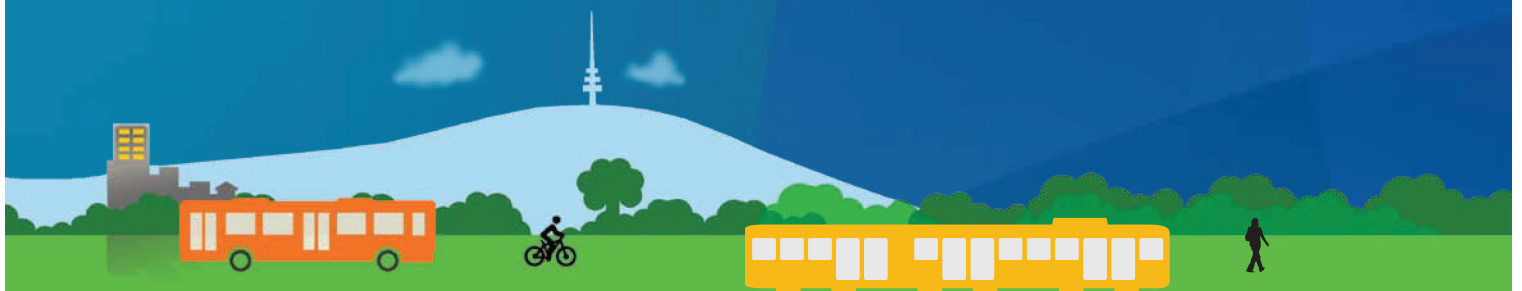


# 5.

## MANAGING TRAVEL DEMAND



## 5. MANAGING TRAVEL DEMAND

### Objectives

- Manage travel demand to create a safer, more efficient and more sustainable transport system.
- Price transport equitably, efficiently and sustainably.
- Promote sustainable transport options.
- Reduce transport emissions by increasing vehicle occupancy rates and creating a more compact city through integrated transport and land use planning.



The government takes an integrated approach to transport planning and infrastructure development, known as travel demand management. This means we determine the total transport demand, explore opportunities to create alternatives to driving, price transport efficiently to encourage those alternatives (including parking pricing), encourage multi-occupancy trips through the 3-for-free scheme and the ACT's car pooling pilot, and identify the transport infrastructure needed to make the integrated transport system work safely and efficiently.

### 5.1 Land use/transport planning

The land use planning approach in Transport for Canberra and the ACT Planning Strategy focuses on encouraging population growth around transport corridors and nodes and positioning employment and services closer to people (and public transport) to reduce average trip lengths and promote alternative travel options. Combined with transport options like Park and Ride and Bike and Ride, this is an important way to reduce transport emissions and introduce sustainable transport options early into new developments.

### 5.2 Vehicle occupancy rates

The ACT has very low vehicle occupancy rates. Increasing the number of passengers in vehicles, while increasing sustainable transport options and improving the efficiency of the vehicles, will help meet emissions targets.

We will focus on incentives to increase the number of people per vehicle. This will include:

- continuing the 3-for-free parking scheme in the City and town centres
- expanding carpooling across the ACT public service by 2013 and investigating the expansion of the program to include Australian Government departments
- considering high occupancy vehicle lanes (T2/T3/bus lanes) in line with high occupancy vehicle guidelines that will be finalised by May 2012, taking account of safety, congestion, public transport corridors, travel demand and sustainability goals
- combining carpooling with workplace travel planning for ACT Government facilities, and providing support and templates for community, public and private sector workplace travel planning.

### 5.3 Infrastructure and demand management

The ACT Government has invested over \$120 million in sustainable transport infrastructure in 2010–15. The entire program—including bus priority on the Frequent Network, new stops and stations, cycling and walking infrastructure, a real time passenger information system and more frequent and rapid public transport services—is targeted at improving the efficiency of the transport system, thus creating mode shift through providing better travel options. Major investments on the Frequent Network such as Northbourne Avenue, Canberra Avenue and the Belconnen to City route will be strengthened through better management of existing roads via the road initiatives detailed in the government's annual Infrastructure Plan.

