



*TravelWise*  
thinking transport.

# Matakana School Travel Plan



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# 1 Introduction

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## 1.1 Why have a School Travel Plan?

In recent years there has been a dramatic increase in the number of New Zealand children being driven to and from school. Trips to school make up around a third of all morning peak trips in the Auckland Region and just over half of these trips are made by car. As well as causing congestion which impacts across the roading network, car trips to school cause problems for the schools themselves. Traffic and parking issues, local air pollution, the risks to child pedestrians and cyclists, and the decline in children's health and fitness are pressing concerns for schools, parents and communities.

School Travel Plans are a process for working with schools to find out what it would take to reverse these trends, and to discover ways to achieve the vision of ***making school journeys active, social, safe and sustainable***.

## 1.2 TravelWise Goal and Objectives

The long term goal of the Auckland Region's TravelWise programme is to reduce car trips to school across the region by 9% over a 10-year period by increasing the use of active, social, safe and sustainable travel choices including walking, cycling and public transport.

The Travelwise programme works in partnership with the school and its pupils towards achieving this goal by making it easier and safer to walk, cycle, or catch the bus and actively encouraging and promoting walking, cycling, public transport and carpooling.

The Action Plan sets out a package of measures that will positively influence student and families' decisions on how they travel to and from Matakana School and in doing so reduce the use of private motor vehicles.

The Travel Plan is backed by a partnership involving the school community, the Auckland Regional Transport Authority and Rodney District Council. Other agencies such as the NZ Police and New Zealand Transport Agency also have a key role to play in contributing towards the travel plan objectives.

### 1.3 Benefits of School Travel Plans

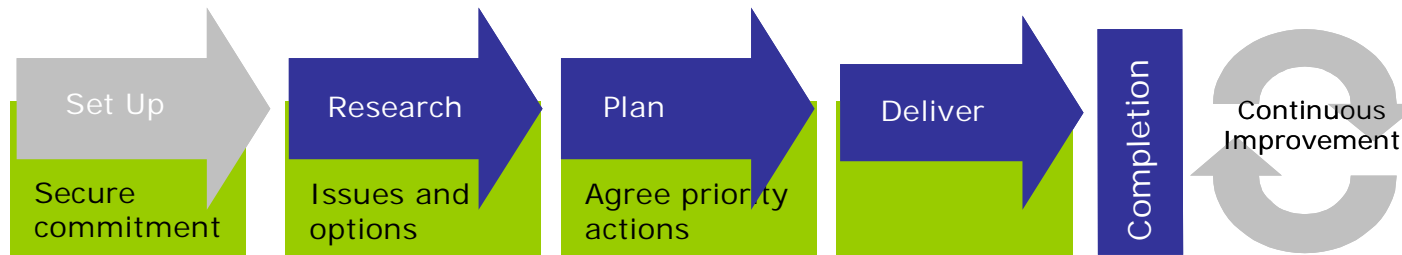
A number of benefits flow from reducing school-related car journeys and promoting active and sustainable transport including

- w Reducing chaos at the school gate
- w Giving a greater sense of road safety and personal safety for pupils and parents
- w Increasing pupils' independence and road sense
- w Increasing the health and fitness of pupils.
- w Improving air quality
- w Saving energy and parents the cost of petrol
- w Reducing local traffic and thereby creating a safer, more pleasant environment for everyone to enjoy



## 1.4 Travel Plan Process

The flow chart below outlines the process that Matakana School has been working through to develop this School Travel Plan.



**Figure 1: The School Travel Plan Process**

### Working Party Members

The following people all contributed to the development of this plan:

Matakana School	Neville Johnson - Principal Gael Adamson – Lead Teacher Matakana School Board of Trustees Leesa Ross Lisa Capes Ella Evans-Guy
Rodney District Council	Jennifer Esterman Claire Flattery Shane Dale
Auckland Regional Transport Authority	Bridget Farmiloe

## 2 Matakana School Travel Plan

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### 2.1 Vision and Goals for Matakana School

#### School Profile

Matakana School is located in a semi rural community that has experienced considerable population growth in recent years. It is a large rural state primary school with a current school roll of 325 pupils. What was previously a quiet rural village has grown significantly with people moving into the area. A large number of children who attend the school live on farms or lifestyle properties some distance away from the school. There are also children attending the school from the neighbouring seaside villages of Omaha, Point Wells, Leigh and Snells Beach. None of these children live within walking distance of the school. There is the added challenge of limited walkways, footpaths and cycleways close to the school.

