

We can reduce traffic and parking congestion

if we WANT!



SMARTi – Smarter Mobility Achieving Reduced Traffic initiative

A City of Melville Initiative

Summary page:

- Social norms and their power
- How Local Government currently addresses parking requests
- Another way to maximise parking
- SMARTi and it's results
- Solutions vs Innovations

Social Norms and their power

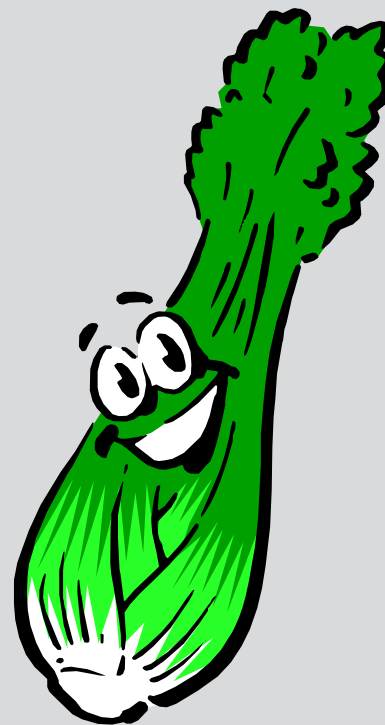
Ever wondered why it is normal to put sugar in your regular tea but people are concerned when you put sugar in your green tea?



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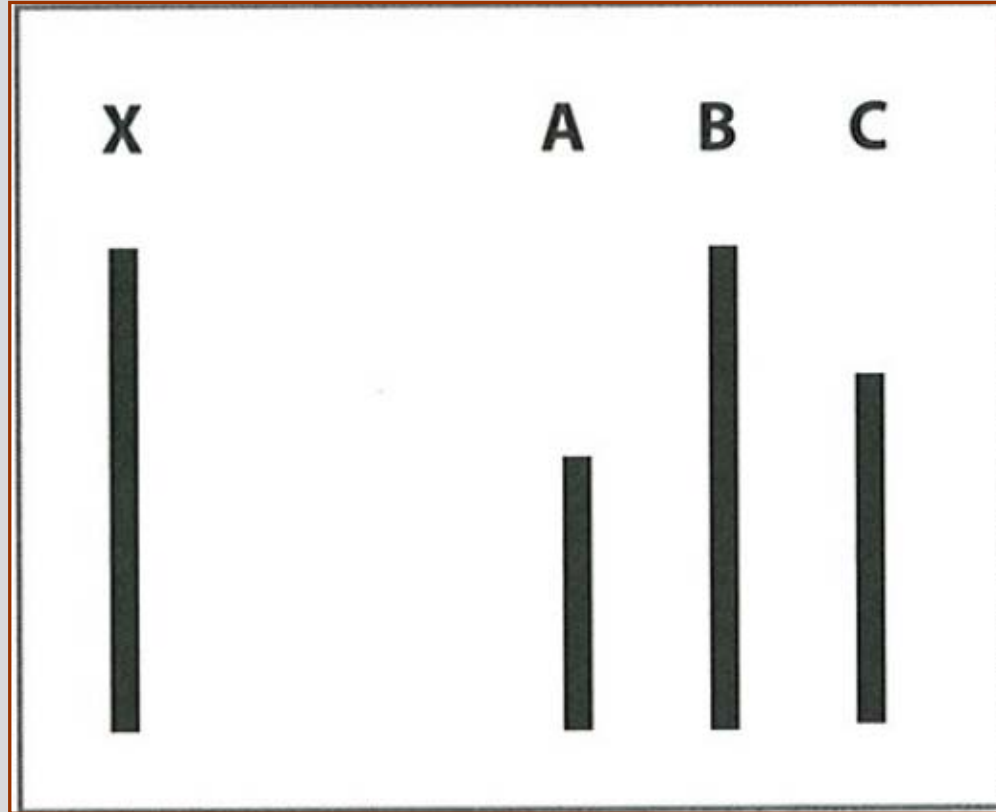
Social Norms and their power

Or why we can't eat the stalks on broccoli even when cooked
but we'll happily munch away on a raw celery stalk?



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Social Norms and their power



Did you know that Solomon Asch found that 75% of people changed their answer to be wrong together.

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Social Norms and their power

Like many actions we take in Government and sustainability policy

We now we're wrong

We know other people are wrong

But at least we're wrong together!

Social Norms and their power

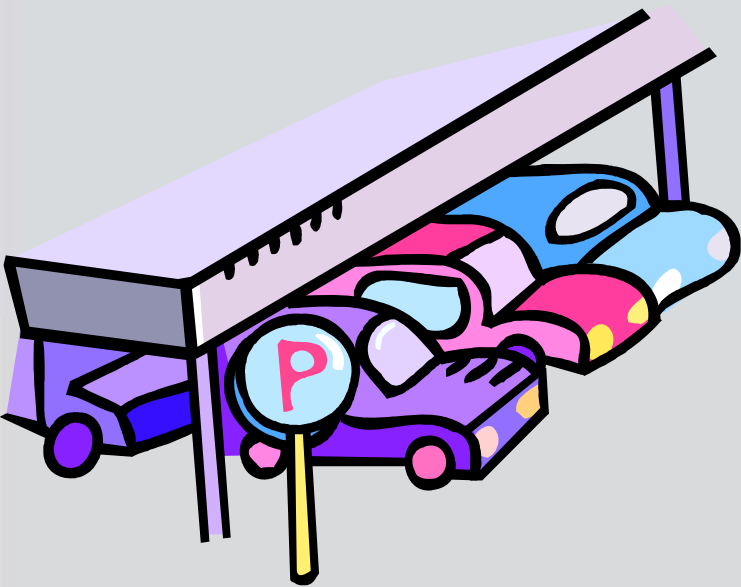
Sustainability is like



We know refined sugar is bad for us but we ignore this.

We also understand the need for Sustainability & yet we know that our daily actions will not lead to sustainability.

