



Travel Behaviour Change Program

Flexible Workplace Initiatives

Flexible Workplaces Forum

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What is TravelSmart?

- TravelSmart is a voluntary travel behaviour change program
- Aims to reduce congestion by encouraging public transport, cycling, walking, carpooling and promoting flexible workplace options
- 4 sub programs: workplaces/destinations, schools, communities and events



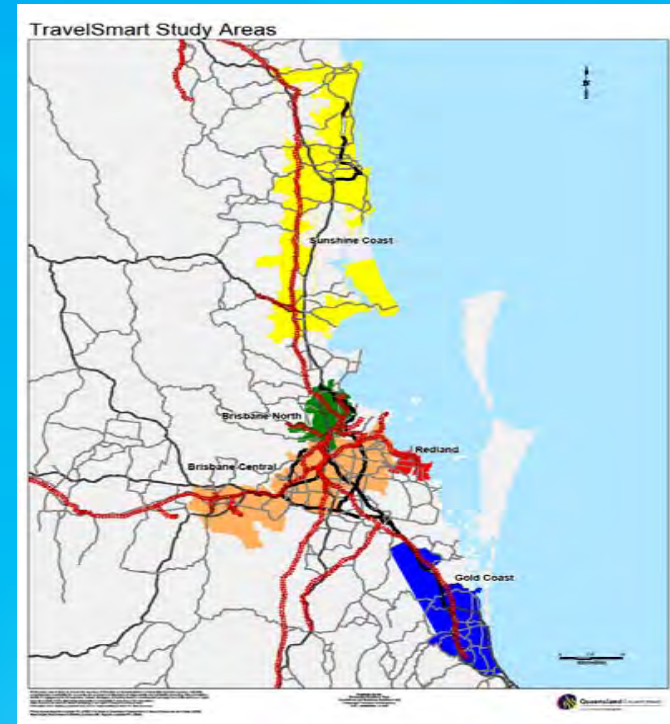
TravelSmart results

		VKT	Car	PT	Cycle	Walk
Redlands (2003/04)	C	-12%	-11%	27%	29%	55%
The Grange (2003/04)	C	-10%	-10%	33%	6%	16%
Stanwell Corp (2003)	W	-21%	-8.6%	24-27%	25%	n/c
QUT (Kelvin Grove) 2003/04	D	-26%	-33%	69%	150%	680%
Sunshine Coast schools – 2005/06	S	-31%	-14%	13%	218%	63%
Brisbane North (2004-07)	C	-12%	-13%	22%	58%	49%

- Based on before-after audited surveys (with control group)
- Supported by PT patronage data and traffic counts
- Results generally sustained for up to 4 years

New communities program 2009-12

- \$22.6M committed over 4 years
- Roll-out TravelSmart to 30% of SEQ
- World's largest
- 324,000 households
 - 180,000 Brisbane south/Ipswich
 - 72,000 Sunshine Coast/Caloundra
 - 72,000 Gold Coast
- Voluntary participation (>50%)
- Full independent evaluation
- Starts June 2009



Schools Program

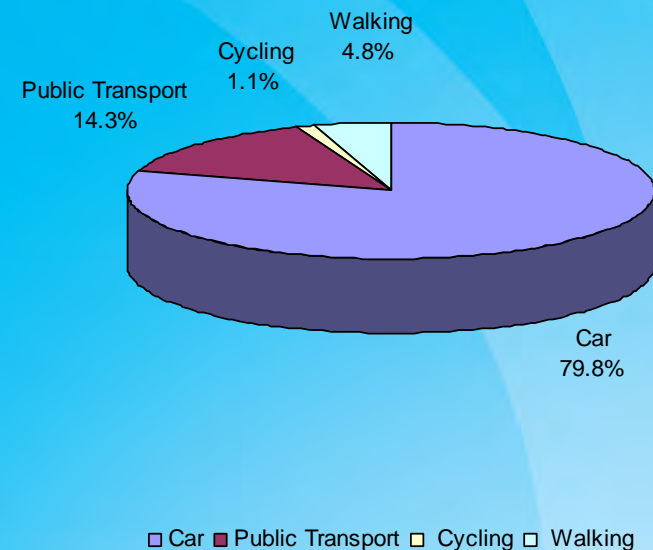
- Congestion around schools is an increasing concern
 - 71% students driven to school in Brisbane
- Encourages school communities to consider sustainable transport options as an alternative to motor vehicle use
- Helps school communities to deal with local traffic congestion, road safety and health issues
- An on-line delivery program is being developed
 - to enable every school in Queensland to develop a travel plan



