

Evolving a sustainable transport culture in New Zealand

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Kiwis love their cars



c840/1000 largest
fleet per capita
in the world



30% of the
fleet is over 20
years old



Cars growing at 3.5%
pa, population
growing at 1.5% pa



79% of commutes by
Kiwis are by car,
mostly alone.



New Zealanders spend
146 million hours getting
to work every year



We make close to a billion trips
that are less than 2km (approx.
30% of our car travel)



Evolving a sustainable transport culture

The Emissions Reduction Plan includes three focus areas for transport:

- Reduce reliance on cars and support people to walk, cycle and use public transport
- Rapidly adopt low-emissions vehicles
- Begin work now to decarbonise heavy transport and freight.



Introducing EECA

Mobilise New Zealanders to be world leaders in clean and clever energy use.

Our desired outcome

A sustainable energy system that supports the prosperity and wellbeing of current and future generations.



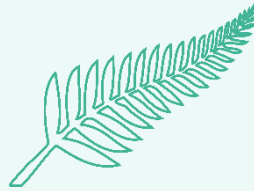
EECA's research programme



5 years of
data



750 surveys
every quarter



15,000+ New
Zealanders



18+ years



Nationally
representative



As a nation, where are we at?



76%

See the cost of living as a
'very' important issue for
New Zealand

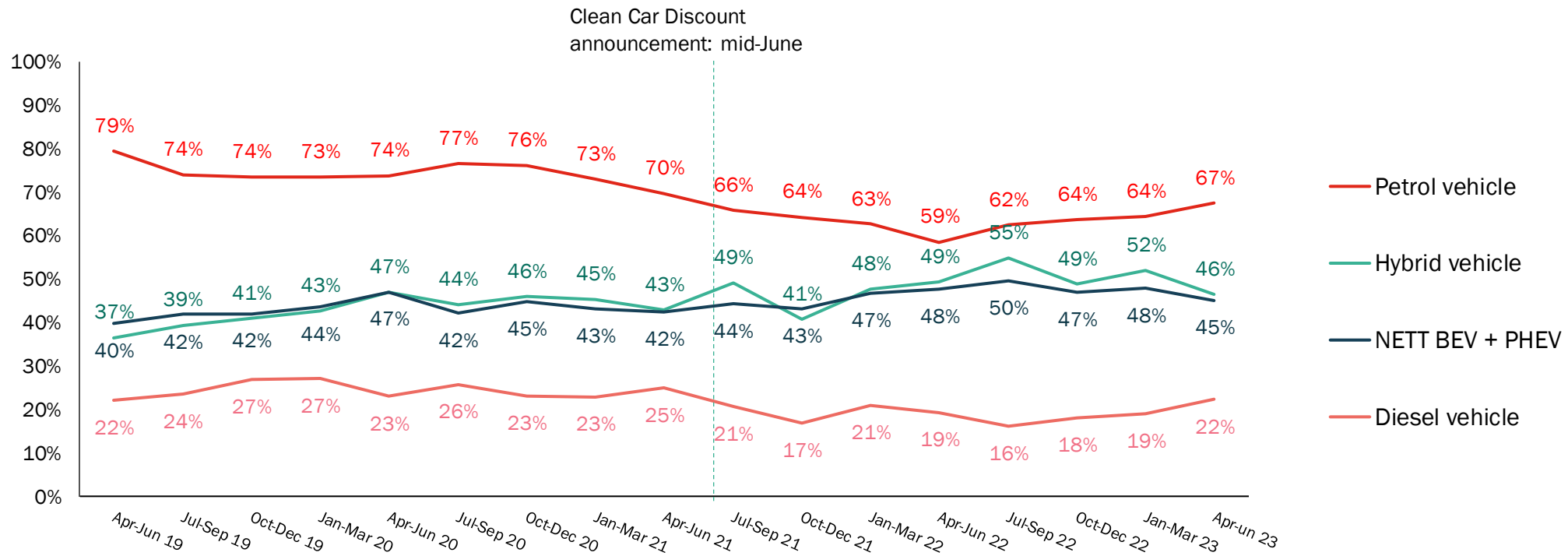


36%

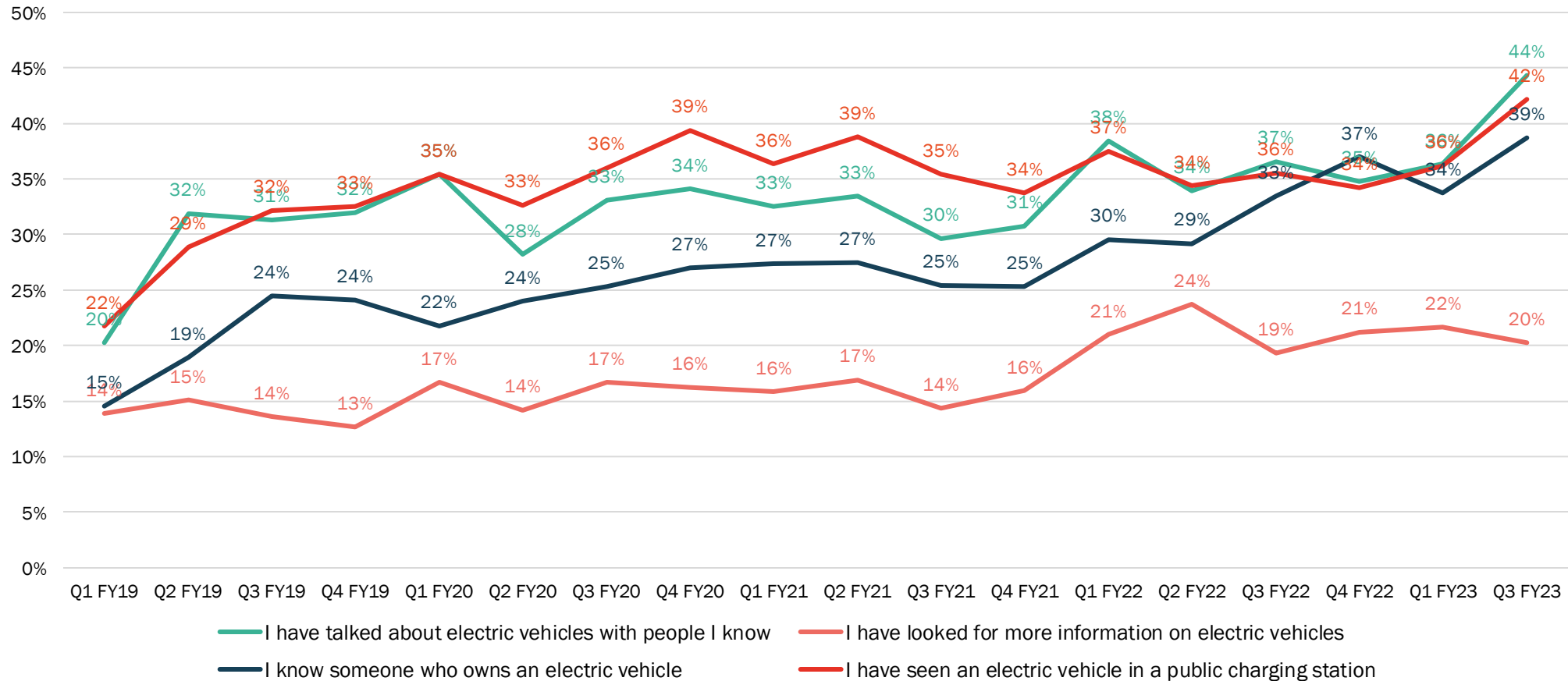
Over one-third are thinking
about climate change
more often



