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Travel Demand Management and TravelSmart in Australia and Overseas

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Impetus for Action

SEQ over the next 22 years

- **Population growth** ⇑ **48%**
- **VKT growth** ⇑ **65%**
- **Traffic speeds** ⇓ **15%**
- **Need for a mix of interventions**
- **Can TDM/soft policies help ?**

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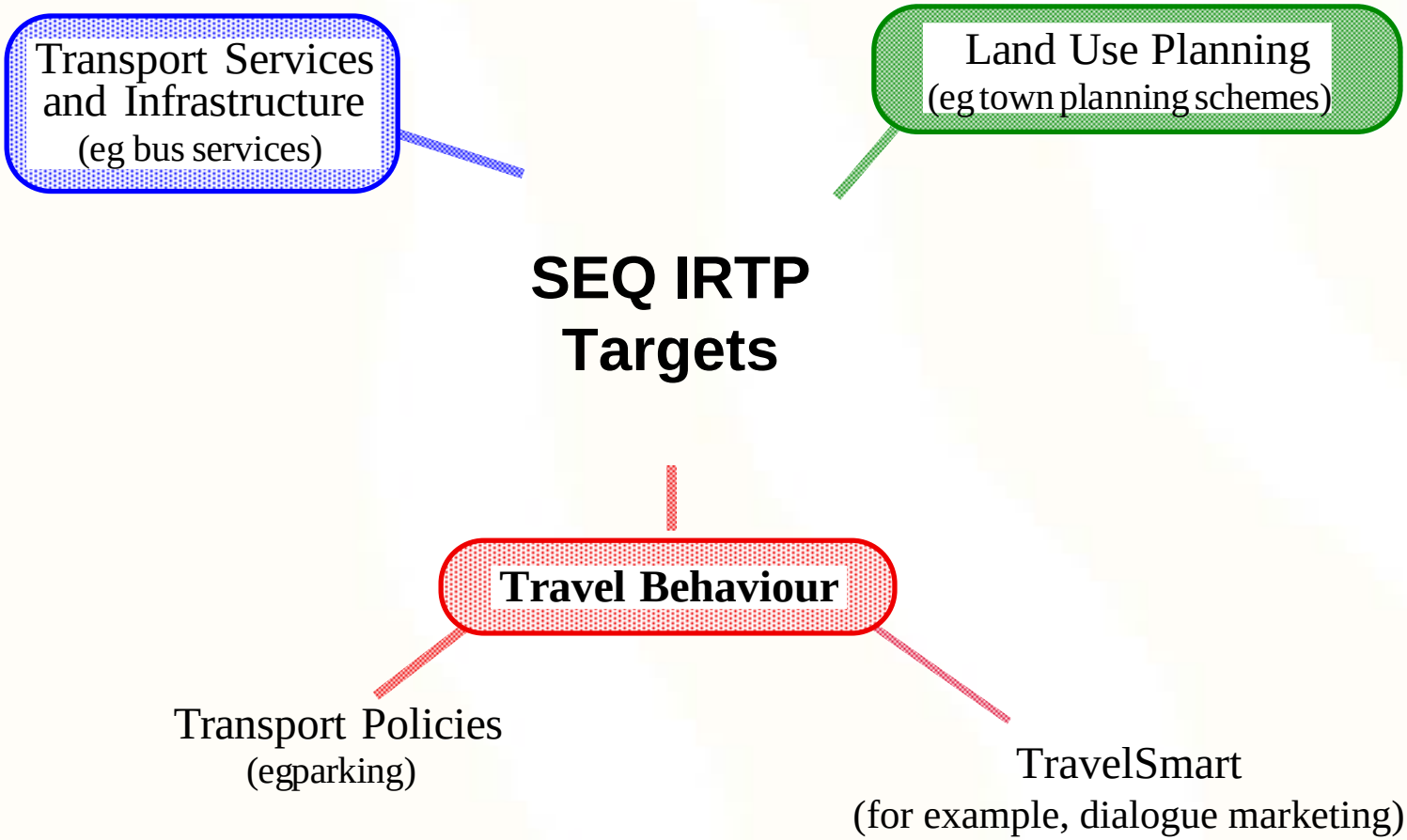
Big Picture Response

TTI conclusions from 75 US cities:

- **Existing roads have absorbed a lot of congestion.**
- **But can not keep up.**
- **Roads cannot be the only solution.**
- **On road (efficiency) and transport policy solutions (TDM) also needed.**

Integration of measures



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Are soft policies credible ?

