THE DEVELOPMENT OF THE VICTORIAN TRAVELSMART PROGRAM

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ABSTRACT

TravelSmart is a Victorian state government travel behaviour change program. It is voluntary and has three broad program streams covering schools, workplaces and communities. It has developed and implemented a variety of approaches across the three streams.

The objective of the Victorian TravelSmart program is to achieve a reduction in growth in vehicle trips and kilometres travelled, through voluntary changes by individuals, households and organisations towards more sustainable travel choices.

This paper outlines the development of the program within the context of broader state and city development policy, and provides a brief description of the current projects. The paper finishes with a summary of the range of pilot project activity including initial results.

The objective of this paper is to provide readers with an overview of the development of the Victorian state government travel behaviour change program – TravelSMART. The paper first outlines the development of the program within the context of broader state and city development policy, and then provides a brief description of the current projects. The paper finishes with a summary of the range of pilot project activity including initial results.

1.   TRAVEL BEHAVIOUR CHANGE

Travel behaviour change programs have had measurable success in Australia and overseas. These programs extend beyond traditional broad awareness-raising marketing approaches to include change in travel behaviour.

Travel behaviour change seeks to facilitate more sustainable travel through:

- increased use of the more sustainable modes (walk, cycle, public transport, car and ride-sharing);
- less need for travel by car through encouraging use of local activities, shops, and services, and doing more things in the one location;
- eliminating the need for some car travel, through better use of communication technologies including teleworking, shopping, banking and paying bills on the internet; and
- smarter use of the car through better trip planning, trip chaining, car pooling.

The following diagram illustrates the potential shift in travel behaviour which the Victorian travel behaviour change (TravelSMART) program seeks to achieve.
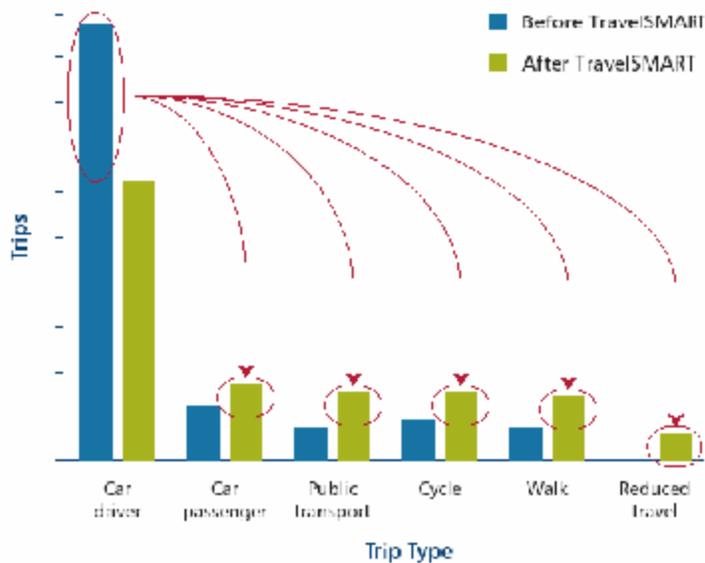

Figure 8. Potential shift in travel behaviour

The Victorian TravelSMART Program does not rely on or require the provision of additional transport or other infrastructure, or improvements in the level of service of public transport services. Instead, the program facilitates change within the existing urban transport and land use systems. Change in behaviour is achieved in the short term, and sustained over time, through:

- working with individuals, households and organisations on a ***voluntary*** basis;

- ***direct contact*** to motivate people to think more effectively about their daily travel and to identify their individual needs for information and support;

- focussing on specific *individual **benefits*** supported with broad community and environmental benefits;

- providing ***practical and realistic travel and activity information*** to individuals, households and organisations, customised to suit their needs;

- ***facilitating initial experiences*** of new sustainable travel and activity choices through motivation and incentives;

- providing general feedback to target groups to provide ***positive reinforcement***, and support maintenance of the new more sustainable travel and activity choices activity;

- ***connecting people to existing organisations*** for their ongoing travel and activity information needs – e.g. public transport operators, Bicycle Victoria, VicRoads, local government, local walking groups & bicycle user groups, etc

Travel behaviour change programs use sophisticated and intensive targeted marketing and communication techniques to produce a customised approach to achieving travel behaviour change by program participants. It enables each participant to review and adjust their own travel behaviour to achieve reductions in vehicle travel within the context of their lifestyle and transport needs.

