

Hawke's Bay District Health Board- "Go Well" Travel Plan Hastings, Hawke's Bay, New Zealand

GGHH Agenda Goals

- Leadership
- Transportation

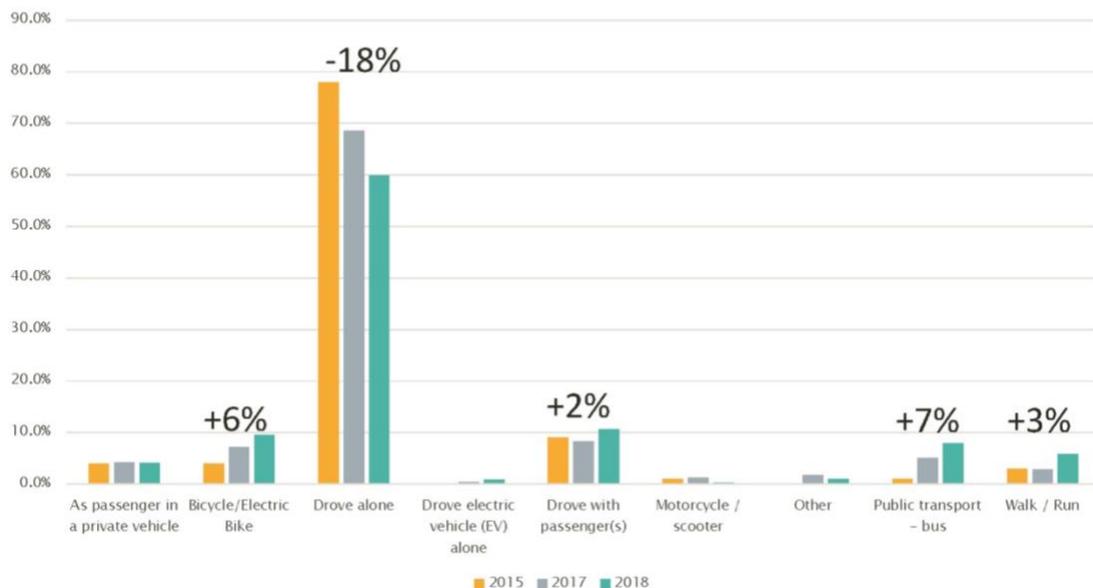
Hospital Goals

The Hospital and outlying clinics will be easy to travel to by sustainable modes of transport so that people will be attracted to alternatives to driving, freeing up car-parking for those that actually need to drive. Travel will not be a barrier for people needing to access health services and parking will not be a source of stress for people living near the Hospital or travelling there.

The desired outcome of the "Go Well" Travel Plan was to change the way staff travelled to the hospital once a fortnight or a 10% mode shift.

Progress Achieved

Staff Travel Mode



- Annual travel survey results indicate the following changes in travel behaviour from 2015 to 2018; driving alone (-18%), arriving by car (-16%), travelling by bus (+7%), travelling by bicycle (+6%), walking/running (+3%), and in patients; driving alone (-8%), arriving by bus (+11%), walking (+2%).
- Patient bus transport trips increased 104% from 2016-2017 and have remained steady
- Staff bus transport is on track to increase nearly 70% from FY 2017-18 to FY 2018-19
- Parking complaints reduced from a high of 88 in 2015 to zero in 2018

The Issue

HBDHB Facilities Management was tasked with finding a holistic solution that met the following objectives for our staff, patients and visitors:

- Addressing the safety needs of staff
- Addressing the needs of people with disabilities & the ageing population
- Increasing the sustainable transport choice
- Increasing the availability of car parking on site
- Improving access to facilities & services for low income families
- Promoting exercise
- Reducing dependency on private car travel
- Reducing the environmental impact & carbon footprint of travel
- Reducing 'wasted' or unnecessary visits to the Hospital, Health Centres & clinics

Sustainability Strategy Implemented

In 2013 a traditional externally managed paid parking proposal was presented to the HBDHB Executive Management Team (EMT) and it was declined. Parking issues continued and in 2014 the EMT chair asked Facilities Management to reconsider parking and transport in a holistic way.



The graphic features a winding path with various transport icons and questions: 'Carpool scheme?', 'Maps and information?', 'Easier access?', 'Help with planning your trip?', 'Better use of carparks?', and 'Better cycle routes?'. Below the path is a large 'GO Well' logo. At the bottom, it says: 'However you choose to get here, we want to make it easier. The GO WELL plan is about thinking about coming to work differently. To find out more go to: www.ourhealthhb.nz'.

