

Trips Database Bureau Strategic Plan 2012

Introduction

This strategic plan has been developed by the Trips Database Bureau (TDB) Board in order to provide a disciplined approach to the management of TDB over the next 10 years.

Following the publication of the Transfund research report 'Trips and Parking Related to Land Use' Report 209, in 2001, there was wide support amongst the members of the IPENZ Transportation Group who agreed to continue with a cooperative arrangement for updating and expanding the trip and parking survey database on a national basis.

Membership comprised of government, local government and consultancies who see benefit in its activities and products. There are also some affiliated tertiary education providers and overseas partner organisations. Membership can be granted to organisations and individuals resident in New Zealand, Australia and other countries.

Governance

TDB is governed by a Board of elected and nominated members from New Zealand and Australia. The Board is responsible for managing the business and affairs of the TDB as a Society, including determining the priorities given to the objectives, acting as the Society, appointing committees to undertake specific activities and responsibilities, and employ administration support and researchers.

TDB Under The Microscope

Membership

Current members of TDB have generally shown strong loyalty, although this should not be taken for granted. The New Zealand market is probably near saturation in terms of membership. Although there are apparent gaps, for example few members from rural Councils, these areas have very limited potential due to sourcing their needs through other channels (who are often already members). There are on the other hand, some opportunities for membership growth in Australia as the potential market is much larger and relatively few members exist there to date.

Value Proposition

To maintain membership and fees levels, TDB needs to be viewed as adding value to members. Periodically a member when questioning itself over continued membership

TRIPS DATABASE BUREAU

Executive Officer Stuart.Woods@tdbonline.org
Phone +64(0)3 345 7737 www.tdbonline.org
PO Box 28105 Christchurch 8242 New Zealand
Secretary admin@tdbonline.org
Phone +64(0)3 367 9002 Fax +64(0)3 377 4702

reflects on what value TDM membership provides. Whilst some answers are provided in various TDB materials, it is something which probably varies according to the member's situation. Past or current activities have generally been in the following areas: the Database, Research and seminars/workshops

There would appear to be use in TDB canvassing members and stakeholders as to what would add value for them. This then can be reflected in its activities and products which in turn should lead to sustained and growing membership. To survive TDB needs to add value and be seen to add value to its members.

The Database

The database provides a good basic level of information with around 1000 survey records. However, there are very few new surveys offered by members and most new data added to the database is arriving through University research project work or some Board members and support staff providing limited information from their own organisations information bases. Consequently, the data is aging and may not be expanding on areas of contemporary importance.

The database is primarily based on vehicle trips and thus is valid for “unrestrained assessment of demand” which is predominantly based on motor vehicle travel. However there is developing in the marketplace a far greater policy front end emphasis on mode share targets and the proportion of travel demand that is taken up by passenger transport, active modes (pedestrian and cycle), travel demand measures.

Relationships and recognition

TDB operates both as an Incorporated Society and as a technical interest group of the IPENZ Transport Group. It also has key relationships with NZTA and AITPM as supporting entities, and should have better formal links with Austroads. There has been an ongoing and developing relationship with TRICS that can provide much useful information and guidance on operations. In many ways, TRICS could be considered to be some 20 years ahead in development. All the above relationships are very positive and place TDB in a sound position in the industry.

Financial and commercial environment

TDB operates with low subscription fees with few increases over the past 4 years. A challenge is to keep membership fees at a level where members don't withdraw in the face of cost pressures and yet the financial model from that static membership numbers and revenue needs to be such that sufficient resource can be enabled to provide an optimal service/operation. Current budgets only fund a basic level of administrative, research and survey activity, and certainly there is much more that TDB could do with a greater financial platform.

TRIPS DATABASE BUREAU

Executive Officer Stuart.Woods@tdbonline.org
Phone +64(0)3 345 7737 www.tdbonline.org
PO Box 28105 Christchurch 8242 New Zealand
Secretary admin@tdbonline.org
Phone +64(0)3 367 9002 Fax +64(0)3 377 4702

The Challenge to find The Way Forward

The future of TDB hangs in the balance and the way forward will certainly mean change.

Some Members have been reluctant to acknowledge the wider benefits of TDB and have been known to question whether the benefits are sufficient to warrant on-going membership. To gather more resources and provide more value there will have to be more funding and a wider programme of activities. The age of reliance on voluntary and hobby efforts alone seems to have past. The membership needs to be engaged and committed to this journey into the next level of professional and business activity.