TravelSmart Workplace Program

- Work trips are the major contributor to peak hour traffic congestion
- The program encourages the use of sustainable modes of transport for journeys to and from work
- TravelSmart team assists organisations to develop and implement workplace travel plans

2006 ABS Data (BNE)



TravelSmart Workplaces

- Some results

Department of Emergency Services
Kedron Campus
(First year results)



Mode	Before Survey	After Survey	2006 ABS data (BNE)
Car	64.6%	49.7%	76.9%
Carpooling	1.2%	4%	N/A
Public Transport	10.4%	15.2%	13.8%
Cycling	1.8%	2.3%	1.1%
Walking	5%	8.3%	4.6%

The benefits of being a TravelSmart workplace?

To the Business

- Cost savings for the business
- Become an employer of choice
- Attract and retain quality staff
- Create a healthier, more productive workforce

To the Employee

- Save time and money
- Improve health and fitness levels due to exercise
- Improved work/life balance
- Personal contribution to preserving the environment

Prepare for your TravelSmart project

Secure management support

Sign memorandum of understanding

Establish project team

Step one

Gather the background information

Sustain travel behaviour

Generate the travel plan annual review

Conduct a subsequent travel assessment

Step four

Evaluate and sustain travel behaviour

Gather feedback on your progress

Bring TravelSmart to life

Step three

Implement the travel plan

Gain approval of travel plan

Develop your travel plan

Step two

Plan your TravelSmart project

Conduct a workplace assessment

Conduct a travel assessment

travelsmart

Workplace project life cycle

Project Methodology - the Travel Plan

Examples of activities of the travel plan:

- Improving flexible work arrangements
- Journey planning – public transport and active travel options
- Workplace pedometer challenges
- Ride and walk to work days
- Carpooling morning teas
- Self defence classes (walking safety)



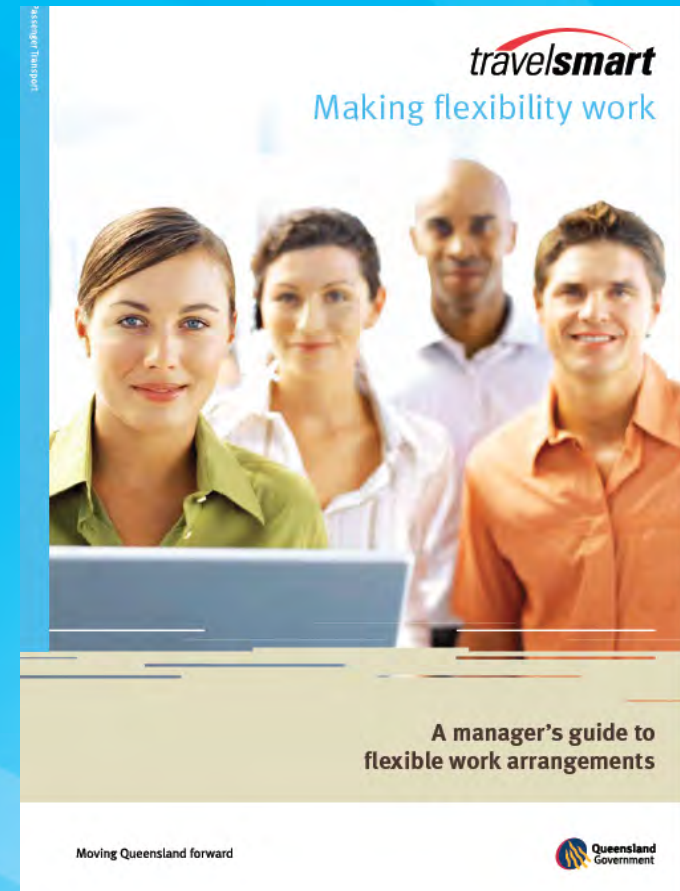
On-line workplace program

- An on-line hub is being developed for workplaces to access TravelSmart project tools and resources
- To be delivered in 2010
- More workplaces can participate
- Bigger impact on urban congestion levels
- Each workplace to manage and control their project
- TravelSmart team will provide support

“Making Flexibility Work”

Manager’s guide to flexible work arrangements

- Step by step guide to implementing flexible work arrangements
- Hints and tips about making flexibility work
- Legislative requirements
- Answers to FAQ’s
- Developed as part of the TravelSmart Workplaces Toolkit



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