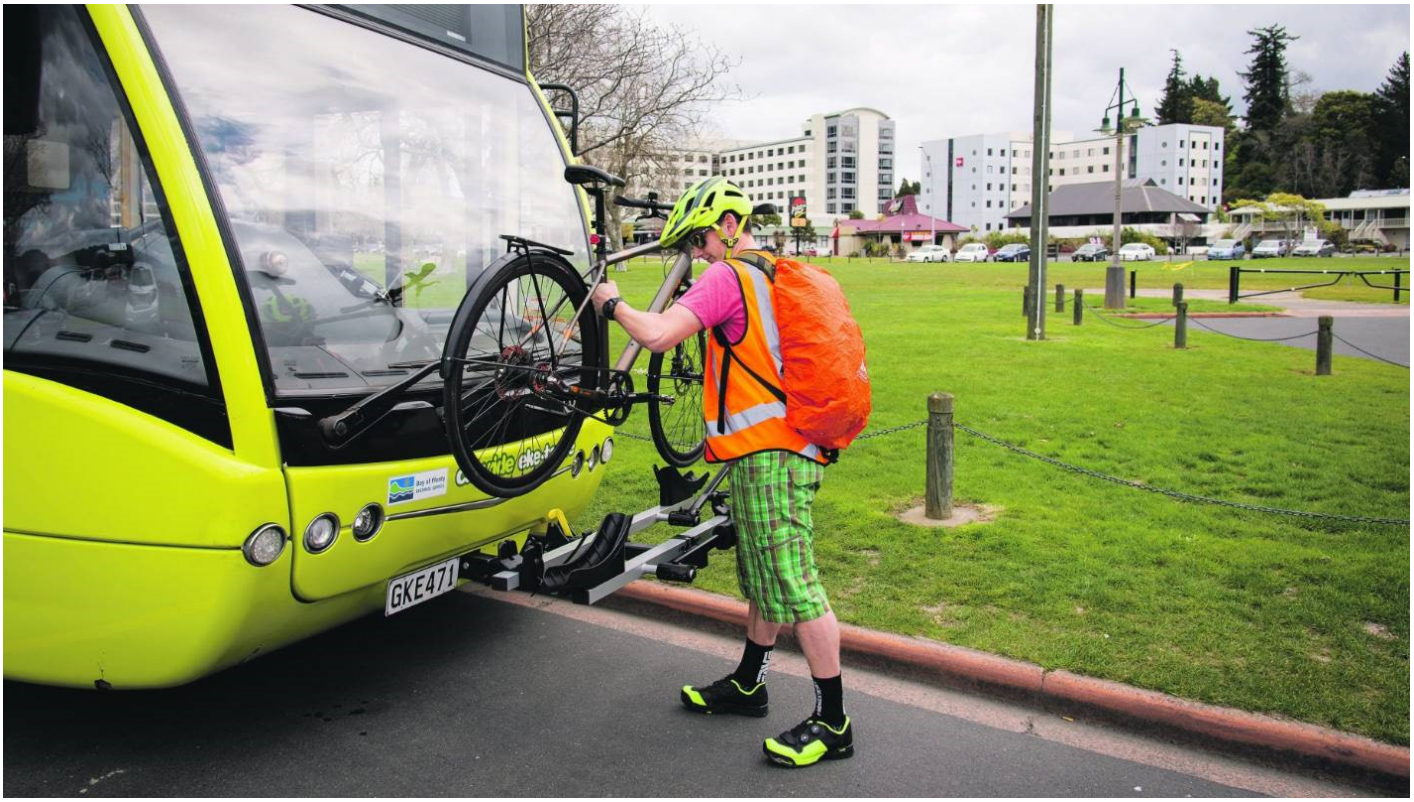
Tauriko Network Programme Business Case **https://www.nzta.govt.nz/assets/About-us/docs/oia-2017/Tauriko-Network-programme-business-case.pdf**

Te Tumu Structure Planning **https://www.tauranga.govt.nz/our-future/projects/te-tumu/structure-planning**