The school, staff and parents were surveyed at the beginning of 2009 to gain a picture of their current travel modes. Some of these findings are noted in the section 3.2 below. The School Travel Plan will focus on encouraging students to walk, cycle and utilise the school bus more often which will lessen congestion around the school.



Figure 2: Image to show existing entrance to school



Figure 3: Image to show Matakana Road

# 3 Survey Findings

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## 3.1 Survey Methodology

Travel surveys of school students, parents and staff of Matakana Primary School were carried out. The surveys included questions about actual and preferred modes of transport, reasons why various modes are used or not, and safety issues associated with the journey to and from school. Annual Roll Surveys will be conducted on the anniversary of the Baseline.

Nearly all students completed the in-class surveys and approximately 75% of parents completed the parent survey. This is a high response rate so survey data reflects the school population well and also signifies a general interest in Travelwise.



## 3.2 Student Travel Patterns

The graphs below compare actual and preferred travel modes of students from Matakana School.

Figure 2: Actual travel modes of Matakana School Students, 2009

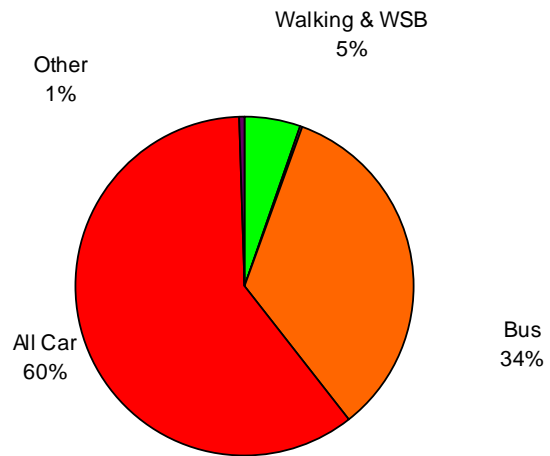
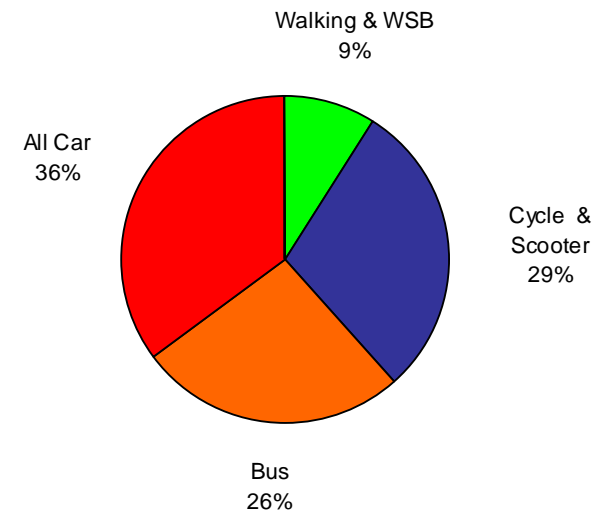