The problem - Parking



Build 100 car
bays

- = 100 content drivers / politicians / MP's
- = 100 who will almost never consider W C PT
- = More traffic and a less pleasant area to W C PT
- = In another year the same request for parking will emerge
- = In no way supports sustainability, triple bottom line & perpetuates an environment that assymetrically favours cars and further discourages W C PT
- = mixed messages to residents

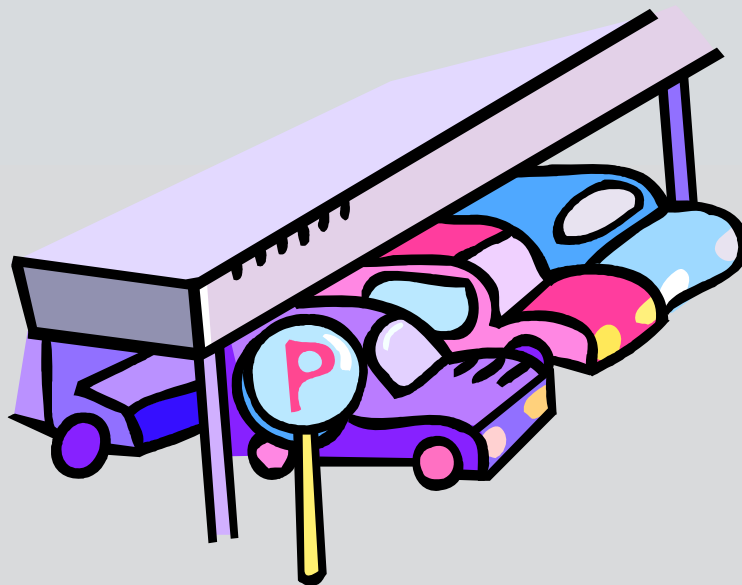
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So why do we do it?

The problem

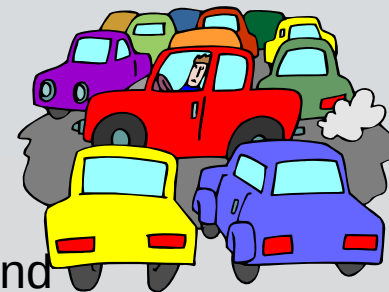


Canning Bridge - The problem



The problem

- Residents complaining about people parking on their street
- Businesses complaining about the lack of parking for staff and customers



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Remembering:

Cars, congestion and parking represent people fulfilling personal needs & are best treated as 'people' rather than 'cars'.

If they don't know a travel option exists then no matter how much money we spent to build it - they can never use it!

These people will use whatever information they have available to choose their most appropriate travel mode.

Appropriate to THEIR needs, not OURS!



Options

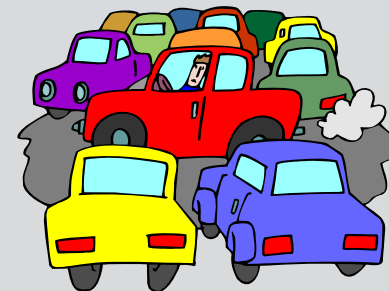


Yes, a river in Seoul!

Options

Is there inadequate parking in Canning Bridge or are people inadequately aware of the available transport options?

Should we provide more car bays or realise the potential of the existing transport options.



The Question

In a given business precinct what percentage of staff would be **interested** and **able** to exchange their sov work commute with active travel modes if given the appropriate **information** and **resources**?

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The answer is easy

16%

Disclaimer: No jobs were lost in the implementation of SMARTi

Replaced with walking, cycling and public transport

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How do we know?

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is born

Smarter Mobility Achieving Reduced Traffic initiative

Making it happen

- \$100,000 Federal LETA-SA grant
(Department of Water, Heritage, Environment and the Arts)
- TravelSmart Officer to invent and deliver the program

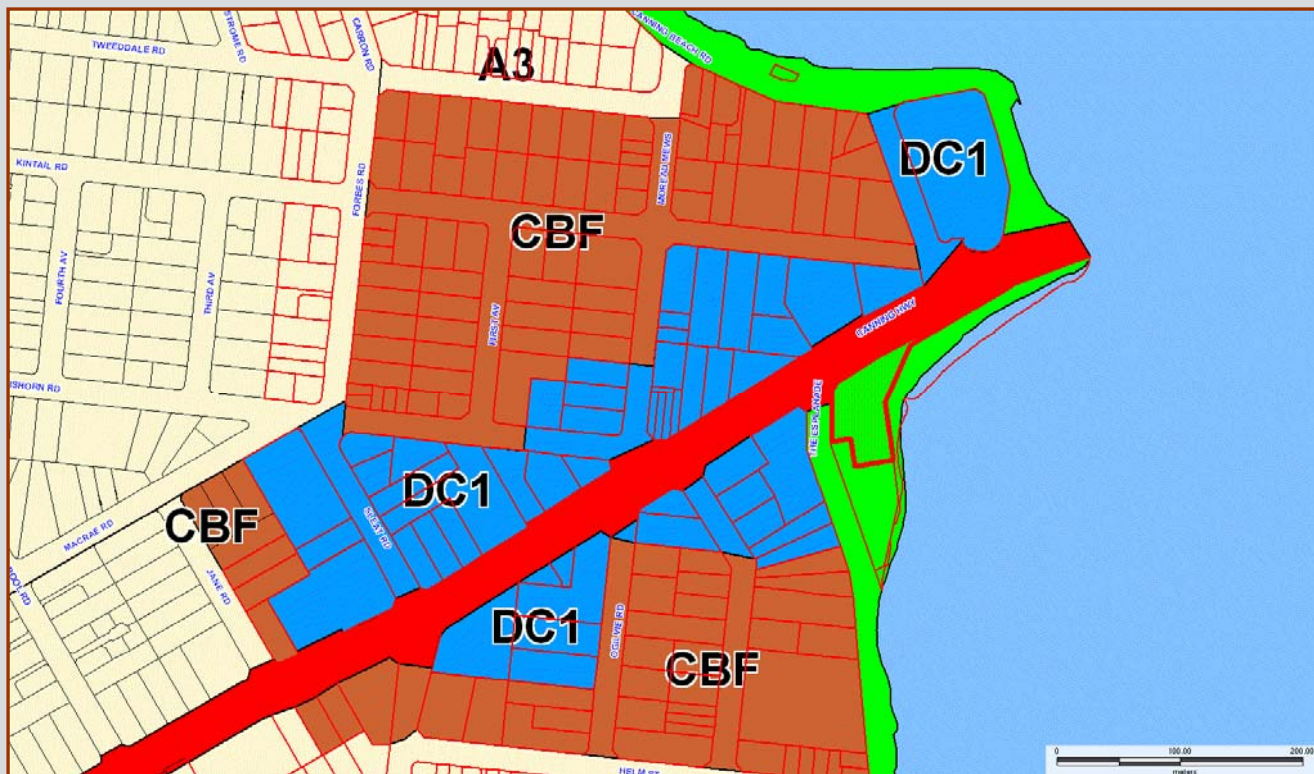
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The Canning Bridge Precinct



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How we did it



142 businesses employing between 1 and 400 staff with
an overall total of 1200 staff in the precinct.