Consideration of petrol and diesel vehicles is creeping back up



We are increasingly familiar with EVs



And we are more convinced after we try an EV

Belief

52%

it improved how I feel towards EVs

Attitude

55%

it made me more confident that EVs can meet my needs

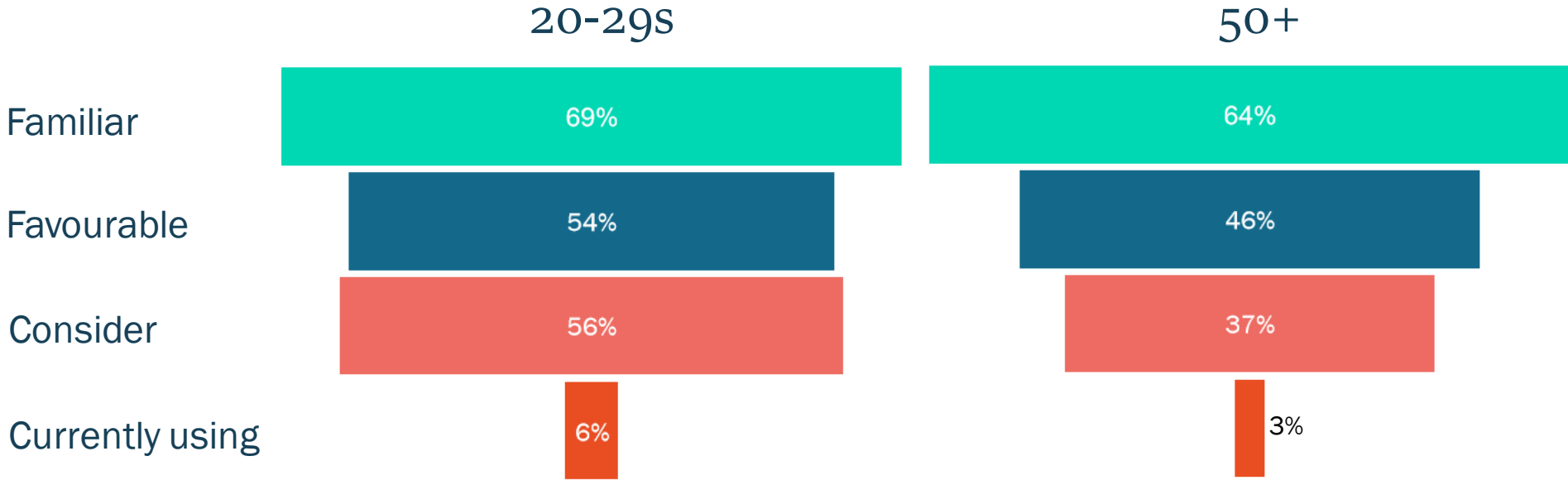
Action

40%

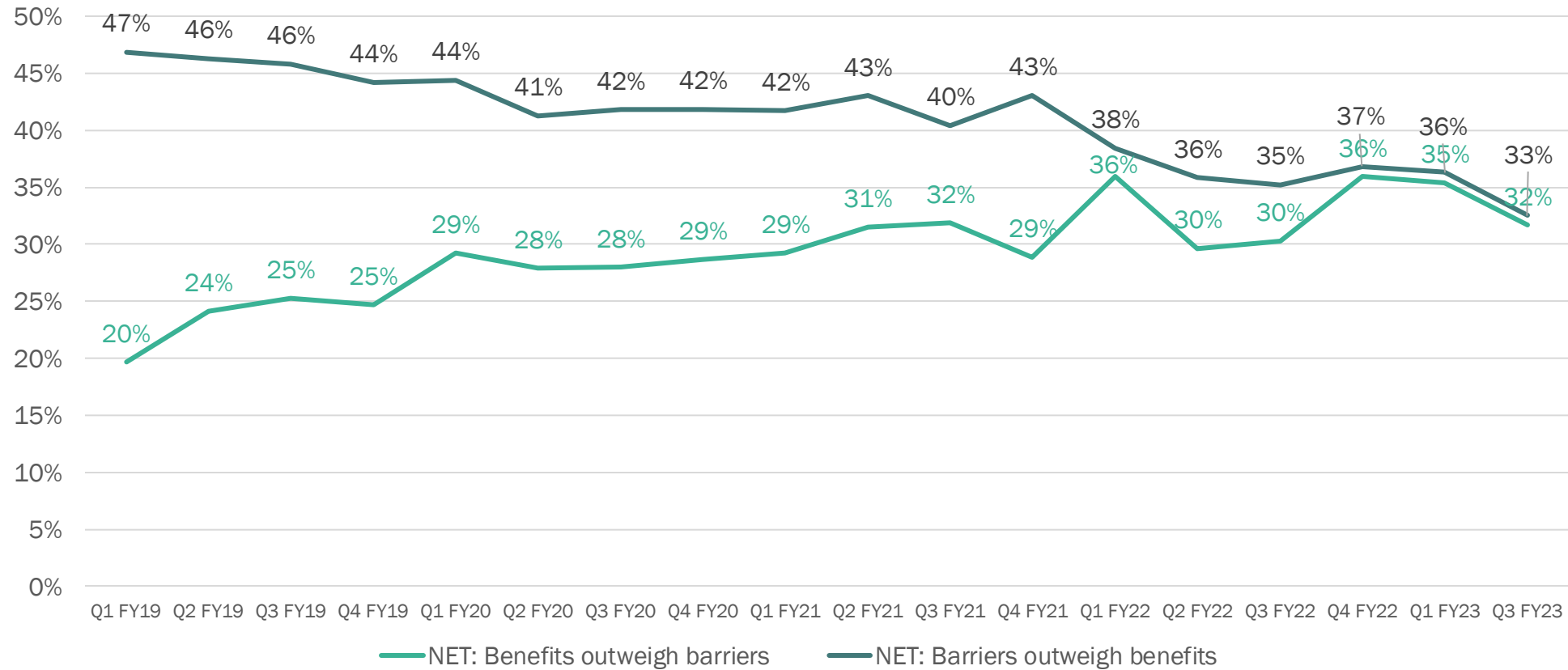
it made me more likely to consider buying an EV