Figure 3: Preferred travel modes of Matakana School Students, 2009

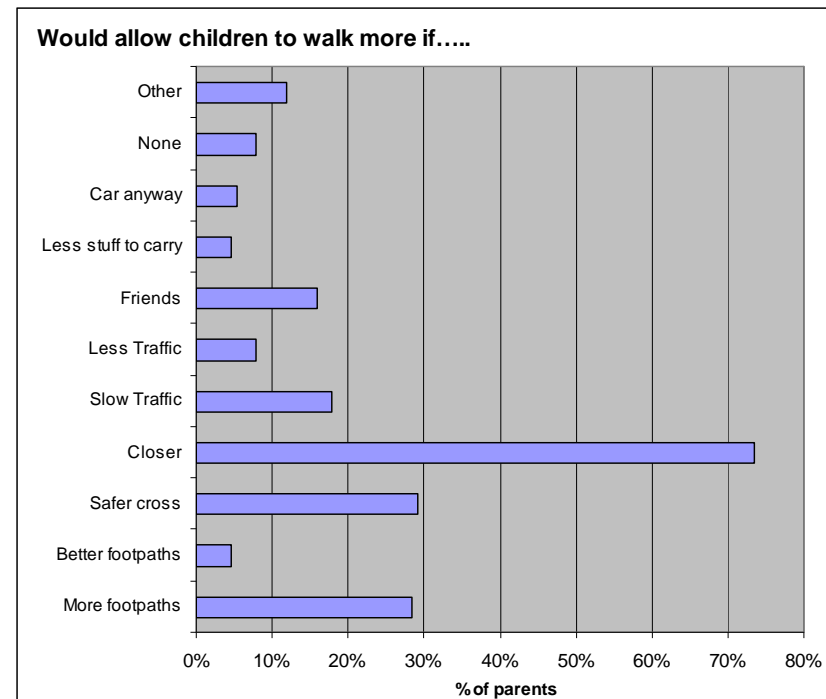
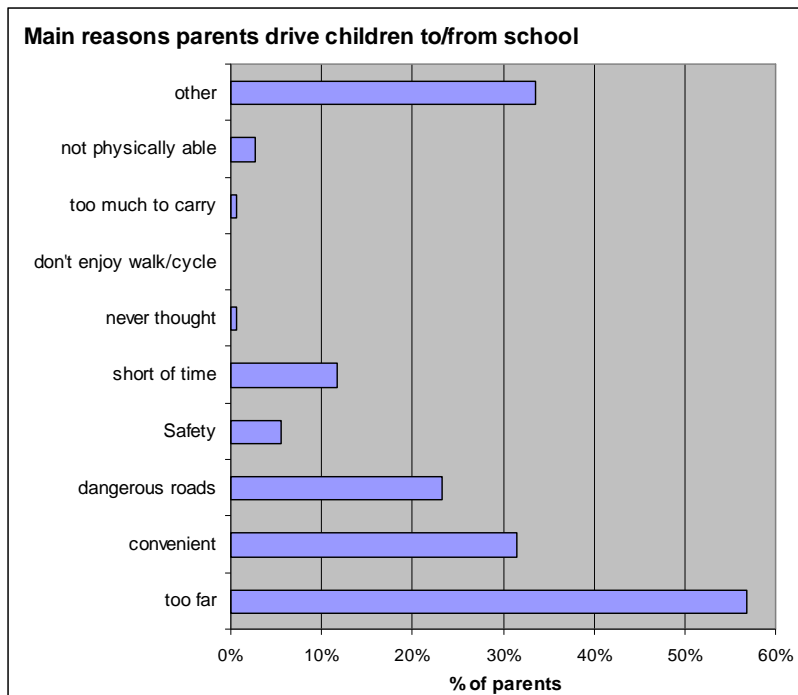


### 3.3 Travel and Concerns

#### 3.3.1 Student Survey

- The majority of students live some distance from the school. Only a small number of students reside within 1km of the school
- The predominant mode of student travel to and from school is car (60%) and bus (34%) . The school does not encourage children to cycle to school as there are no safe options for this.
- Most car travel is in the family car. Low proportions of students travel in a friend’s car.
- If they could choose, more students would prefer to walk or cycle to school and the percentage of those preferring to travel in the car would reduce from 60% to 36%.

#### 3.3.2 Parent Survey – Reasons for driving and reasons for not walking



### 3.3.2.1 Carpooling

- 25% of families carpool at present (25% of 167 respondents).
- 40% of parents are not interested in carpooling, but the remaining 60% of respondents would be interested if someone else organised it or they knew or had met the driver. Due to the distances many children live from the school, encouraging carpooling may be a useful programme for Matakana School.

### 3.3.2.2 School Bus

- 34% of students catch the bus. The most common reason given by parents for not using a bus service is that it would be more convenient to drive as timetabling of buses is not always convenient for the child or suitable for the child.
- There was also some degree of concern about safety at bus stops and on the bus.

### 3.3.2.3 Walking

- At the time of the survey only 5% of students walk to and from school.
- The top factors that may influence parent's decision to allow children to walk to school more often are if they lived closer to school and if there were more footpaths and safer places to cross.

### 3.3.2.4 Cycling

- The majority of parents said that their children owned bikes (93%)
- No students bike to school – the roading environment around the school is not considered safe so cycling is not encouraged.
- However, 29% of the students said they would like to cycle or scooter to school.