Through the provision of information and advice, participants gain an increased understanding about and experience of sustainable transport options, as well as advice on how to use their car smarter (or not at all) in a manner that does not compromise their access needs.

Because the process is undertaken voluntarily and individuals are able to adjust their travel to suit their own needs, and they realise personal benefits (such as saving time and money) it becomes self-reinforcing and therefore sustainable for participants.

1.1 EVIDENCE FOR TRAVEL BEHAVIOUR CHANGE

The development of the program in Victoria has drawn upon the growing local and international body of travel behaviour change practice.

This evidence includes a report prepared for the Victorian Department of Infrastructure (DOI) by ARRB Transport Research which appraised a wide range of travel demand management initiatives (Ker. I. 2003a). The initiatives were appraised to determine their relative contribution to the objectives of: increasing the mode share of public transport; increasing walking and cycling; reducing reliance on car travel; and optimising the use of existing infrastructure.

The report noted that the 'most successful' initiatives were those where there was a package of actions focussed on particular contexts, (including workplaces,

universities, communities and schools), and include a range of components relating to information, services and infrastructure enhancement.

A further report commissioned by the DOI (Ker. I. 2003b) which reviewed 46 international community based travel behaviour change projects found that.

> "(these) initiatives have been demonstrated to be highly-effective in increasing public transport use, as well as use of other alternatives to the private car. The majority of these increases have been off-peak, so do not require investment in additional infrastructure or vehicles. However, some system improvement at the same time has been demonstrated to improve the impact of travel behaviour change programs on the level of public transport use.
>
> Community based travel behaviour change interventions have consistently delivered 15 to 40 additional public transport trips per person per year, across the whole target population, irrespective of the current level of public transport usage. In relative terms, the highest proportionate gains in public transport mode share have been where the existing mode share was low."

2.   THE CONTEXT IN VICTORIA

The development of TravelSmart is motivated by a number of current key policy goals that are summarised in the table below. These goals are articulated through policy and strategy documents which are briefly described in the following section.

Triple Bottom Line	Policy Goal	TravelSmart Key Performance Indicator
Economic	• Managing demand for investment in urban road infrastructure • Accommodating growth in urban freight movement (especially light commercial vehicle movement)	• Reducing growth in private vehicle kilometres travelled (VKT) in congested conditions.
	• Managing subsidy of PT	• Increasing public transport (PT) patronage (especially off peak)
Environment	• Reduced greenhouse gas production	• Reducing growth in total private VKT (peak and off peak)
	• Reduced air pollution	• Reducing growth in private VKT in congested conditions and short trips.
Social	• Reduced impact of obesity related health issues	• Increasing physical activity - through active transport modes of cycling and walking
	• Social Connectedness • Personnel Safety (actual & perceived)	• More people in the 'public realm' – on PT / at PT stops, walking and cycling in their local areas

2.1   MELBOURNE 2030

The TravelSmart program takes place against the backdrop of the development and implementation of a broad strategy for managing the future growth of Melbourne. Currently with a population of 3.5 million people, Melbourne is forecast to grow by another 1 million people and 620 000 households by the year 2030. To manage this growth in a more sustainable manner, the state government has developed an integrated transport and landuse strategy – *Melbourne 2030* (State of Victoria, 2002a).

One element of Melbourne 2030 is to continue to protect the liveability of the established areas and to increasingly concentrate major change in strategic redevelopment sites such as activity centres and underdeveloped land. While a good supply of land for development will be maintained in growth areas, over time there will be a shift away from growth on the fringe of the city. This will help prevent urban expansion into surrounding rural land.

Melbourne 2030 encourages a change in travel behaviour to more sustainable options, such as public transport, walking and cycling. In particular, it promotes non-motorised travel for short trips, and public transport for longer trips. In addition to supporting land use directions, and improving the public transport network and services, there is also a focus on raising awareness of sustainable means of travel, and motivating people to use them.

2.2   MELBOURNE 2030: INTEGRATED TRANSPORT

The approach to the implementation of the key policy directions described in Melbourne 2030 are described in a series of implementation plans, each dealing with specific topics. *Melbourne 2030: Integrated Transport* (State of Victoria 2002b) notes the growing issue of congestion on our roads, and the increasing impacts on personal and freight movement.