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How we did it



What are the benefits?

- Reduce congestion
- Reduce reliance on SOV use
- Free up parking for customers
- Reduce GHG emissions and pollution
- Promote more Active transport – healthy lifestyle
- Save money on fuel and car maintenance

Methodology

- Prepared database of businesses
- Offer each business the opportunity to participate

Methodology

This survey will take less than 5 minutes to complete and we greatly appreciate your co-operation.

By spending a few minutes you will be in the prize draw to win six bottles of assorted Taylors' red wine.

1. **How did you travel to and from work on each day of last week?** (e.g., if you traveled by bus to work on Monday morning, select public transport in the Monday AM box) Place a cross in the appropriate box.

Day	Time	Car (Driver)	Car (Passenger)	Public Transport bus, train ferry	Park n Ride	Walk	Cycle	Work from home	Absent	Other please specify
Monday	AM									
	PM									
Tuesday	AM									
	PM									
Wednesday	AM									
	PM									
Thursday	AM									
	PM									
Friday	AM									
	PM									

2. **Does your employer provide a vehicle for you to travel between work and home?**

Methodology

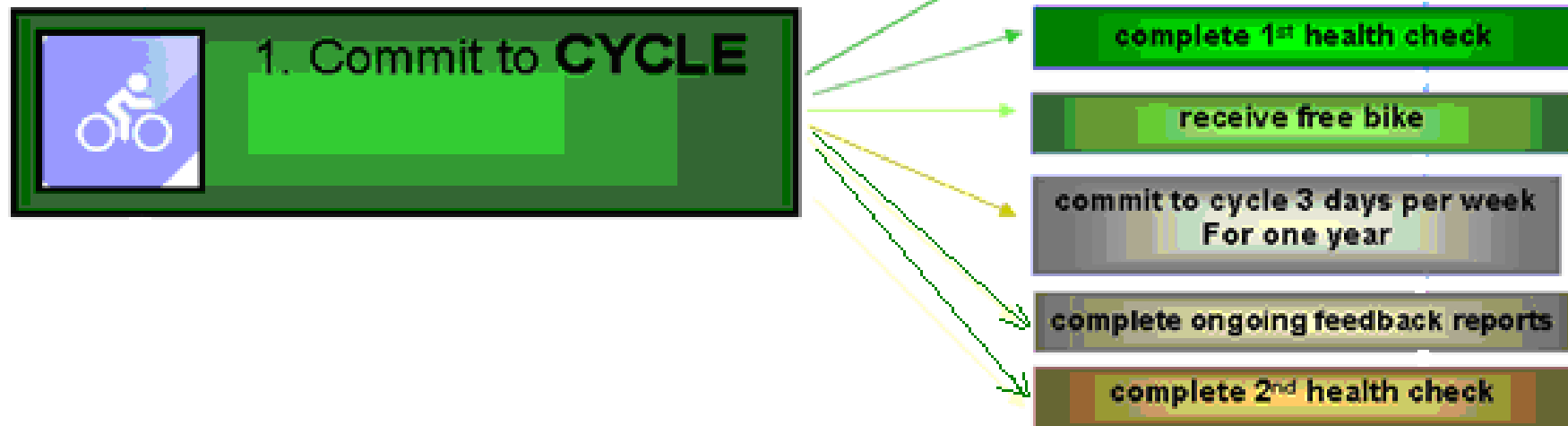
INFORMATION

plus

INCENTIVES!