### 3.3.3 Safety of Route to School


- The safety concerns of parents are predominantly to do with road safety rather than personal safety concerns – more footpaths, more safe places to cross, slower traffic.
- The main areas of concern were:

Road	Issues
Green Rd	No footpaths Visibility Difficult to get out of Speed
Leigh Rd	Speed No footpaths Unsafe driver behaviour Nowhere to cross
Matakana Rd - Outside School	No pedestrian crossing No footpaths or cycleways Speed No safe area to cross
Matakana Rd - Roundabout	Nowhere to cross
Sharps Rd Corner	Bus stop needed
Schollum Rd	Dangerous bus stop
Whangateau Rd	Dangerous bus stop
Wright Rd	Visibility

## 4 The Action Plan

### 4.1 Action Plan

### 4.2 EDUCATION / ENCOURAGEMENT

Overall Goal: To increase the number of students walking (including walking part of the journey) to and from Matakana School.				
Objective	Strategies to encourage walking:	Priority / Timeframe	Working Group Leader / Stakeholders	Notes
1.0 To promote and increase walking to and from school.	1.1 Establish at least one Walking School Bus route to service children living in the village.	Term Four 2009	Gael Adamson	
	Trial a Park and Ride walking route from Matakana Valley Rd (starting at the hall)	Term Four 2009	Gael Adamson	
	1.3 Promote specific events to encourage walking to school (even for part of the journey), e.g., 'Walk to School Day', Push Play month (October), or other international / national / regional programmes.	Ongoing	TravelWise Working Party	
	1.5 Investigate appropriate incentives that will encourage more walking to and from school.	Ongoing	TravelWise Working Party	
	1.6 Investigate running a TravelWise sustainable transport classroom /or house challenge.	2010	TravelWise Working Party &	

<b>Overall Goal: To increase the number of bus users to and from Matakana School.</b>				
<b>Objective</b>	<b>Strategies to encourage bus use:</b>	<b>Priority / Timeframe</b>	<b>Working Group Leader / Stakeholders</b>	<b>Notes</b>
2.0 To review bus services to Matakana School.	2.1 Continue to review and assess demand / interest in bus service delivery, routes & timetables.	Ongoing	TravelWise Working Party, ARTA, and RDC.	
	2.2 Identify with students and parents if bus stopping areas are safe and have adequate shelter.	Short term	TravelWise Working Party RDC	
3.0 To actively promote bus use.	3.1 Ensure bus information is provided to all new students and their families.	Short Term	School	
	3.2 Investigate appropriate incentives for increasing bus use, e.g., monthly bus user prizes or spot prizes or competitions	Short term / High priority	TravelWise Working Party	
4.0 To run bus safety education sessions with students and parents.	4.1 Continue to promote and monitor bus behavior and safety.	Ongoing	School	Check the New Zealand Transport Agency bus safety resource for guidance. Consider Police education officer session with bus users.

<b>Overall Goal: To encourage carpooling and ride sharing amongst Matakana School families</b>				
<b>Objective</b>	<b>Strategies to encourage carpooling:</b>	<b>Priority / Timeframe</b>	<b>Working Group Leader / Stakeholders</b>	<b>Notes</b>
5.0 To increase the number of people who are coming to school in cars to carpool and ride share	5.1 Offer incentives/spot prizes to carpoolers 5.2 Speed dating at parent/teacher evening to get to know one another 5.3 Register with Take a Mate website and activity use website			
	5.4 Link with National carpool days or carpooling events? 5.5 Have a school carpool day			

	5.6 Provide carpooling information to new entrants			
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<b>Overall Goal: To make cycling to and from Matakana School possible in the long term.</b>				
<b>Objective</b>	<b>Strategies to encourage safe cycling:</b>	<b>Priority / Timeframe</b>	<b>Working Group Leader / Stakeholders</b>	<b>Notes</b>
6.0 To increase cycling to and from school and encourage cycle safety.  As cycling is not safe at the point of writing the plan the focus is to develop confidence amongst potential cyclists so that cycling is a viable option for them one day if safe cycle routes are developed around the school..	6.1 Invite Police Education Officers (PEO) to run bike education sessions with students in order to gain road user certificate	Ongoing	School & Police	
	6.2 Participate in the Mayoral Challenge in February 2009	Annually	RDC	

<b>Overall Goal: To increase the number of sustainable travel and road safety programmes at Matakana School.</b>				
<b>Objective</b>	<b>Other Strategies</b>	<b>Priority / Timeframe</b>	<b>Working Group Leader / Stakeholders</b>	<b>Notes</b>
7.0 To promote school travel plan initiatives to school community	7.1 Provide regular information on the benefits of safe, active, and sustainable transport, including regular articles on school travel plan activity in school newsletter.	Short term / High priority	TravelWise Working Party	
	7.2 Install and maintain the 'TravelWise Information Centre' notice board to promote school travel plan activities.	Ongoing	TravelWise Working Party	
	7.3 Produce a TravelWise school flyer for new parents and students that supports the school travel plan philosophy.	Completed	TravelWise Working Party	Review and update annually, and continue distribution with TravelWise flyer. Flyer explains travel options to Matakana School.