> "Many of our arterial roads already operate under congested conditions for several hours each day. Congestion means slower travel times for all road users - private cars, buses and trams, freight and commercial vehicles. Meeting our transport needs over the next 30 years will involve managing the growing demand for travel on roads in and around Melbourne and linking to the surrounding regions. This demand will come both from commercial and from private transport needs. One challenge for the future is to maintain an efficient road system for business needs'.

Congestion affects us all by raising business and freight costs, holding up public transport and private vehicles, and increasing air and noise pollution. The marginal cost of the externalities (travel time, pollution, noise, etc) from private motor vehicles travelling in congested conditions have been estimated to be up to $1 per kilometre.

The diagram below depicts the significant role that changing travel behaviour will play managing the increase in personal and freight travel forecast to 2030.
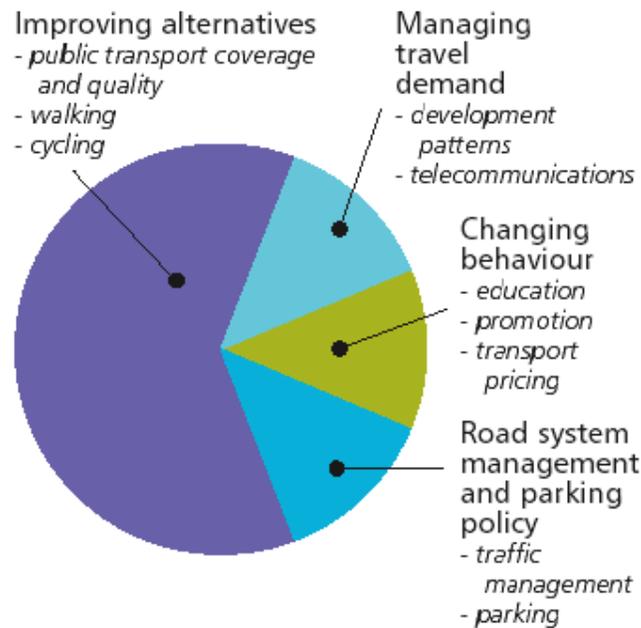
Figure 7. Potential ways to change travel behaviour and increase public transport use

Source: Department of Infrastructure

Anson, G. (2003) describes the role that demand side actions will play in the delivery of the Integrated Transport plan's objectives. These demand side actions include: urban consolidation, growth area management, development of activity centres on the principle public transport network, initiatives to encourage walking and cycling, behavioural change programs such as TravelSMART, and mobility management planning. Emerging policy areas noted by Anson, G. (2003) include consideration of the role of parking policies in travel demand management, as well as maintaining a watching brief on developments on transport pricing.

2.3   GROWING VICTORIA TOGETHER

In November 2001, Victorian Government launched the *Growing Victoria Together* policy framework (Government of Victoria 2001). Growing Victoria Together expresses the vision, policy priorities and key progress measures of the Victorian Government. It has been developed to guide medium term policy choices, communicate directions to citizens and engage stakeholders to think collaboratively about the future.

The policy framework includes the goal of 'Growing and linking all of Victoria' which includes as a measure of progress, a target for the growth of passenger use of public transport with an aim to have 20 percent of motorised trips in Melbourne taken by public transport by the year 2020. In 2002, that figure was approximately 9 percent.

Much of this target will be achieved through improved infrastructure and better provision of services, with travel behaviour change programs such as TravelSMART also considered to play an integral role in reaching this target.

2.4 VICTORIAN GREENHOUSE STRATEGY

The *Victorian Greenhouse Strategy* (VGS) (State of Victoria 2001) contains 59 actions across ten key areas where action can be taken, including: improving the environmental performance and energy efficiency of its own operations; and the programs and partnerships that will be pursued to reduce emissions from industry and commerce, local government and households.

Transport contributes 16 percent to Victoria's greenhouse gas emissions. To address this significant contribution to greenhouse gases, the VGS includes 'Influencing Travel Choices and Behaviour' as a key action area. There are nine specific actions in this action area which government will undertake to reduce greenhouse gas emissions directly associated with travel including the Victorian Travel Behaviour Change Program, and the Better Ways to Work project – both of which are elements within the Victorian TravelSMART Program.