We see a generational difference



Benefits and barriers of Evs are neck and neck



But Kiwis aren't always seeing what these benefits are

	Jan-Mar 23	Gap vs last quarter
They produce less air pollution	63%	-3%
They can be charged at home	59%	1%
They are quiet when driving	57%	3%
They produce fewer greenhouse emissions	54%	0%
They can be charged independently of petrol companies	45%	2%
They use renewable energy	42%	1%
They're cheaper to run	▼ 41%	-9%
They use an innovative technology	38%	1%
They're cheaper to maintain	26%	1%
They accelerate faster than petrol cars	19%	1%
None of the above	10%	3%



We also talk to EV owners

62%

say they purchased their EV/PHEV sooner than they otherwise would have due to the Clean Car Discount

55%

say having to queue for a charger stops them from using public chargers more often

42%

feel there is a lack of public chargers throughout New Zealand



Charging at home: convenient rather than smart

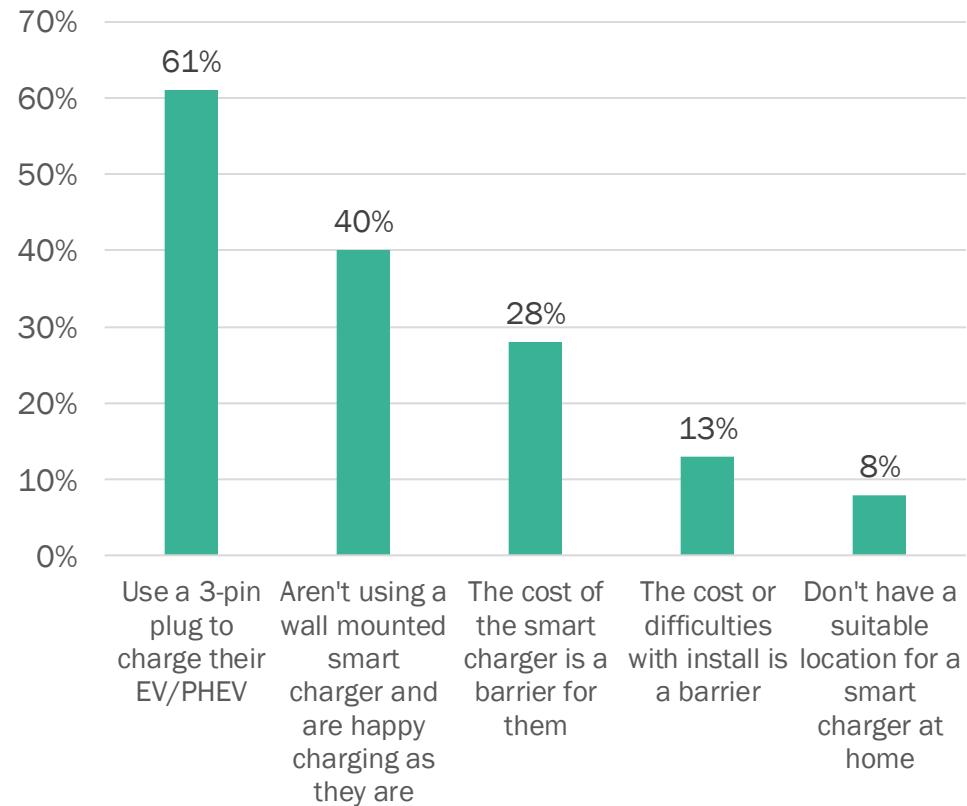
69%

Have access to off-peak electricity plans

96%

Use off peak charging times most/ some of the time

Home Smart Charging Behaviours and Opinions



How are we travelling without a car

20%↑

Catch the bus at least once a week

9%↑

Catch the train at least once a week

20%↑

Use a bike or ebike at least once a week

10%↑

Use a taxi or ride share service at least once a week

7%↑

Use a car share service at least once a week