Methodology

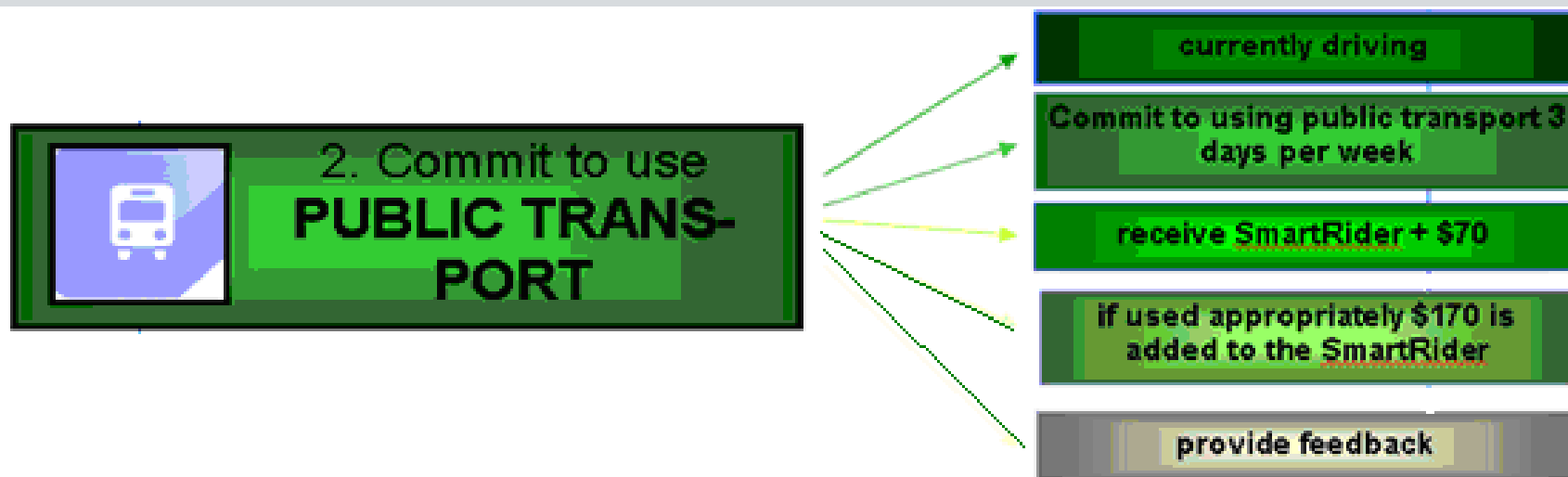
SMARTi options for participating staff



Methodology



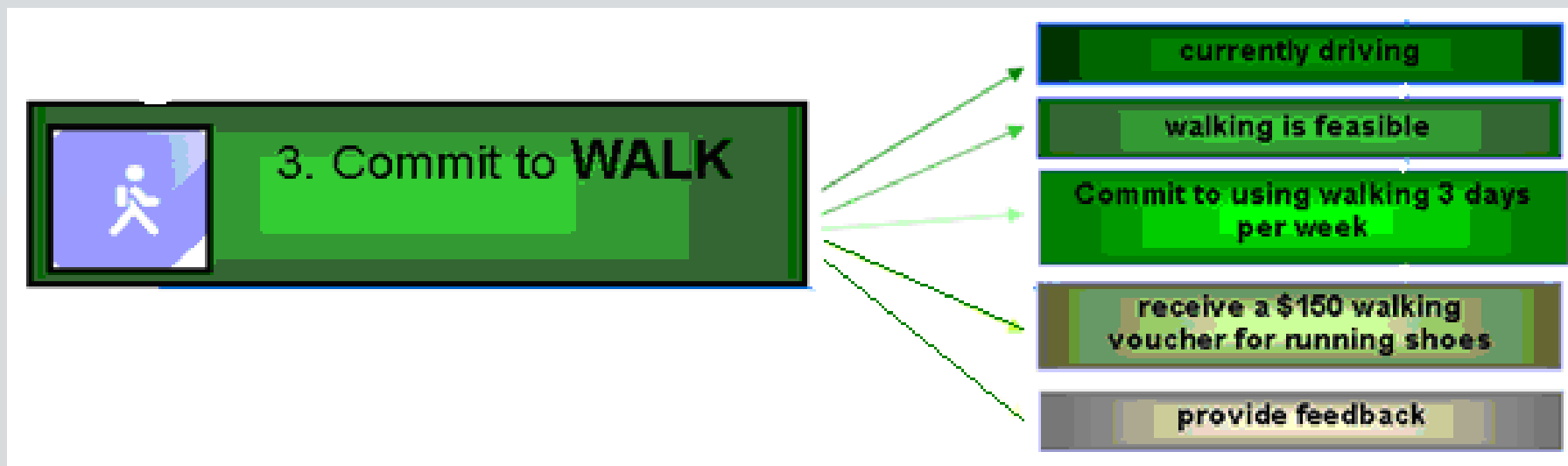
Methodology



Methodology



Methodology



Methodology



Methodology

- It's not hybrid fuel cell technology
- Excuses are thrown out the window

Methodology

Active Travelers

People already walking, cycling or using public transport to work—receive \$50 'Thank You' Voucher

Buddy System

Any staff member signing up a new participant on the SMARTi program - receive a \$50 'Thank You' Voucher

Methodology

Merchandise



Holidays !!

- Monitoring behaviour

Internet Explorer provided by City of Melville

Search Favorites

www.au/TravelEasy/MySmartRider/tabid/71/Default.aspx

Transperth providing public transport services for the **Perth** metro area

Home Timetables + Maps Tickets and Fares Using Transperth Service Updates Accessible Services **TravelEasy** Library What's New About Us Help name the ferry

Transperth > TravelEasy > My SmartRider

My TravelEasy | My SmartRider | My Profile | Logout

What is TravelEasy?

My TravelEasy

My SmartRider

My Profile

TravelEasy Help

SmartRider Login Help

SmartRider number	Registered name	Card type(s)	My SmartRider balance	Autoload
019049758	CITY OF MELVILLE CITY OF MELVILLE	Card Fee Standard	\$ 117.67	Not Enabled.

Show transactions from: 27/02/2008 Show transactions to: 06/03/2008 Transactions per page: 25

Refresh grid Update my SmartRider password Print / Export

Date / Time	Tx Reference No./Type	Boarding /Type	Travel Mode	Route Number	Fare Zone	Stop No.	Stop Name	Amount	Deduction Type	Payment Type	Balance
Year: 2008 Month: March											
Mar 6 2008 5:20PM	000036 Normal TAG OFF - Stored Value		BUS	066F	1	12149	BEAUFORT b Nelson	0	NORMAL	Stored Value	45.69
Mar 6 2008 4:59PM	000035 Normal TAG ON	TRANSFER	BUS	066F	0	12201	BUSPORT D7				45.69
Mar 6 2008 4:58PM	000034 Normal TAG OFF - Stored Value		BUS	158T	0	12214	BUSPORT C1	-1.87	NORMAL	Stored Value	45.69
Mar 6 2008 4:50PM	000033 Normal TAG ON	INITIAL	BUS	158T	1	10323	CANNING b Kishorn				47.56
Mar 6 2008 6:00AM	000032 Normal TAG OFF - Stored Value		RAIL		1	3018	Canning Bridge	-1.87	NORMAL	Stored Value	47.56
Mar 6 2008 7:36AM	000031 Normal TAG ON	INITIAL	RAIL		1	2806	Maylands				49.43
Mar 5 2008 4:41PM	000030 Normal TAG OFF -		BUS	106T	1	14507	VIC PARK SF	-1.87	NORMAL	Stored Value	49.43
Date	Tx Ref.	Boarding	Travel	Route	Fare	Stop No.	Stop Name	Amount	Deduction	Payment	Balance

There are a maximum of 5000 transactions returned for any given time span. If you think you have more than 5000 transactions, please conduct your search on a shorter time span.

Having trouble accessing or downloading your SmartRider details?

If you are having trouble accessing your account, [please click here](#) to view some of the common problems that may stop you from actually being able to see or download your SmartRider details and transaction history.

Please remember that your SmartRider password is **NOT** your TravelEasy password! Your SmartRider password is your secret answer to the secret question you selected when registering your SmartRider card.