2.5 OBESITY REDUCTION

In the report *Getting Australia Active* (Bauman et al 2002) it is noted that

> "Physical inactivity is also associated with high direct health costs, with a conservative estimate of around $400 million each year. There are about 8,000 preventable deaths each year in Australia associated with physical inactivity, and it makes a large contribution to the overall burden of disease in Australia, ranking second only to tobacco use as the most important issue in prevention. *These important benefits provide a rationale for sustained and focused efforts to increase activity levels amongst all Australians.*

> The links between transport and health have been made explicit, through the notion that cycling and walking for transport may contribute to health, and through the understanding that better use of public transport systems may confer health benefits (Mason 2000)."

In October 2002, citizens and experts came together to discuss one of Victoria's most serious emerging health problems. They addressed the question: "What can the people and organisations of Victoria do to promote healthy weight and prevent obesity in childhood?" The forum noted the contribution of the 'serious decline in physical activity' to obesity, and recommended that significant increases in physical activity throughout the community should be sought (A Healthy Balance 2002).

There is a particular emphasis on increasing physical activity amongst children. Travel behaviour change programs such as the Victorian TravelSMART program have been shown to increase levels of physical activity in school, workplace and community settings.

3. TRAVELSMART PROGRAM METHODOLOGY

A lifecycle approach has been adopted for the Victorian TravelSMART Program recognising the diverse travel needs and expectations of various segments and ages of the population and to enable a wide cross-section of people in urban Melbourne to be reached. The program is based upon proven methodologies namely Travel Blending[®], Individualised Marketing, School Curricula and Green Transport Plans.

The target audience for the program is individuals, households and organisations. Individuals and households are reached through schools, workplaces and community based approaches. Organisations themselves are included in the target audience, as there are opportunities to facilitate change in policy and practices of organisations towards those which support and facilitate sustainable travel choices by individuals associated with those organisations. Further details of the three approaches are provided in this section of the paper.

3.1   SCHOOLS

Experience to date indicate that school based travel behaviour change projects which work with students, have the highest participation rates, and record the highest levels of reduction in car travel (up to 20%) when offered such programs. Children and their immediate household members are involved in the program, with teachers providing a strong advocacy role in promoting the importance of using sustainable modes of travel to reduce environmental emissions.

The Victorian TravelSMART Schools program involves the delivery of a new curricula program developed specifically for this project drawing on successful travel behaviour curricula in other states (SA, WA, QLD). Student projects which collect student and family travel information is used to assist the class to assess current travel behaviour and to develop positive solutions. For young children, providing a more balanced picture of travel options and the opportunity to trial these options provides a strong foundation for changing the mind-set of young people in relation to car use from an early age.

The development and piloting of the schools methodology was undertaken under contract to the DOI by the organisations Dynamic Outcomes and GDP. Information in this paper on the schools methodology draws on their project contract report (Hughes, I. and DiPietro, G. 2003 draft)

The Victorian TravelSMART Schools program specifically targets students in years 5 and 6 at primary school, and also encourages a whole school approach. The key components of the program are:

- Meetings and information sessions with school councils, school administrators, teaching staff and parents/carers.
- Professional development program for teachers.
- Classroom activities for year 5 and 6 students that can be shared and adapted for use with other year levels.
- Whole school activities and events designed to engage the whole school community.
- Involvement of parents/carers and families through activities linked to the classroom program and distribution of promotional materials.
- Promotion of the program within the local community.

The TravelSMART Schools pilot has been run in six Melbourne primary schools: Laverton Plains, Bellbridge, Old Orchard, Doncaster, Southvale and Balwyn.

3.2   HOUSEHOLDS

This component of the TravelSMART program engages directly with households in community settings in order to help individuals identify and choose sustainable transport solutions that meet their mobility and access needs for work, family, social and recreational activities.

The program has been run in four communities in Melbourne, located:

- around the *Anstey* railway station in the City of Moreland;
- north of the *Dandenong* central activity district in the City of Greater Dandenong;
- in the *Elwood* Village in the City of Port Phillip; and
- along the *Alamein* train line in the City of Boroondara.

The communities program has been offered to over 1,000 households in each of the Anstey, Elwood and Dandenong pilots, and up to 6,000 households in the Alamein project. In each area, households who participate are provided information on realistic and practicable environmentally friendly travel options tailored to meet their needs. For example, some people may want information about a specific journey they undertake on a regular basis – such as commuting to work – while others may want information about local facilities. Households are also encouraged to trial these options through motivation and incentives.

