

# Shared Transport Project Overview

BUSINESS  
EAST  
TĀMAKI



## Project Overview

Business East Tamaki in collaboration with a number of representatives from a number of East Tamaki and Highbrook businesses are collaborating to advocate for better short and longer-term transport solutions for our business community. i.e. increased public transport options; shared shuttles; car-sharing initiatives; cycling and other transport modes.

## The East Tamaki Business Precinct

East Tamaki is a manufacturing and distribution hub of some 2,000+ businesses strategically located close to the motorway, airport and port, generating:

- \$3 billion for the New Zealand economy each year
- \$19 million in rates, and
- 35,000+ jobs with projected jobs of 45,000 on completion of Highbrook Business Park

The area is considered to be an industrial 'engine room' for the region and is crucial for Auckland's economy.

## Contributing Businesses

Goodman Properties, Fisher & Paykel Healthcare, Steel & Tube, NZ Post, OfficeMax and Business East Tamaki and with support from the Auckland Transport TravelWise Team and Eastern Busway Alliance.

## Setting the scene – how have we got here?

Earlier this year, in an assessment of car-dependent commuter destinations, East Tāmaki came out top of 12 main urban centres, – that's to say, 94% of people who work in East Tāmaki travel by private vehicle everyday to and from work. The research measuring accessibility and how easy it is to get to work, was carried out by Waka Kotahi NZ Transport Agency.

## Assessment of top car-dependent destinations



Major employment centre	FTE	% Change in VKT since census	Median commute
East Tamaki	25,000	+25%	20 km
Auckland Airport	16,000	-4%	32 km
Penrose	23,000	-5%	22 km
North Harbour	21,000	+8%	18 km
Manukau Central	16,500	+9%	18 km
Hutt Central North	11,000	+18%	26 km
Wiri West	14,000	+33%	19.5 km
Mount Wellington Industrial	13,200	-5%	20 km
Mount Maunganui Central	10,200	+10%	22 km
Islington Hornby Industrial	8,000	+18%	24 km
Porirua Central	9,300	+20%	18 km
Albany Central	7,200	+14%	20.5 km

WAKA KOTAHĪ

### Issues

- The existing public transport provision is not meeting the needs of the workforce.
- Alternative transport modes such as walking and cycling are confined by limited access via major arterials where there are a large number of heavy vehicles.
- Private vehicle use is the most common means of getting to work. Until the level of public transport services increases it will not be able to compete with the comfort of the private vehicle
- The cost of living crisis, the cost of petrol and the lack of public transport options is a deterrent for attracting employees to the area
- The delivery of the Eastern Busway from Panmure to Botany is not due to conclude until 2027

### Benefits and opportunities of a shared transport offering

- Reducing congestion
- Supplementing existing irregular and underserved public transport options
- Provide better value for money and a cost-effective solution
- Environmental benefits include clean, green and space-efficient travel choices
- Access to jobs/employers, employees and opportunities
- Success would provide a template for other business precincts to replicate
- The area is suitable for a pilot as many employees come from areas with socioeconomic deprivation