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Methodology

- 'After' Travel Survey
- After program health Check



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Results

139 staff from the Canning Bridge Precinct committed to SMARTi

79 staff committed to using public transport

3 people committed to walking

57 people committed to cycling



= 83 new free car parks every day

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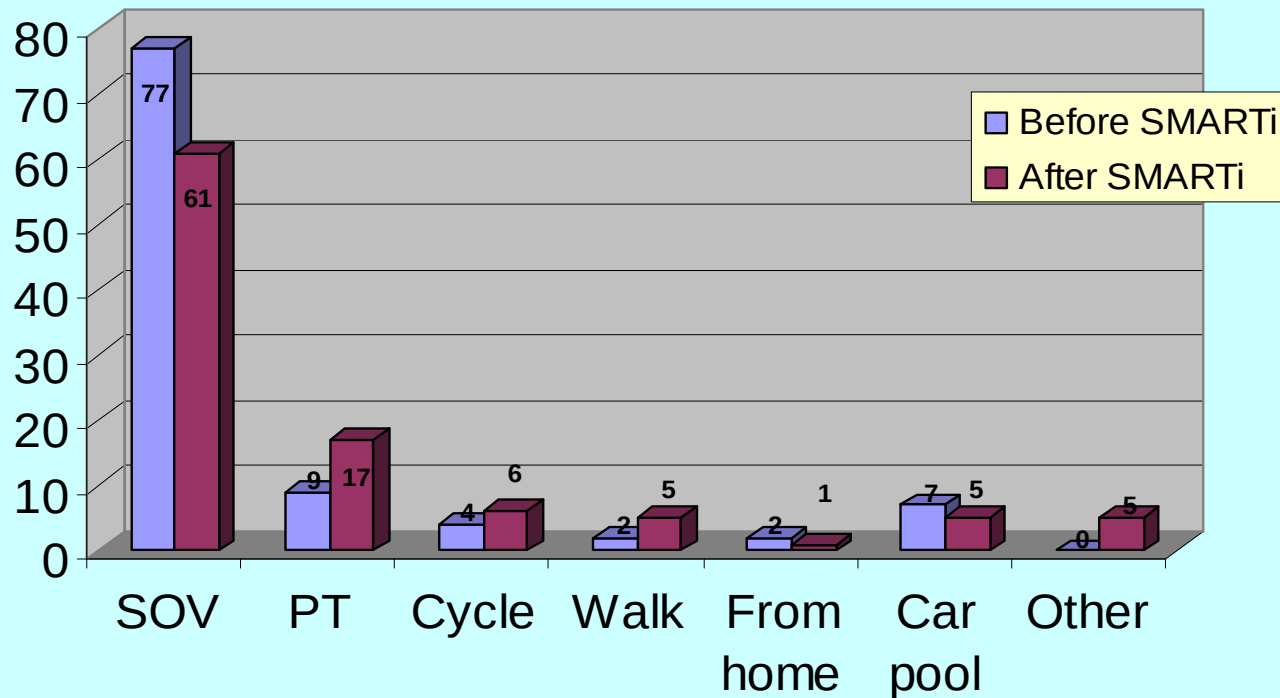
Results



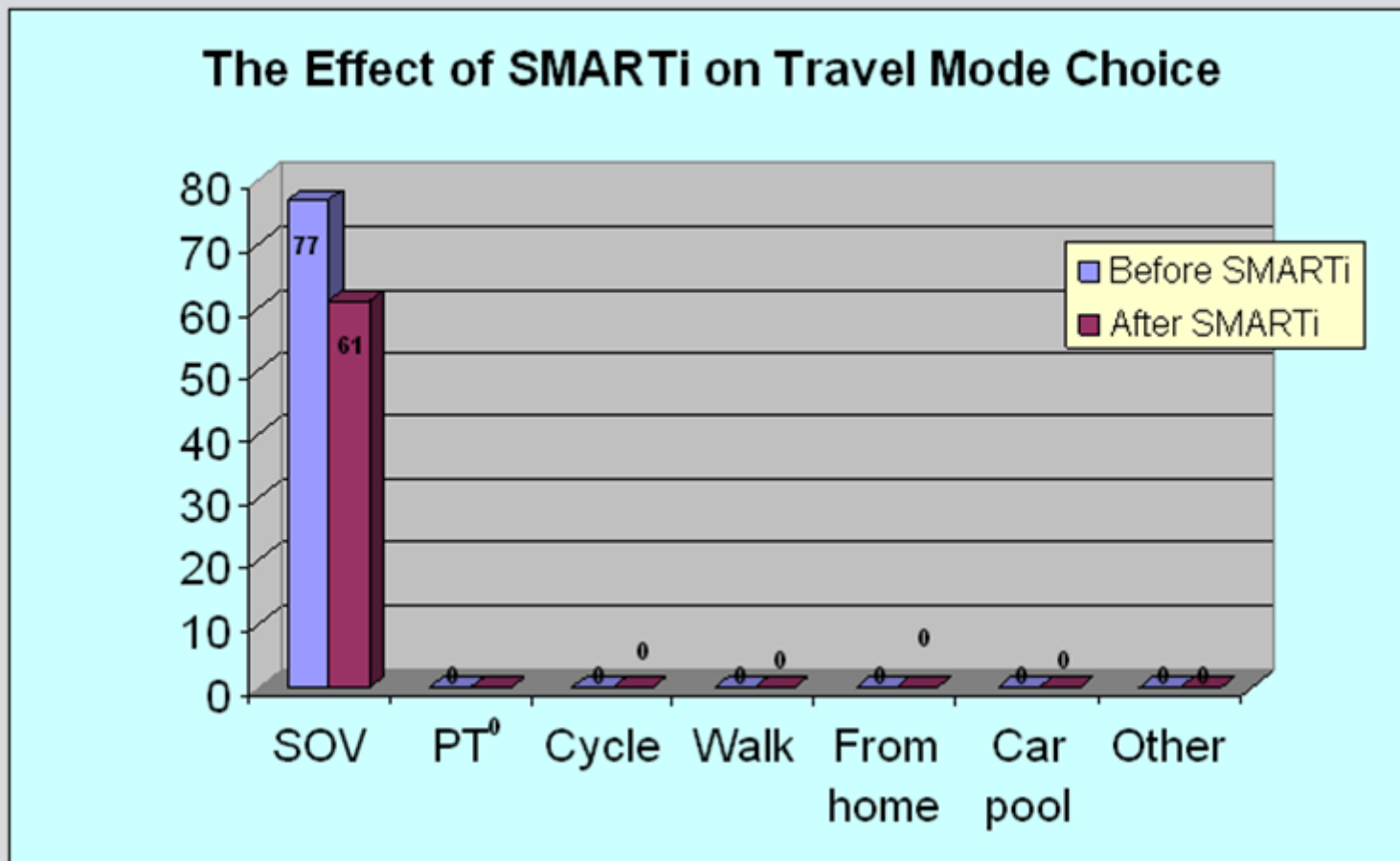
= 83 new free car parks every day

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The Effect of SMARTi on Travel Mode Choice