Clearly a range of new directions, initiatives and structures are needed through this strategic plan to manage TDM through its next 10 years. TDB must move to being a robust player in the sector. Its information, standards and importance must match national and international standards.

To achieve these aspirations, TDB must move to the next threshold and the time has arguably arrived where it will need to consider a greater professional input, perhaps based on the UK/TRICS management model.

Policy statements

The following Vision, Mission Statement and Values provide the overall guidance for what TDB aspires to be and to achieve. The following Goals and Objectives provide successive levels of increasing detail regarding how the overall guidance should be expressed, and in the full Strategic Plan document there are a further range of detailed actions related to each Objective area, with associated accountabilities.

Vision¹

To be the pre-eminent Australasian resource for trip generation and parking rate related data, research and advice.

Mission Statement²

To be a recognised Australasian non-profit, non-partisan industry organisation that enables improved transport planning practice and quality of decision-making through better, up-to-date data, research, expert advice and developing best practice, through a co-operative, responsive, cost-effective and collaborative model.

¹ What you want to become.

² What you want to achieve overall – the reason for existing/fundamental purpose, the hows
Trips Database Bureau is a cooperative of New Zealand and Australian engineers and planners. The Bureau surveys and researches trips, parking and travel patterns to assist with transportation assessments.

Values

The following list of values outline TDB's expectations of how it anticipates its Board, members and the organisation as a whole to behave or how it intends to operate.

- Collaborative
- Non-partisan
- Efficient
- Responsive
- Expert
- Be up-to-date
- Add value
- Not-for-profit

Goals

G1: Maintain, renew and grow the TDB database

Objectives:

O1.1: To remain aware of the data needs of TDB members

O1.2: To retain and maintain an up-to-date, renewing and expanding database for members that is widely recognised and accepted.

O1.3: To manage an on-going, cost-effective programme of surveys and data acquisition sufficient to update data older than 10 years and expand it

O1.4: To continually keep members educated on the database use, limitations and updates.

O1.5: To develop and maintain strong relationships with other entities interested in operating similar data sets.

G2: Provide Valued Services to Members

Objectives

O2.1: To maintain an up-to-date website

O2.2: To regularly deliver a range of information to all members

O2.3: To provide face-to-face meeting opportunities

O2.4: To provide the Australasian portal to TRICS

G3: Undertake Research related to TDB Purpose

Objective

O3.1: To identify and monitor research funds and programmes for opportunities

TRIPS DATABASE BUREAU

Executive Officer Stuart.Woods@tdbonline.org
Phone +64(0)3 345 7737 www.tdbonline.org
PO Box 28105 Christchurch 8242 New Zealand
Secretary admin@tdbonline.org
Phone +64(0)3 367 9002 Fax +64(0)3 377 4702

O3.2: To submit proposals on opportunities agreed by the Board

O3.3: To undertake research projects at nominally zero net cost to TDB, preferably using sub-contracted consultants or in partnership with external groups

O3.4: To encourage and explore research opportunities with overseas partner organisations.

O3.5: To ensure promotion and marketing of research projects to TDB members when concluded.

G4: Grow and Retain Membership

Objectives

O4.1: To retain current members through regular provision of valued services and professional interactions with TDB

O4.2: To have a notable presence at selected conferences

O4.3: To enable sponsorship and branding opportunities for members through TDB activities

O4.4: To develop, maintain and implement a targeted membership growth action plan

O4.5: To promote TDB through various media and other communications/marketing channels to wider sector/audiences

G5: Effective Society Operation

Objectives

O5.1: To operate efficiently under Society Rules and other obligations

O5.2: To continue to efficiently secure basic administrative support services through small scale contracts with approved consultancies.

O5.3: To provide an equitable and transparent member subscription system and service

O5.4: To conduct a review of the TDB structure and organisation to identify and implement the most appropriate solution to meet the needs of members.

TRIPS DATABASE BUREAU

Executive Officer Stuart.Woods@tdbonline.org
Phone +64(0)3 345 7737 www.tdbonline.org
PO Box 28105 Christchurch 8242 New Zealand
Secretary admin@tdbonline.org
Phone +64(0)3 367 9002 Fax +64(0)3 377 4702