The development and piloting of the communities' methodology in Anstey, Dandenong and Elwood areas was undertaken under contract to the DOI by the organization Steer Davies. Information in this paper on the communities methodology draws on the project contract report (Steer Davies Gleave 2003).

The Alamein Line project is being undertaken under contract to the DOI by the organisation Socialdata, and was underway at the time of writing of this ATRF paper. Findings from the Alamein line project are therefore not available to be included in this paper, but will be presented at the 26th ATRF conference.

The key components of the communities' methodology (Anstey, Dandenong and Elwood) include:

- *Pre-Engagement Phase*, which involves members of the TravelSMART Communities team understanding as much as possible about the community by listening to what people think and say about where they live.
- *Engagement*, The engagement of people living and working in the project area can occur in several ways: i) by phone, ii) via the community (community worker, face-to-face meetings at community events, or at designated meeting places), iii) door knocking where few phone numbers are listed; and iv) people contacting the project office by phone, letter or in person.
- *The Conversation*. This carried out by trained conversationalists who are facilitators in exploring travel and activity options and behaviour. The conversation has several components: i) understanding the core values of household members (time, money, health, environment or independence, ii) describing the TravelSMART tools, and iii) establishing the delivery method.

- *Time for Change*. The TravelSMART tools are delivered to participating households who then have the opportunity to use the tools, and to trial alternatives methods for some their current car based trips.

- *Reinforcement*. Reinforcement can take many forms in this project, some of which are discussed briefly below. I) tying in with local events, ii) connectors and inviters, iii) meeting places, iv) celebration

The TravelSMART community tools include:

- *Travel Blending*® is a two-diary process that requires people to track their travel over a period of about one week at the start and end of a 3 month period. Feedback, praise and tips for future travel are given following the return of each diary, with all information customised to fit in with the person's values.

- *Personalised Journey Plans* are designed for people who would like to make a specific trip by public transport, walking and cycling but who would like some extra information or assistance in doing so.

- *Local Activity Guides* provide information about the various services and activities in the project area. The premise of this tool is that if people know more about what shops, services etc are close to home, they will be more likely to use them.

- *General information* is presented in 6 separate pamphlets – one for each key value – detailing ways to reduce the negative impacts of the car.

- *Activity Pages for Children*. These activities are designed to stimulate children's interest in - and to encourage them to initiate conversations about - travel and the travel choices made in their household.

- The *Congratulations* tool is offered to people who believe they are already very TravelSMART.

Further information on the communities methodology (Anstey, Dandenong and Elwood) can be found in Ampt, E. and Harbutt, P. (2003).

3.3   WORKPLACES

Travel behaviour change programs that target employers and workplaces have the potential to reduce peak hour traffic congestion if taken up by a critical mass of organisations, and can deliver substantial benefits to employers through decreased transport costs, increased efficiency and employee health.

The workplace program has two sub-components. One is the Better Ways to Work program, run in conjunction with the Sustainable Energy Authority of Victoria (SEAV), and the other is a Workplace Individualised Marketing pilot aimed specifically at individuals in large organisations.

3.3.1 Better Ways to Work (Travel Plans)

This part of the program is concerned with the development of green travel plans by employers throughout Victoria. It is delivered through local councils who employ an officer to recruit employers, assist them in the development and implementation of a green transport plan specific to each work site, and run local business network

meetings allowing the participating employers to meet and share best practice in the field.

Currently, the program covers 54 workplaces in six participating councils in both metropolitan and regional areas of Victoria. Another seven councils have just joined the program.

3.3.2   Workplace Individualised Marketing Pilot

The pilot involves more direct contact with staff at the selected workplaces than would normally be the case through a green transport plan approach.

In the 1st half of 2003, individualised marketing pilots were undertaken with 1st year students at the Clayton campus of Monash University, and staff who drive to work at the Prahran campus of the Alfred Hospital

The Alfred hospital and the Clayton campus of Monash University were chosen for the implementation of the program as they both indicated their willingness to actively support an intervention and the examples of a hospital and a university were thought to be useful for the ability to replicate the interventions at other such institutions.