A comprehensive travel plan was implemented including 65 scope items and 7 more to be completed as part of business as usual. Projects included building more on-site facilities for cyclists, encouraging walking and cycling, expanding free patient and subsidising staff bus transport, staff carpool programme and funding 'Go Well' through a parking charge of \$1/day.

Implementation process

In June 2015 the proposal to draft a travel plan was approved and the first travel survey and consultation began shortly after with the final business case approved by the board in December 2015.

By early 2016 a project sponsor was appointed, a communications plan was developed, position descriptions were drafted and the steering group was formed. A Sustainability Officer was appointed in September 2016.

Paid parking was launched, carpooling and a guaranteed ride home scheme were established by mid-2017. A Security Car Park Officer and a Facilities Administrator

were recruited to oversee parking enforcement and assist with parking administration.

Sustainable transport options increased with additional secure bike parking, active transport facilities maps were distributed and the hospital hosted its first commuter challenge event. Free patient bus transport was expanded in January 2017 to include bus trips from anywhere in the network to either Hawke’s Bay Hospital or Napier Health Centre. Subsidised staff bus transport was launched in July 2017 and the subsidies have increased by \$0.50 every six months to increase bus trips while also ensuring financial sustainability of the overall travel plan.

Tracking Progress

Success is measured by mode shift through annual travel surveys, customer parking complaints and patient and staff bus trips.

Challenges and lessons learned

Having a travel plan in place rather than just paid parking made the uptake much easier. We provided options to patients and staff and it helped explain what the parking fees were to be used for.

The launch of paid parking was nearly seamless. The key pieces were in place in advance of the launch and we had the support needed in case there were any glitches.

Many aspects of the project could have been done to a higher standard if given more time.

Our team was prepared for staff to be upset about paid parking, but they endured months of pushback which required a significant amount of energy to manage.

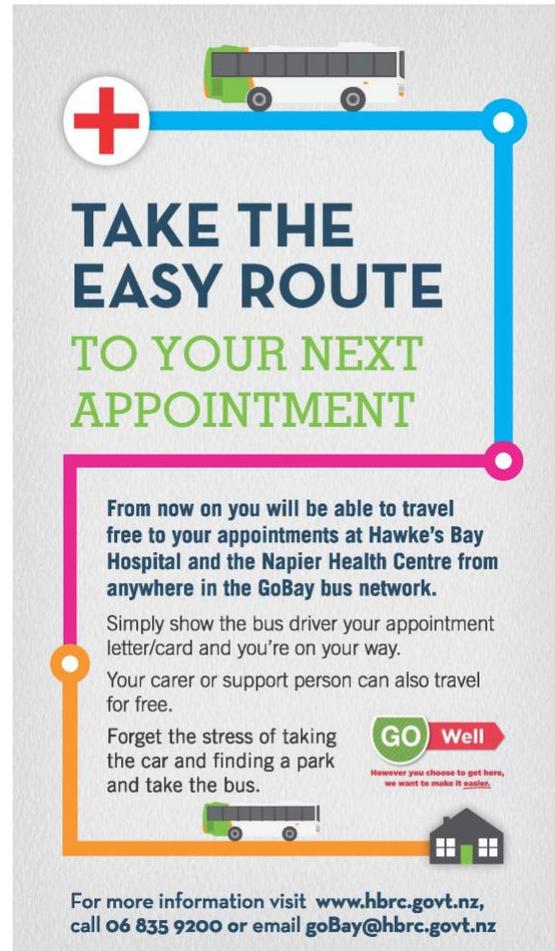
Next Steps

While the project is now complete, improvements continue with the addition of more secure bike parking, pool bikes have been added at three HBDHB sites for staff and bike repair stations and e-bike charging have been added to accommodate cyclists. Improvements will continue as demand requires and as funding allows.

Demographic information

The Hawke’s Bay District Health Board (HBDHB) serves a population of 155,000 and employs c. 3,000 staff, making it the region’s largest employer. It is one of 20 DHBs in New Zealand.

The DHB's district lies on the east coast of the North Island of New Zealand covering 14,164 square kilometres and accounting for 5.1 percent of New Zealand’s land area including Wairoa District, Hastings District, Napier City and Central Hawke's Bay District.



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Quotes:

HBDHB hopes that its travel plan will catalyse greater change in the region, as one of the travel survey respondents noted in support of the plan: "...it [the travel plan] could mean that our Hospital's modest actions around transport could snowball into a much more profound shift in Hawke's Bay towards a more resilient and healthy region."

Keywords / topics:

Transportation

Travel Plan

Sustainable Transport

Active Transport

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