	7.4 Include a TravelWise page on the school website with regular updates of events and resources.	Ongoing	TravelWise Working Party	
8.0 To further promote road safety and sustainable transport to the school community.	8.1 Continue with Police Education programmes for road safety, including the cycle safety training programme.	Ongoing	School & Police	
	8.2 Investigate and deliver appropriate curriculum resources that promote road safety and sustainable transport.	Ongoing	TravelWise Working Party	Look into ARC City Impact package and ARTA resources. Consider North Shore City 'TravelWise Pollution Solution' classroom session for year 7.
10.0 To link the School Travel Plan with other school programmes.	10.1 Investigate working with other relevant programmes to promote sustainable transport environmental benefits and health benefits.	Ongoing	School	

### 4.3 ENGINEERING<sup>1</sup>

As part of the School Travel Plan, School Threshold Treatments were put in place. The purpose of the School Threshold Treatment is provide a visual aid to slow drivers down before they approach the school. At this point in time, no additional infrastructure will be put in place in and around Matakana Primary School. We will continue to liaise with Council to see if any additional items identified in the working party meetings 'wish list' will be able to be implemented at a later stage, subject to funding availability.

### 4.4 ENFORCEMENT

Overall Goal: To increase awareness of road safety issues among parents from the Matakana School community.				
Objective	Strategies to address parking issues:	Priority / Timeframe	Working Group Leader / Stakeholders	Notes
1.0 To enforce parking restrictions around Matakana School.	1.1 Request police enforcement if issues arise related to illegal parking, particularly across the road from the school entrance.	Term 4 2009	Police School	
	1.2 Encourage parents and students to always drive safely near the school and inform them about safe parking and walking practices, e.g., always parking in the court area and never parking on yellow lines.	Ongoing	TravelWise Working Party	

## **4.5 Implementing the Action Plan**

The Travel Plan Working Party that developed this plan will continue to meet throughout the term to progress the implementation of the action plan and maintain focus and momentum. The Travel Plan Working Party is essentially a project management team, led by the school Lead Teacher and supported by the School Travel Coordinator and Rodney District Council Travel Planner to coordinate the implement the action plan. Students, parents and outside experts will be involved in assisting to carry out particular projects and initiatives, as required.

Some of the actions in the plan may require more detailed project plans to be developed, including specific aims, tasks, responsibilities and timeframes for carrying out each task, and methods for evaluating how effective they are.

## **4.6 Monitoring the Travel Plan**

The travel plan is a living document that will evolve over time as actions are implemented or reviewed, and new ideas are conceived. The travel plan will be reviewed and updated once a year by the working party and the School Travel Coordinator. Criteria for success include:

- That the number of students travelling to and from school by car is reduced.
- That numbers of students cycling, walking, using the bus or car pooling to and from school is increased.
- That awareness of road safety issues is increased amongst parents.
- That the level of physical activity in increased among students.
- That there is an increased awareness of the impact of travel modes on the environment.

## 4.7 Evaluation Example

Goal/Objective	Measures	Evaluation Method
Goal: Reduce car trips to school and increase use of buses, carpooling and walking	Proportion of school students travelling to school by various modes	Annual roll-call surveys as part of external programme evaluation
Objective: Actively encourage and promote road safety, walking, cycling, public transport and carpooling	Evidence of TravelWise activities, events and programmes encouraging sustainable transport choices taking place at the school  Levels of participation in TravelWise activities, events and programmes  Positive change in attitude and behaviours towards use of sustainable transport modes	STC annual progress/activity report  Individual project evaluation reports  Follow-up Surveys



**We support and agree on the actions outlined in the Matakana School Travel Plan.  
We agree to implement the actions for which we are responsible and to continue to work together to ensure its success.**

Name	Role	Stakeholder	Date	Signature
Neville Johnson	Principal	School		
Bridget Farmiloe	School Travel Coordinator	Auckland Regional Transport Authority		
Jennifer Esterman	Travel Planner	Rodney District Council		
		School Travel Working Party		