Clayton is the largest of Monash University's campuses. There are just over 20,000 students and nearly 4,000 staff based at Clayton Campus, representing nearly 50% of all students and over 50% of all staff at Monash University. Clayton Campus is located in Clayton in Melbourne's south east. Modal split data (1995) indicated that nearly 60% of students drove alone to University, with just under 20% arriving by public transport and just over 10% walking or cycling.

The Alfred Hospital is located in Prahran to the south west of Melbourne CBD. Despite the completion of a multi-storey car park on site, parking remains extremely constrained and in high demand. This impacts on the hospital's ability to attract and retain staff, particularly in the nursing sector. There is now over 5,000 staff located at The Alfred site. A travel survey undertaken by SEAV in October 2003 indicated that just over 60% of staff drive to work, 17% use public transport and about 13% walk or cycle.

The development and piloting of the workplace individualised marketing methodology was undertaken under contract to the DOI by the organisations PBAI and Taylor Nelson Sofres (TNS). Information in this paper on the methodology draws on their project contract report (PBAI and TNS 2003 draft)

The key components of the methodology at both the Alfred Hospital and Monash University include:

- recruitment (of staff at the Alfred, and 1st year students at Monash);

- segmentation into 3 target groups who for the journey to/from Alfred/Monash can potentially use: i) public transport, ii) walk\cycle; and iii) drive;

- Development of 'packs' of information, motivation and incentives tailored to these groups, including using existing information, and developing project/site specific information.

- Distribution of the packs, and allowing time for participants to use the pack materials to trial alternative ways of travelling to/from Alfred/Monash.

- Evaluation of the use of the pack materials and on travel behaviour change.

4. EARLY RESULTS

Early results are in for the Schools and the Workplace projects and are described in this section. The Communities (Alamein, Dandenong and Elwood) pilot has been assessed in terms of its methodology. However travel behaviour change results for the communities pilots were not available at the time of writing of this ATRF paper as after travel surveys had not yet been conducted. Findings from the Communities projects will be presented at the 26th ATRF conference.

4.1 SCHOOLS

The pilot program was evaluated in the following ways:

- TravelSMART Surveys in the Student Workbook;
- Odometer checks of cars from households of participating students;
- Survey of parents of grade 5 and 6 students;
- Regular visits from program evaluation staff to meet with teachers and school administration;
- Teachers annotated their copy of the materials; and
- Students provided feedback

The immediate impact on student behaviour was measured through the surveys of how the children travelled to and from school. Travel surveys were undertaken for one week at the start of the program and one week at the end of the term, conducted by the students of their own travel (both to/from school and other) and their parents' travel (Hughes, I. and DiPietro, G. 2003). 192 students were surveyed with the following results:

- Walking increased by 8 percent
- Cycling increased by 8 percent
- Use of the car decreased by 13 percent

The impact upon family travel not related to schools trips was measured through the survey of parents. "Travel by car by mums showed a reduction of 14.5% and 11.1% for dads. There were also reported increases in walking, cycling, and use of public transport by both mums and dads" (Hughes, I. and DiPietro, G. 2003).

Other indications of success of the TravelSMART Schools pilot reported by Hughes and DiPietro (2003) include:

- All pilot schools remained with the pilot program for more than the expected and agreed time period.
- Schools took the provided materials, and were able to deliver and further enhance them to meet their local needs.
- The theoretical framework and teaching and learning approaches were welcomed by the schools.

- Schools in the pilot program intend to continue delivering the curriculum program even thought the pilot is finished.

- Requests for the TravelSMART program are coming from schools outside the pilot.

The implementation of the Schools pilot projects identified a number of areas for further development of the TravelSMART schools methodology. These included:

- language issues – such as high percentages of children coming from non-English speaking backgrounds in some schools;

- the need for a longer lead time for better implementation of the program to fit in with development of the school curriculum each year;

- some schools faced a change of personnel midway through the program; and

- recognition of issues associated with a "one size fits all" approach – the schools varied greatly in location as well as socio-economic status which had a corresponding impact on how the program was best delivered.

4.2   WORKPLACE INDIVIDUALISED MARKETING PILOT

As with the schools program, the workplace extension pilot was measured both in terms of the evaluation of the methodology employed as well as the outcome of the results. The most significant findings were that provision of public transport test tickets as a trial to participants proved attractive in encouraging them to consider the sustainable travel options.