Traditionally – No !

- **Why ?**

  No evidence based on outcomes

  Output success measures only

  Use of words – promote, encourage

  “Effect won’t last” perception

TravelSmart – Yes !

- **Why ?**

  Collection of evidence on outcomes

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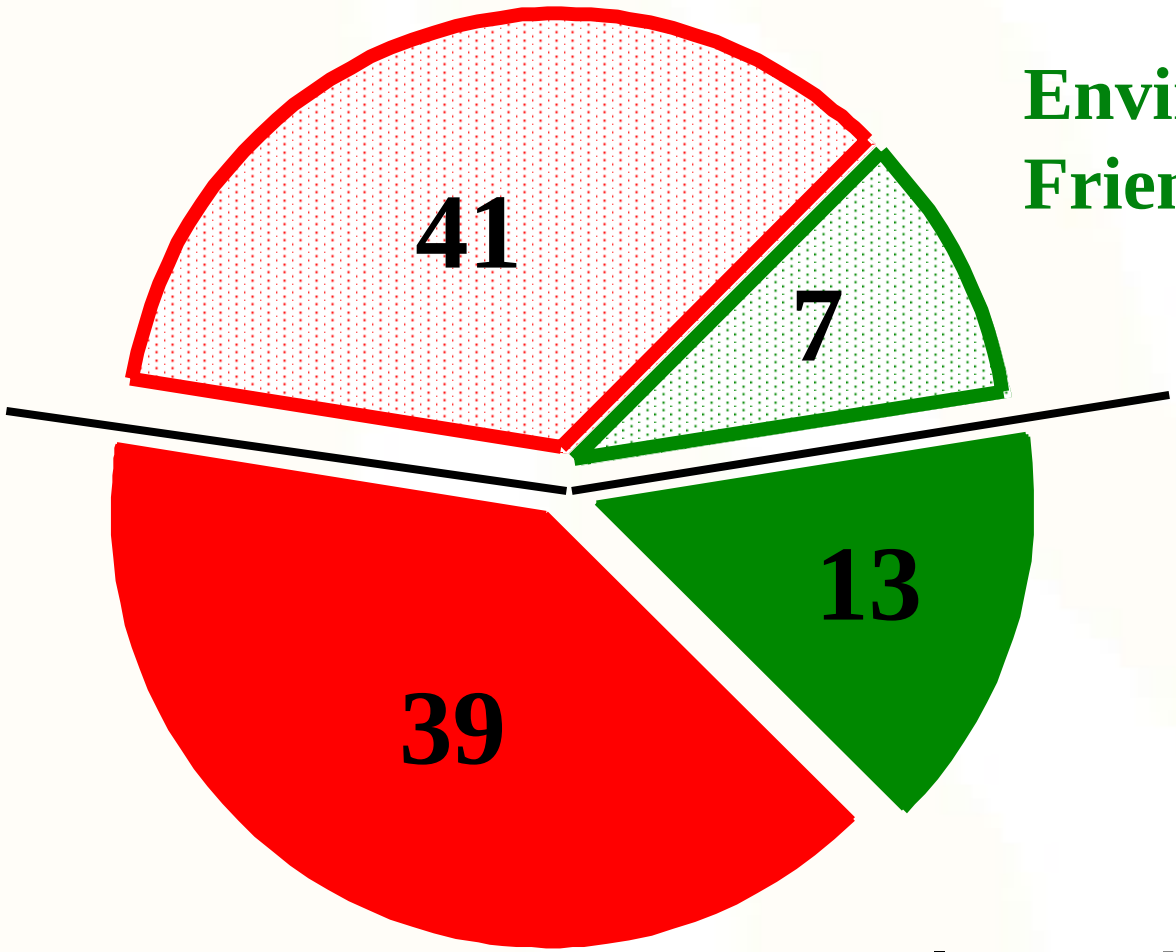
Mode Potentials

