

Wynyard Quarter
Transport Management Association (WQ TMA)

Business Case for funding 2017/18

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Introduction

The purpose of this business case is to describe the background to the formation of the Wynyard Quarter Transport Management association (WQ TMA), its purpose, the proposed benefits to members and the wider community and explore how it will be funded.

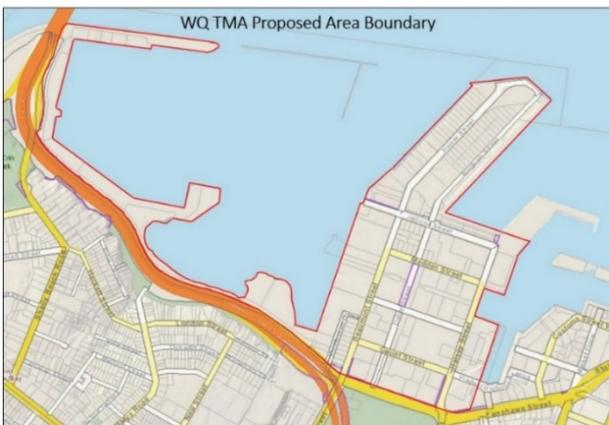
Projected costs for the first year of operation of the incorporated WQ TMA are \$215,000.

Funding will be sourced from TMA members, Auckland Transport (AT), stakeholders, grants, sponsors and other CCO/Council organisations.

WQ TMA would like to apply to the Auckland City Centre Advisory Board (ACCAB) for \$150,000 seed funding for the 2017/18 financial year.

Background

The formation of a voluntary Transport Management Association (TMA) was a condition of the original planning consent issued for Wynyard Quarter (WQ). It was proposed in the original District Plan as a way in which transport and travel to Wynyard Quarter could be managed to meet the needs of all stakeholders, and the limited capacity of the intersections between WQ access roads and Fanshawe Street. As the area is being developed, new transport and accessibility challenges are being experienced.



The focus of the TMA to date has been on establishing a network of businesses, meeting statutory traffic monitoring requirements (Auckland Transport undertakes annual surveys) and engaging with stakeholders to develop a Business Plan for WQ TMA. An Interim Board for the TMA was set up in early 2016 and meets on a monthly basis. Support has been provided by Auckland Transport through facilitating stakeholder consultation, providing travel planning advice to businesses and project managing three strategic planning reports:

- Moving Forward
- Parking Plan
- Construction Workers and Contractors Access Plan

Problem - Opportunity

With the increasing number of businesses and residents moving into WQ, there is a growing need to provide a framework for the tenants, residents and stakeholders to work together. A real change to travel patterns, on the scale and timeline needed for WQ, requires a partnership approach and if sustainable patterns of travel are to be embedded, all organisations need to be actively engaged.

The targets set by the District Plan (DP) were for a 30/70 modal split to be achieved by 2030 (no more than 30% of trips to be single occupancy vehicles). There are also maximum traffic count levels at key intersections in WQ at both morning and afternoon peak times. AT survey the area annually and the current trend suggests that the thresholds will be breached before 2030. Once counts are exceeded the DP states that no further resource consents can be issued for WQ.

Establishing WQ TMA as a business led Incorporated Society will mean it is the first of its kind in New Zealand. The formal structure will give credibility and transparency to the functions carried out by the TMA.

Vision

To be an efficient, networked and highly connected transport system, supporting a diverse and vibrant Wynyard Quarter community.

Objectives

WQ TMA mission is to be the voice of Wynyard Quarter: creating a thriving environment for business and community, fostering economic vitality by building partnerships, and delivering targeted transport initiatives.

The WQ TMA will work with and for its members. The direction that the TMA takes will be determined by the elected Board of Directors but will include the following:

- Advocacy – working to make improvements or keep the status quo whichever will benefit the majority of TMA members
- Communication – keeping members up to date with transport related issues in WQ
- Networking – opportunities to share best practise and learn from others
- Innovation – creation of bespoke solutions for WQ transport issues
- Marketing – promotion of the TMA concept and new initiatives
- Collaboration – working together to make access to WQ easier and more efficient

Specific projects (identified as outputs from the three strategic planning reports listed in section 2) will depend on funding and Board approval. These could include:

- Advocating for public transport improvements
- Advocating for reduced speeds in WQ

- Car and van pooling schemes
- Parking brokerage
- Parking management
- Peak spreading (extending peak hour travel times)
- Valet parking

Key actions

1. Improve accessibility by providing travel choices for all people entering and moving around the WQ by:

- Providing information to enable commuters to easily identify sustainable transport options providing alternatives for people driving alone in a vehicle
- Liaising with contractors and look to solve transport issues
- Recognising that alternative transport to the car will not work for some employees
- Facilitating Better transport connectivity within and around WQ
- Improving accessibility of WQ to targeted destinations
- reducing severance by providing pedestrian crossing facilities
- Improving/maintaining good access for all vehicles and combinations of vehicles and trailers for commercial and recreational uses

2. Provide timely and relevant transport and access advice to members of the TMA by:

- Action as an advisor and education to TMA members on transport related topics
- Working with TMA members to provide transport planning custom made solutions

3. Effectively communicate with TMA members and encourage participation and engagement by:

- Producing regular updates and circulating to TMA members
- Circulating relevant bulletins from external bodies – such as AT and AC
- Updating the TMA online presence

4. Advocate on behalf of TMA members for better transport solutions. Become a notifiable body for statutory consultation.