At Monash University packs were developed for 771 1st year students according to the three test groups: 1) public transport (n=365), ii) cycle/walk (n=266), and iii) drive (n=140). Of the 771 recruited students, 491 (64%) students collected their packs.

Phone based interviews were conducted with 456 (92%) of those students who collected their packs. These interviews sought feedback on the pack contents, and on actual use of other modes following receipt of the packs. Early findings at Monash University, of those who participated, across all pack types, include:

- 69% increased use of public transport

- 33% used their car less

- 16% cycled more

At the Alfred Hospital packs were developed for 704 staff that currently drove to work, in the three test groups: 1) public transport (n=281), ii) cycle/walk (n=160), and iii) drive (n=263). Of the 704 recruited staff, 535 (76%) collected their packs.

Phone based interviews were conducted with 481 (90%) of those staff who collected their packs. These interviews sought feedback on the pack contents, and on actual use of other modes following receipt of the packs. Early findings at the Alfred Hospital, of those who participated, across all pack types, include:

- 25% of participants increased their use of public transport

- 19% used their car less

Further details of the Monash and the Alfred methodology, including the impacts of each pack type can be found in Cooper, B. and Meiklejohn, D. (2003)

4.3   BETTER WAYS TO WORK

The participating employers in the Better Ways to Work scheme have the opportunity to participate in a biannual staff travel survey. The survey is designed so that employers can participate in each survey or, as is more often the case, just once a year. The main form of measurement used is staff travel mode.

This survey assess how staff attend work on a particular day, their usual mode of travel, starting and finishing times, influences upon their commuting behaviour - such as the need to drop children off at school – and the attitude of drivers to more sustainable travel options. Drivers are also asked about the type of car they drive to get to work as a way of measuring greenhouse gas emissions,

One early employer, which has participated in three surveys and has introduced infrastructure improvements and incentives for staff to change their travel behaviour, is Northcote High School in the northern suburbs of Melbourne. Over the course of three surveys, the school of 120 staff has seen a 20 percent decline in the number of staff driving to work alone, as below:

- 2001   66.7 % of staff who drove alone to work (before the development of the Northcote High School Travel Plan

- 2002   60.3 %   "

- 2003   53.1 %   "

International experience and the experience of the Victorian workplace projects indicate that the key factors for a travel plan which delivers on sustainable travel behaviour change include:

- management commitment to the implementation of the travel plan

- realistic and practical existing travel alternatives (PT services, cycle and walking networks), to the worksite

- on-site infrastructure improvements (e.g. end of trip facilities).

5.   CURRENT WORK PROGRAM

The TravelSmart program has a number of immediate tasks in its current work program. These include:

- the Alamein Line project

- Ride to Work and Beyond

- Pedometer Project

5.1   ALAMEIN LINE PROJECT

The Alamein Line project is the first travel behaviour change project in Melbourne to be developed specifically around a public transport corridor. In this sense, it follows some of the work done in Perth in which increasing public transport patronage is a key factor in the success of the program.

The project is being carried out by SocialData and follows that company's 'Indimark' approach. Over six thousand households have been approached in an attempt to recruit a minimum of three thousand households for the program.

The program is being rolled out alongside a pilot upgrade to signage for the public transport system in the area surrounding the train line as well as providing households with local public transport information through a consumer guide for the local council area.

5.2   RIDE TO WORK AND BEYOND

Ride to Work is an annual event run by Bicycle Victoria, which actively promotes riding to and from work, informs participants about the existing cycling infrastructure that is available to them while simultaneously informing workplaces about making their workplace more "cycling friendly'. Over the past 5 years over 25,000 trips on bike were made as part of Ride to Work Day (an average of 5,000 per year). There is however no assessment of the events impact on cycling to work beyond the event.

The specific aims of the Ride to Work and Beyond! Project are to:

- understand the behaviour change impacts of the Ride to Work event,
- develop a methodology for maximising the behaviour change impacts, and facilitating the embedment of these behaviours into habits
- apply the methodology in different contexts – specifically in non CBD urban and regional locations.

The specific activities that will be undertaken include:

- A review of the effectiveness of event based behaviour change activities.
- Research into the behaviour change impacts of the 'Ride to Work' event.
- The development of a maintenance / support methodology, informed by the research.