Choice Market



Environmental Friendly Modes

Car

No alternative

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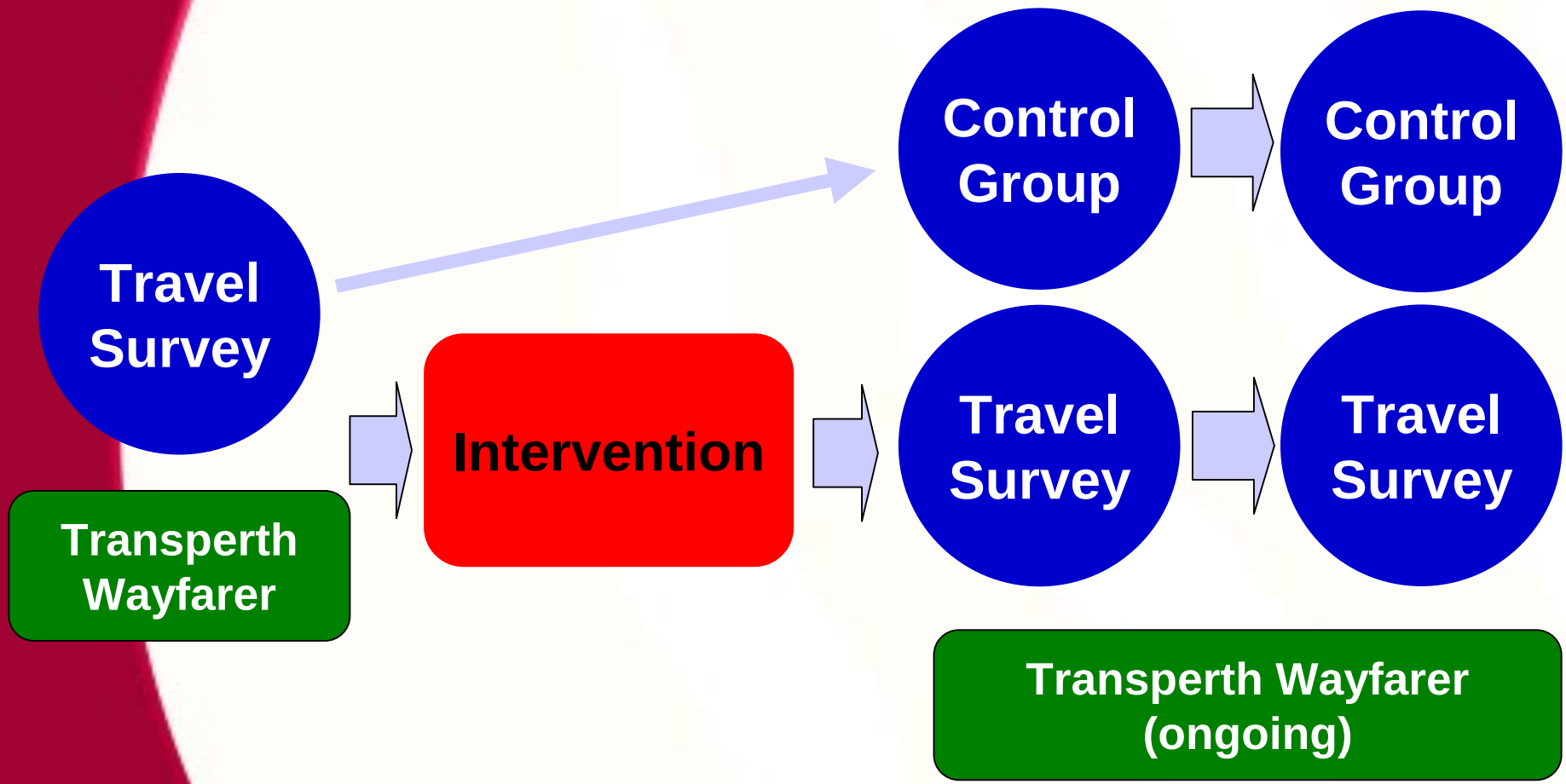
Measuring TravelSmart



