# Shaping commute choices for vibrant cities

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| The rebuild of Christchurch’s Central City is focused on making it easier, safer and more enjoyable to get around. A key part of realising these goals is to ensure that people commuting to the Central City understand the choices available to them and are encouraged to try different travel options, rather than reverting to habitual decisions.  Led by Christchurch City Council, The Greater Christchurch Partnership’s *City Travel Planning* programme is an example of large-scale workplace travel planning that is underpinned by community-based social marketing methodologies. The programme has so far involved working with over 40 organisations as they move or return to the new CBD.  Survey results indicate that organisations that have taken the full programme in the lead up to their move have averaged a quarter of staff switching to active, public and shared transport. The results show that travel planning, and associated education, is an important part of the equation to enable variety in the way people commute.  The presentation will outline the targeting, delivery and results of the programme, with focus on how individualised support is achieved for customers’ needs and on specific insights for supporting people commuting by bike, public transport and walking. The programme is also a strong case study on how to deliver behaviour change programmes that are persuasive but respectful and non-confrontational.  The enhancements to the Central City and the wider cycling network have presented a unique opportunity for Christchurch to deliver such high levels of mode shift and associated outcomes in equity, but the insights from *City Travel Planning* are transferable to any instance of workplace travel planning. |