5. Support and enhance economic vitality through transport planning initiatives for the wide range of industries and recreational interests in the area, and those using WQ for access to adjacent areas for commerce and recreation by:

- Making efficient use of existing transport, resources and infrastructure
- Working towards reducing delays for traffic
- Making WQ an easier place to get to and move around for commuters, customers and deliveries

6. Set up a robust TMA that is effective and enduring. Ensure all TMA business is conducted in an open transparent manner. Make efficient use of TMA funds and resources by:

- Creating a business-led TMA
- Seeking grant funding and ongoing revenue streams

- Seeking to generate income from parking
- Formalising funding partnerships
- Formalising the board of directors
- Engaging staff for WQ TMA
- Growing participating membership and setting up a comprehensive database
- Providing a forum for consensus building
- Publishing minutes of Board meetings along with annual audited accounts
- Being inclusive and open to public scrutiny
- Evaluating projects before and after completion
- Avoiding duplications (reinventing the wheel)

7. Improve transport related safety by:

- promoting safer movement of freight and commercial traffic
- Promoting “slow mode” (pedestrians, cyclists, wheelchair users etc.) safety
- Promoting safe use of the roads in WQ
- Promoting safer speeds in WQ

8. Make efficient use of available parking capacity in the WQ by:

- encouraging businesses to implement a parking policy to ensure best use of private parking spaces
- providing a mechanism for parking brokerage
- advocating for efficient use of public parking

Benefits

Benefit realisation will accrue in mid-2017 and continue as the initiative gains traction. The beneficiaries include:

- Auckland Council regeneration projects will be able to continue
- Landowners including Auckland Council / Panuku - increased growth in land value
- Auckland Transport - support for congestion mitigation measures
- Developers - to continue to grow and enhance the development area
- Stakeholders, residents, tenants and visitors - will benefit from the improvements in transport and accessibility.

Summary of benefits can be seen below:

Advocacy

WQ businesses will have one strong collective voice. As a notifiable organisation the CCOs (Council Controlled Organisations) will communicate directly with WQ TMA to obtain feedback on relevant projects.



Collaboration

By working together WQ businesses will, regardless of size, have a voice. Being connected and collaborating with others will save time and money, thereby potentially reducing business costs. Best practise will also be shared and economies of scale enjoyed by all.



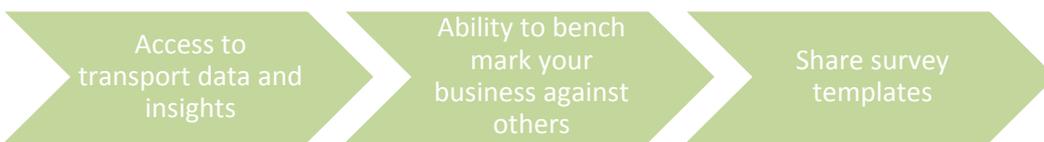
Communication

WQ TMA will provide relevant, timely advice and information in one accessible portal. Businesses can share with others, avoid duplications and be kept informed.



Data resources

WQ TMA members will have access to transport related data and surveys upon which they can make clear decisions. Sharing of templates can save money and ensure consistent and comparable quality of data collection. Survey data can be available to stakeholders e.g. AC



Commuter Support

Employees can benefit from help and advice to exploit all commuting travel choices. Expert help and advice will be on hand and support given to all WQ TMA members. Staff morale will be improved, along with business productivity.



Initiatives and assistance

Be part of the first business led TMA in NZ and help shape accessibility options for WQ. Help guide and set up new transport initiatives that will benefit WQ and its employees, and then rolled out across Auckland.



Finance and funding

Budgeted costs 2017/18

Expenditure	Amount
Staff / contractors	\$90,000
Office space and supplies	\$20,000
Accounting services and insurance	\$10,000
Marketing / PR / communications	\$50,000
Project funding	\$45,000
TOTAL	\$215,000

Planned/applied for funding 2017/18

Source of income	Amount
Contributions from members	\$15,000
Auckland Transport	\$45,000
ACCAB	\$150,000
Grants and / or sponsorship in kind	\$5,000
TOTAL	\$215,000

Future costs 2018/19

Expenditure	Amount
Staff / contractors	\$90,000
Office space and supplies	\$15,000
Accounting services and insurance	\$10,000
Marketing / PR / communications	\$40,000
Project funding	\$45,000
TOTAL	\$200,000

Future funding 2018/19 and beyond

Source of income	Amount
Contributions from members	\$30,000
AT/ACCAB/Auckland Council/CCOs	\$140,000
Grants and / or sponsorship in kind	\$30,000
TOTAL	\$200,000

The TMA Board will be responsible for ongoing budgeting and funding applications.