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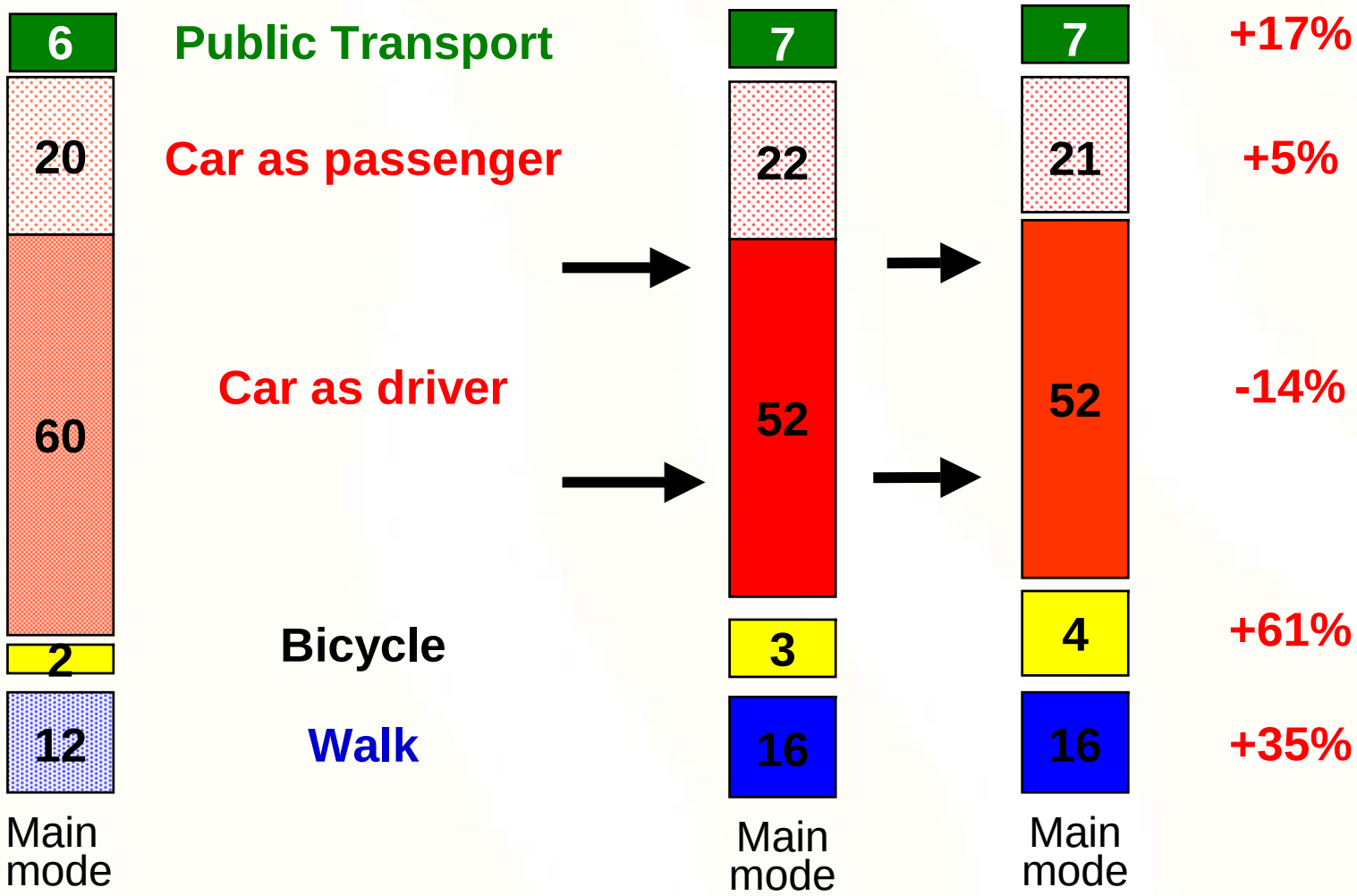
South Perth First Large Scale



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Other Projects

Location	Population
City of South Perth	35,000
City of Cambridge	24,000
Marangaroo	11,000
City of Subiaco	15,000
Fremantle	17,000
Melville (west)	19,000
Town of Vincent	15,000
Belmont	15,000
Armadale	7,000
Gosnells/Thornlie	28,000
Total	186,000

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Other Project Results

Location	Car Driver Trips	VKT
City of South Perth	-14%	-17%
City of Cambridge	-7%	-9%
Marangaroo	-4%	-7%
City of Subiaco	-12%	-16%
Melville	-12%	-13%
Total	-11%	-13%