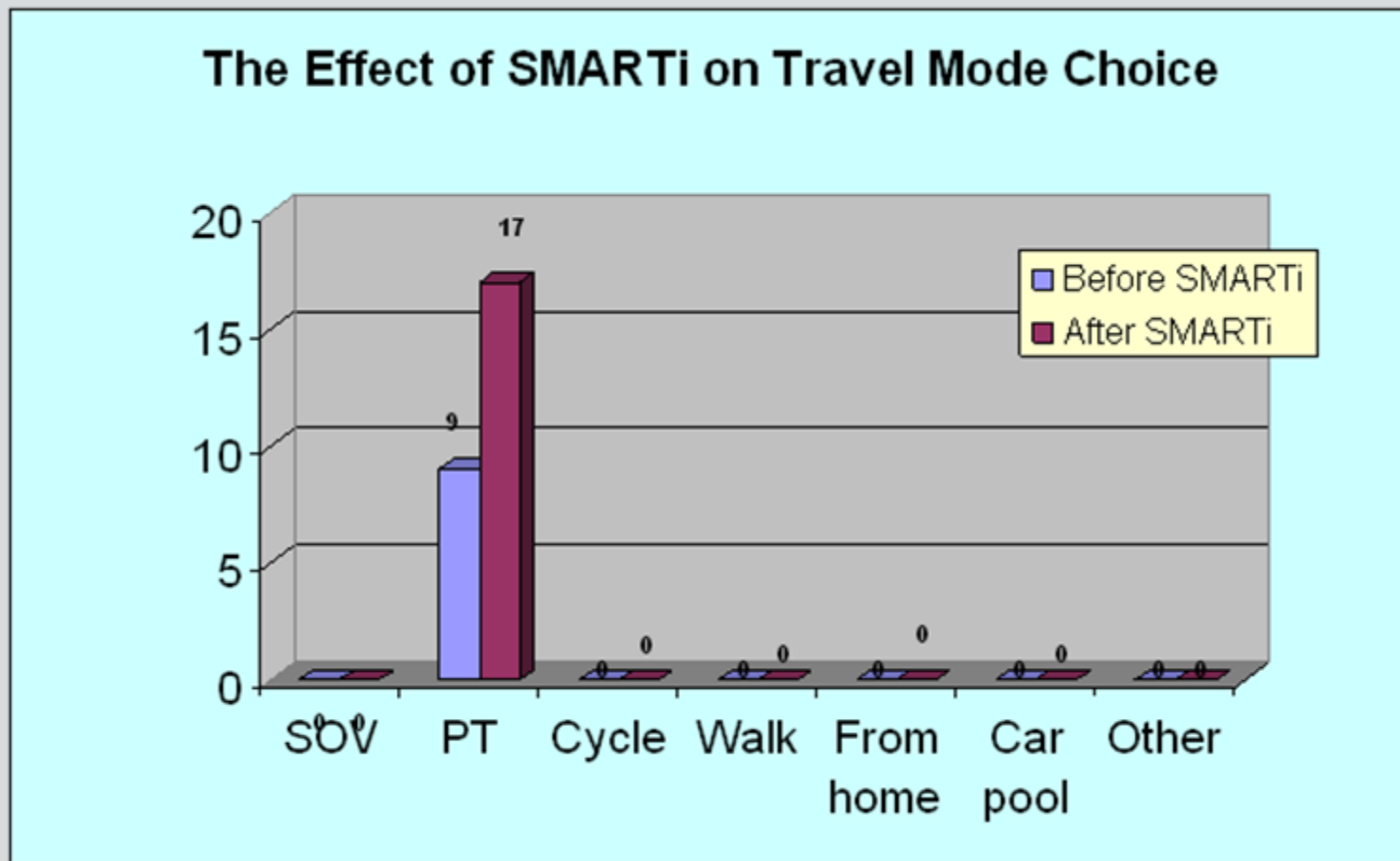


SOV Use



16% reduction in SOV use

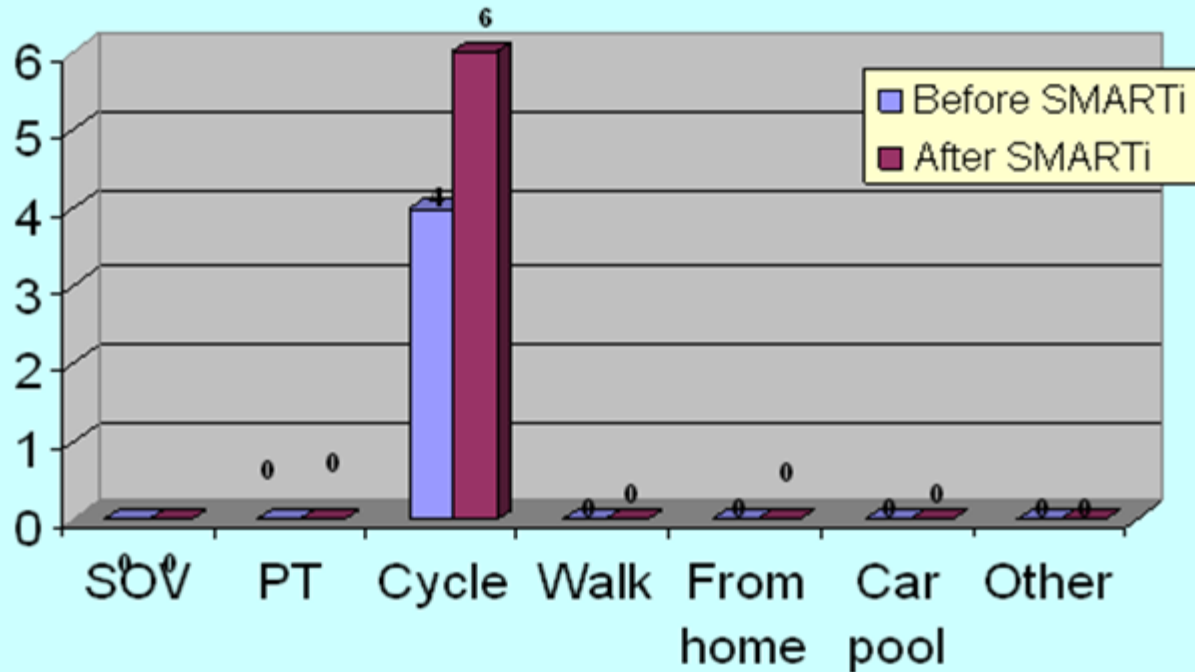
Public Transport



Increase in public transport from 9% to 17%

Cycling