## 5.4 Promotion and behaviour change programs

For Canberrans to change their behaviour and start using—or using more often—the most sustainable forms of transport for each trip, they need to be able to make informed choices based on comprehensive and accessible information. Education, training and promotion equip people and organisations with skills and knowledge to change travel habits.

The NSW Household Travel Survey data reveals that 13% of peak hour travel in Sydney is discretionary.<sup>42</sup> Urban ACT travel habits are likely to be similar to NSW patterns. This suggests a portion of this travel has the potential to be shifted to off peak hours through pricing or educational mechanisms. The TravelSmart project in Belconnen, delivered in 2006–07 to 4500 households, reduced vehicle kilometres travelled by 13%, some of which was peak hour travel.<sup>43</sup>

The government will support workplaces and institutions such as universities, sporting venues and health and community facilities to:

- develop travel plans
- provide better information via personalised travel planning
- promote active travel options through more accessible and clear public transport information and travel awareness and travel training programs.
- promote and support new ways of organising activities (e.g. telecommuting, video-conferencing and car pooling).

While Google Transit now enables easy trip planning by public transport, ultimately a multi-modal trip planner will provide information on the different ways to travel to a destination, showing shared paths, Park and Ride and Bike and Ride facilities, parking areas and bus routes.

As a first step, ACTION's passenger information will be upgraded in anticipation of real time passenger information. New access guides will be rolled out for major destinations (e.g. Parliamentary Zone, Canberra Hospital, ANU, University of Canberra) and campaigns will focus on promoting public transport as the preferred travel choice for Canberrans.

The government will also explore options for eco-driving programs to reduce the emissions from private vehicle travel.

## 5.5 Pricing

Pricing transport efficiently and equitably encourages more sustainable travel behaviour and achieves economic and social benefits for Canberra. Pricing policies need to be considered as part of an integrated policy approach alongside infrastructure, planning, promotion and incentives.

The government's transport pricing objectives (to be expanded in the new transport pricing policy) will:

- create an equitable transport pricing system
- create an efficient transport pricing system
- create a transport pricing system that supports sustainable travel choices including vehicle purchase.

### Transport pricing and the Henry Review

In 2010, the ACT Treasurer announced a broad review of Territory revenue streams to assess the overall efficacy and equity of the ACT taxation system. The review complements the recent Commonwealth review of taxation (the Henry Review) and will place the ACT in a stronger position to respond to potential reforms in this area.

The government will respond to the transport outcomes of the ACT Taxation Review through development of a new ACT pricing study to update elasticities,





engage with the community about transport pricing and set fare and fee models for public transport and parking respectively.

### Public transport pricing

The new MyWay ticketing system has already introduced a fare policy that better reflects trip patterns in the ACT, with reduced travel prices for trips during off peak times, evenings and weekends. Fares will be considered as part of the new pricing study, which will produce a new public transport fare model for the ACT. The needs of disadvantaged groups will form part of the study.

### Parking pricing

An appropriate parking price regime can result in:

- more efficient use of existing parking facilities
- reduced total parking requirements
- commercial viability of the parking industry

- reduced adverse impacts of traffic, including congestion
- a more attractive, people-focused environment
- accessibility which supports economic development.

Parking fees in ACT Government car parks have been adjusted for price index movements in the past, but the base costs and adjustments have not reflected the cost to the community of providing parking. Parking fees in ACT Government car parks will continue to be revised annually to encourage the private sector to continue to supply some parking infrastructure, and to discourage private vehicle travel. The system of prepayment for long-stay parking tickets will be reviewed to achieve a system which retains the convenience of advance purchase ticketing while not discouraging use of alternative means of transport to the major centres.

## 5.6 Travel demand management actions

### ACTION 29

Deliver travel behaviour change programs to promote and encourage greater take-up of sustainable transport for work trips in line with sustainable transport goals.

### ACTION 30

Develop and implement travel information and marketing for target groups, supported by market research and community based social marketing approaches.

### ACTION 31

Develop workplace travel plan templates and a cycle facilities guide.

### ACTION 32

Develop and release an ACT Government Transport Pricing policy by June 2013.