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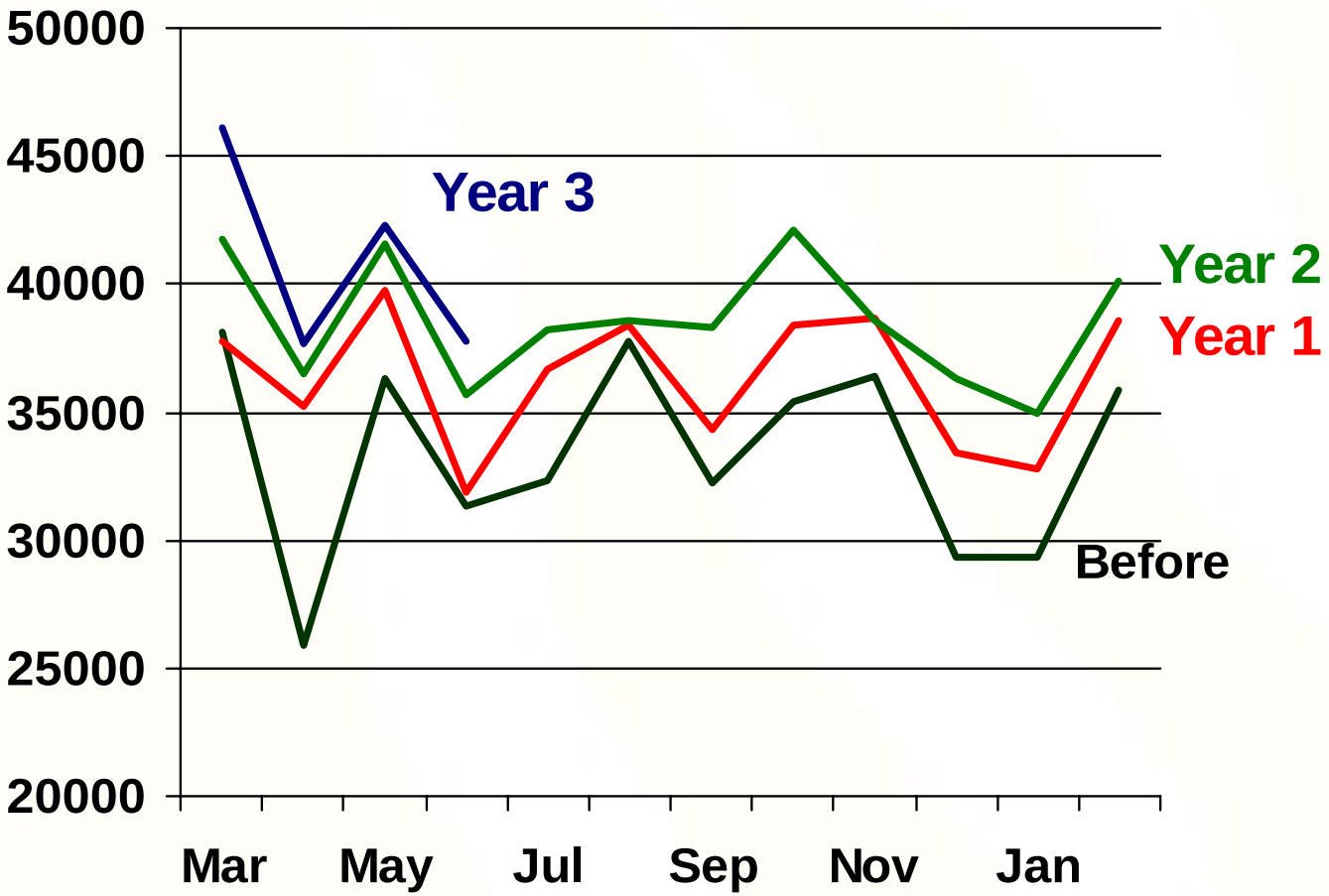
Cambridge - Wayfarer



Overall Change: Cambridge 23% increase – n=1.5 million

All projects 16% increase – n=3.9 million

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World wide pilot projects

UK	Frome	-6%
	Gloucester	-9%
	London	-11%
Queensland	Townsville	-8%
	Brisbane	-10%
USA	Portland	-8%
Germany	Vienheim	-8%
France	Paris x 2	-9% & -10%