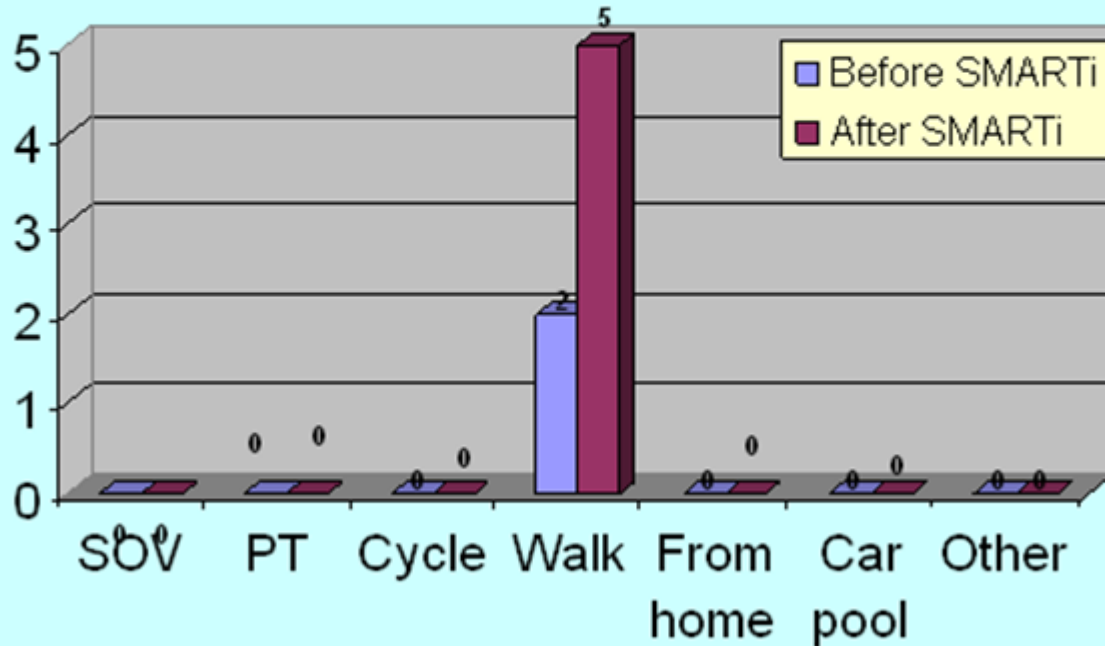
The Effect of SMARTi on Travel Mode Choice



Cycling increase from 4% to 6%

Walking

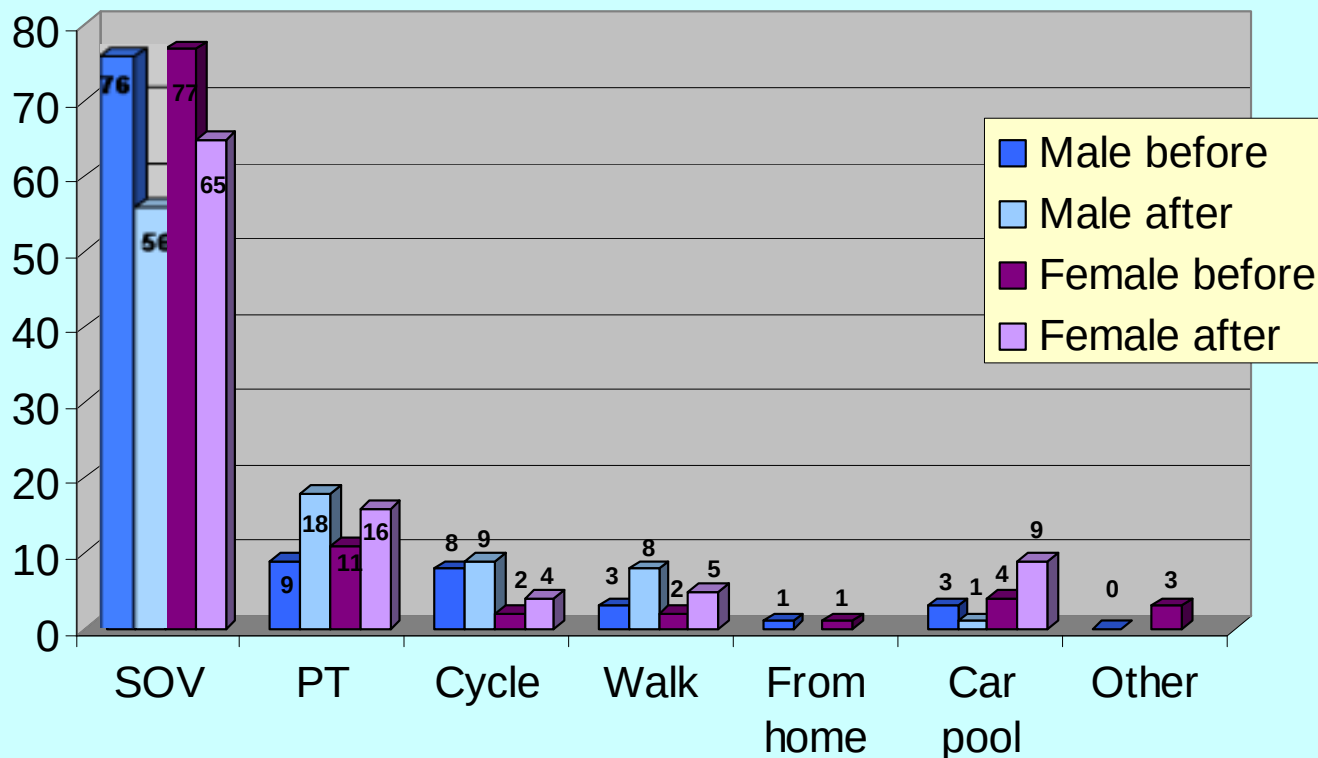
The Effect of SMARTi on Travel Mode Choice