6%↑

Catch a ferry at least once a week



People are open to change but cars still win

67% ↑

getting around by car is the only feasible option for me

46% ↑

I'd like to use more public transport in the future

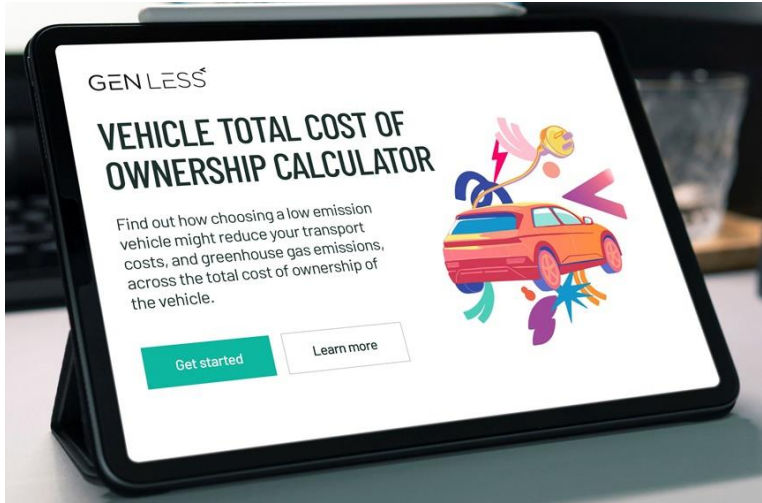
53% ↑

I'd like to cut down the number of car trips I take



**How do we
encourage these
shifts in
behaviour?**





EECA

FILL UP WITH FRESH AIR

Reducing car use makes a real difference for the climate

GEN LESS

CHARGING YOUR EV

WITH HAYDEN PADDON



A friend put me onto eBikes and I have no regrets. My commute home after work is one of the best parts of my day to unwind, get outside and skip traffic.

Sophie Dowson, Video Producer

GEN LESS

BIG STREET BIKERS



Climate Action of the Week

BIKE TO WORK

Share a snap of your cycle commute

#RIGHTSIDENZ

GEN LESS



GEN LESS

WORLD CAR FREE DAY

Choose a cleaner commute for the climate

22 SEPTEMBER



The year ahead



How are businesses supporting low-carbon commutes?

72%

provide staff carparking

30%

provide bike parking

24%

provide showers and/or lockers

40%

offer working from home
to save commuting

24%

provide company cars

6%

subsidise public transport



Smart charging at home



Problem:

Peak demand issue



Solution:

Controlling peak demand through DR/DF/smart charging



Challenge:

Currently no financial incentive for individuals to purchase a smart charger



EECA

Ngā Mihi