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Large scale evidence

- 10%	**South Perth** (Australia)	- 14%
- 8%	**Vienheim** (Germany)	- 12%
	Göteburg (Sweden)	- 13%
	Alamein (Australia - Melb)	- 10%

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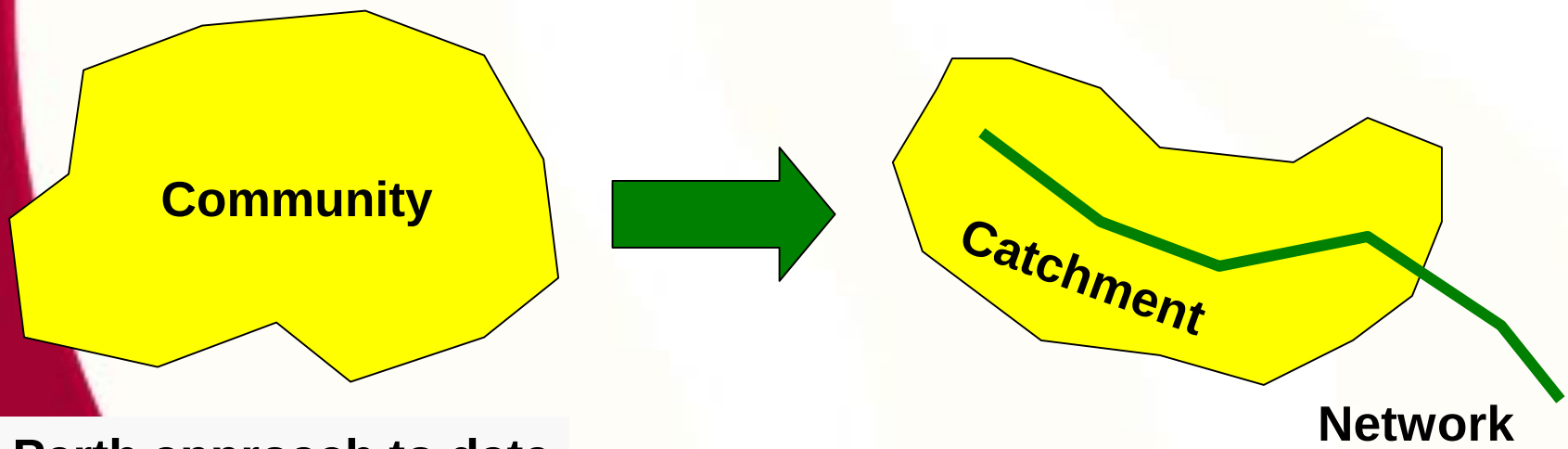
Vehicle - Traffic Model

710,800 people	46% Perth pop
Car driver trips	- 5.6%
Car average speed	+ 2.5%
Truck average speed	+ 1.7%
Truck vehicle hours	- 1.6%
Cost	£12 million

Funding

- **Still a “challenge”**
- **Depreciate physical asset or “goodwill”**
- **Challenges “built solutions”**
- **Outcome - not either or but**

  funds for built and non-built



Perth approach to date

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"Non-voluntary" policies

UK Experience

- Transport Act 2000 – legislation
- Road user charging
- Licence fees
- Workplace parking levy

Australia

- Parking Levy Schemes

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Achievements to date

Road user scheme

- **Only one – London Scheme**
- **Possible – Bristol, Leeds and Edinburgh ?**

Work Place Parking Levy

- **Possible – Nottingham ?**

Issue

- **Local transport authorities**

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London Congestion Charging Scheme

- Traffic congestion* ⇓ 30%
- Traffic entering zone ⇓ 20%
- Time spent <10kph ⇓ 25%
- Bus delays/unreliability ⇓ 33%
- Traffic flows well on boundary route

* Minutes of delay per kilometre

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Australia – Parking Levies

Perth

- **CBD**

Sydney

- **CBD, Parramatta, Chatswood, St Leonards and Bondi Junction.**

Issues

- **Exemptions/concessions**
- **Hypothecated to public transport**

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Key Messages

A “credible” soft policy

- Reductions in car trips
- Reductions in vehicle kilometres travelled
- Increases in public transport patronage
- Sustained behaviour change
- Non-voluntary – community support ?

Build the faith !