35. Tauriko Network Programme Business Case

TAURANGA CITY PARKING STRATEGY AND POLICY REVIEW	Tauranga City Council is currently investigating a number of specific parking related issues to provide an evidence base to support the development of a Parking Strategy for Tauranga. It is important that parking is well-managed to ensure sufficient availability while at the same time support the delivery of a compact city and multi-modal transport system. The strategy is focused on: • Developing a shared vision to support decisions on the future supply and management of car parking • Supporting economic and business growth • Supporting government direction to significantly increase the number of people travelling via other modes i.e. bus, bike, walk. Link: Source via Tauranga City Council.
BAY OF PLENTY PUBLIC TRANSPORT FARE POLICY REVIEW	A comprehensive region-wide fare review is being undertaken by the Regional Council. This Review is looking at how the regional fare policy can help increase public transport patronage; encourage mode shift; relieve congestion; achieve equitable transport access and reduce complexity to users. Recent fare changes i.e. free travel for school and tertiary students has seen a significant uptake in public transport trips. This has predominantly occurred in the morning peak, helping free up road space to be better optimised for other travel and modes. It is noted however, that evidence shows, free fares are not the answer to a long-term policy. Link: Source via Bay of Plenty Regional Council.
BAY OF PLENTY REGION PASSENGER AND FREIGHT RAIL INVESTIGATION 2019	An Investigation was undertaken in May 2019, to explore the potential for increased use of the rail network for passengers and freight in the Bay of Plenty region. Phase 1 focused on improving the region's current understanding of and updating evidence to support future planning and investment decision making. Phase 1 found that there is sufficient capacity within the Bay of Plenty rail network to accommodate the planned regional growth in freight and rail demand in the region, as well as could accommodate future passenger rail services. However, the report clearly states that the establishment of any passenger rail services will require significant advanced planning and investment, Further recent work in the region around rail has included a Metro Passenger Service Opportunities Technical Report, undertaken by KiwiRail, as part of the Urban Form and Transport Initiative (UFTI) in the western bay.As part of the overall programme development, UFTI is looking at the future use of the rail corridor to support the significant movement of freight within the Bay of Plenty region and connections to both upper and central north island as well as enabling a platform for future growth including possible movement of people, within the corridor, in the longer term. Links: Bay of Plenty Region Passenger and Freight Rail Investigation https://atlas.boprc.govt.nz/api/v1/edms/document/A3277034/content UFTI Metro Passenger Service Opportunities Technical Report https://ufti.org.nz/wp-content/uploads/2020/05/Tauranga-Metro-services-report-extract2.pdf

TAURANGA AGE-FRIENDLY CITY STRATEGY 2013-2023	The Tauranga Age-friendly City Strategy promotes 'active ageing'. Active ageing is defined in the Strategy as 'the process of optimising opportunities for health, participation and security in order to enhance quality of life as people age'. The Strategy's vision is that "Tauranga is an Age-Friendly City that enables people to live independently and participate in all aspects of community and city life as they age". Populations are ageing for the first time in history. By 2030 there will be over 1 million New Zealanders 65 years and over. It is expected that Tauranga will continue to have a higher than national average of people over 65 years of age and a higher than national average of people 85 years and over. The key objective is to ensure that all transport options are easy and safe to access and use for all ages and abilities. Link: **http://econtent.tauranga.govt.nz/data/documents/strategies/files/age_friendly_strategy.pdf**
TODAY TOMORROW: TRANSFORMING PUBLIC TRANSPORT FOR AGEING COMMUNITIES 2019	This independent technical report highlights actions to transform public transport provision to meet growing and ageing populations needs for connectivity within local urban centres and neighbourhood communities. The Report highlights that these important people in our communities have diverse and distinctive multi-modal transport requirements that influence their ability for living an active and healthy quality of life. Safe, affordable, and easy access to public transport services is critical. Transport connectivity and easy access to social and health services such as urban shopping centres, supermarkets and medical facilities are a high priority. It is important that any mode shift design, planning and/or implementation incorporates and delivers on the needs of all ages and abilities. Link: Source via Bay of Plenty Regional Council.



14.0 OTHER SUPPORTING REFERENCES

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