Elements for consideration in the development of the maintenance / support methodology would include:

- Workplace bicycle user groups
- Local area bicycle users groups
- Mentoring – bike buddies
- Training course
- Web / email based communication
- other

Year 1 of the project will be focussed on research, development of the maintenance / support methodology, and piloting the methodology with a small number of workplaces. Year 2 will see the maintenance / support methodology piloted, reviewed and further enhanced. Year 3 of the project methodology to non-CBD and regional workplaces.

Further details of the Ride to Work and Beyond! Project can be found in Rose, G. et al. (2003)

5.3 PEDOMETER PROJECT

The project seeks to use pedometers as incentives for people who currently drive to work to try and sustain walking as sustainable travel option.

Pedometers will be distributed through TravelSMART councils and workplaces in Frankston and Moreland. These councils were chosen for their particular walking attributes – Frankston has a poor walking environment, while and Moreland has a better walking environments and the Moreland council which has developed and is in the process of implementing a walking strategy.

Participants will be able to record their daily steps and receive feedback from TravelSMART to encourage them to continue their behaviour.

The project is planned to commence in spring 2003.

5.4.   THE VICTORIAN TRAVELSMARTPROGRAM - AREAS OF ACTIVITY / PROGRAM STREAMS - SUMMARY

	Communities	Workplaces	Schools	Evidence	Capacity Building
Projects	Anstey / Brunswick Dandenong Elwood Alamein train line	Better Ways to Work Monash Uni - 1st Yr Students Alfred Hospital - Staff Ride to Work and Beyond! State EMS - Travel Plans Pedometer project	Primary School pilot - years 5/6	TS Community Impact Evaluation Sampling Travel Plan Biannual Survey TDM Actions - Assessment TBC - Patronage impacts	TS Workplace networks Local govt network TS website & quarterly newsletter National TDM seminar series ATRF 2003 conference papers
Tools / Processes	Individualised Marketing	Travel Plan development and implementation Individualised Marketing Goal setting / feedback	School curriculum	Travel surveys Passenger counts Ticket validation data Participant surveys	Toolkits / Training Networks Workshops / Seminars / Conferences Website / Newsletter Sponsorship
Partners	PT Operators Local Gov't Bicycle Victoria Cycling Promotion Fund Local Bicycle Shops Health VicFit	Local Gov't PT Operators AGO - TDM DoI / SEAV (DHS) (DSE - Transit Cities) (DOI - RFR)	DET (VicHealth - WSB) (DOI - TravelOn, Get on Board) (PT Operators - ETC) (VicRoads - SRTS) (DVC - physical activity)	National TBC network	AGO - TDM Local Government Bicycle Victoria National TBC network TS Stakeholder Reference Group

Notes:
1.   A glossary of the acronyms used in the table above can be found in Appendix A.
2.   (   ) Represent organisations with which the TravelSmart Program has established a dialogue, but are not yet active partners involved directly with specific projects.

6.   CONCLUSION

The development of Victorian TravelSmart program is motivated by a number of key policy goals, including transport, environment and health. Efforts to achieve these policy goals have been articulated in a number of key State strategies, which recognise the role that voluntary travel behaviour change can play.

The growing international and local evidence of the effectiveness of travel behaviour change practice has informed the development of the Victorian TravelSMART program.

Pilot activity has been undertaken with projects focused on individuals and organisations in education, workplace and community settings.

The initial results if these pilots are encouraging showing reduction in car use, and take up of more sustainable travel and activity alternatives. The pilot activity has also identified areas where methodologies require further development in order to address local issues.

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APPENDIX A.   GLOSSARY:

AGO	Australian Greenhouse Office
DET	Department of Education and Training
DoI	Department of Infrastructure
DHS	Department of Human Services
DSE	Department of Sustainability and the Environment
EMS	Environmental Management System
ETC	Every Trip Counts
GGAP	Greenhouse Gas Abatement Program
HHLD	Household
PoP	Principles of Persuasion
PT	Public Transport
RFR	Regional Fast Rail
RTWD	Ride to Work Day
SDoC	Smogbusters Days of Change
SEAV	Sustainable Energy Authority
SRTS	Safe Routes To School
TBC	Travel Behaviour Change
TDM	Travel Demand Management
TS	TravelSmart
WSB	Walking School Bus
( )	Represent organisations with which the TravelSmart Program has established a dialogue, but are not yet active partners involved directly with specific projects.