Walking increase from 2% to 5%

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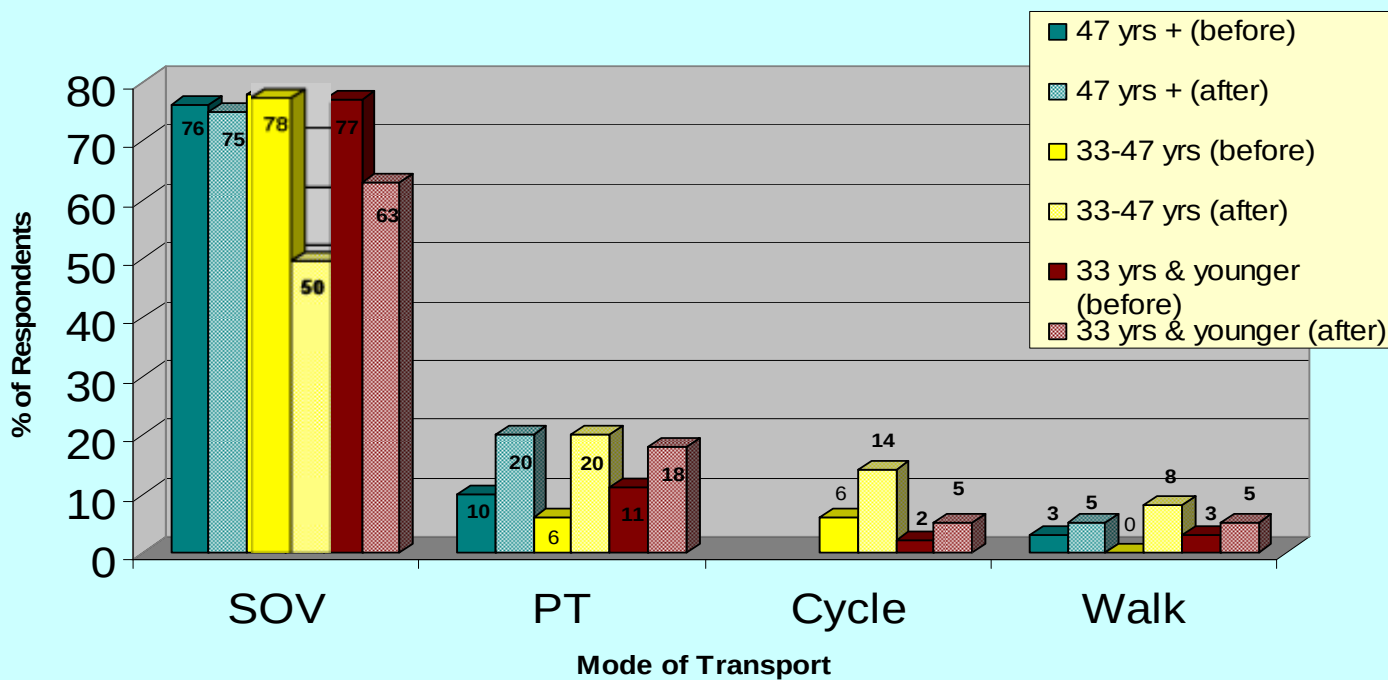
Gender & Travel Mode Choice



Males reduced SOV use the most from 76% to 56% of all commute trips.

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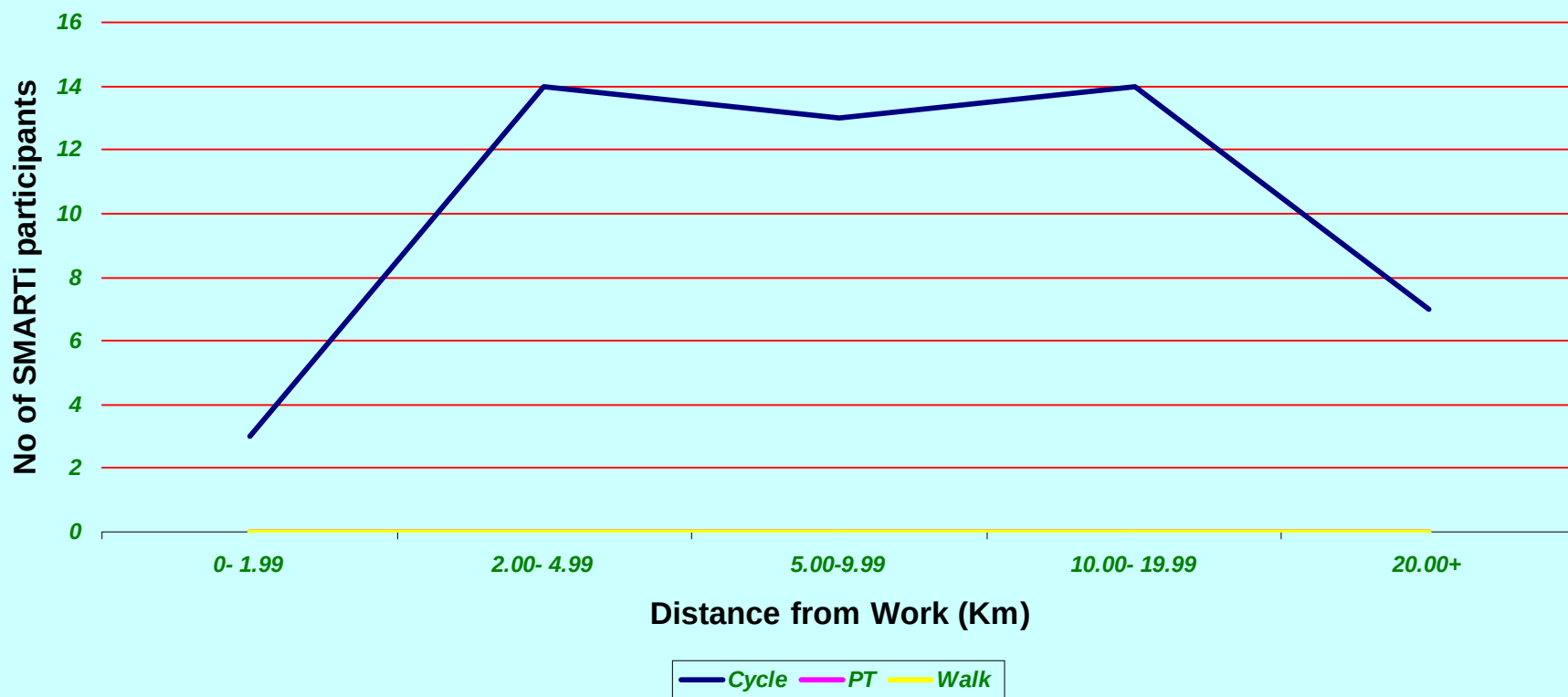
Age and Travel Mode Choice



33-47 year olds reduced SOV trips from 78% to 50%

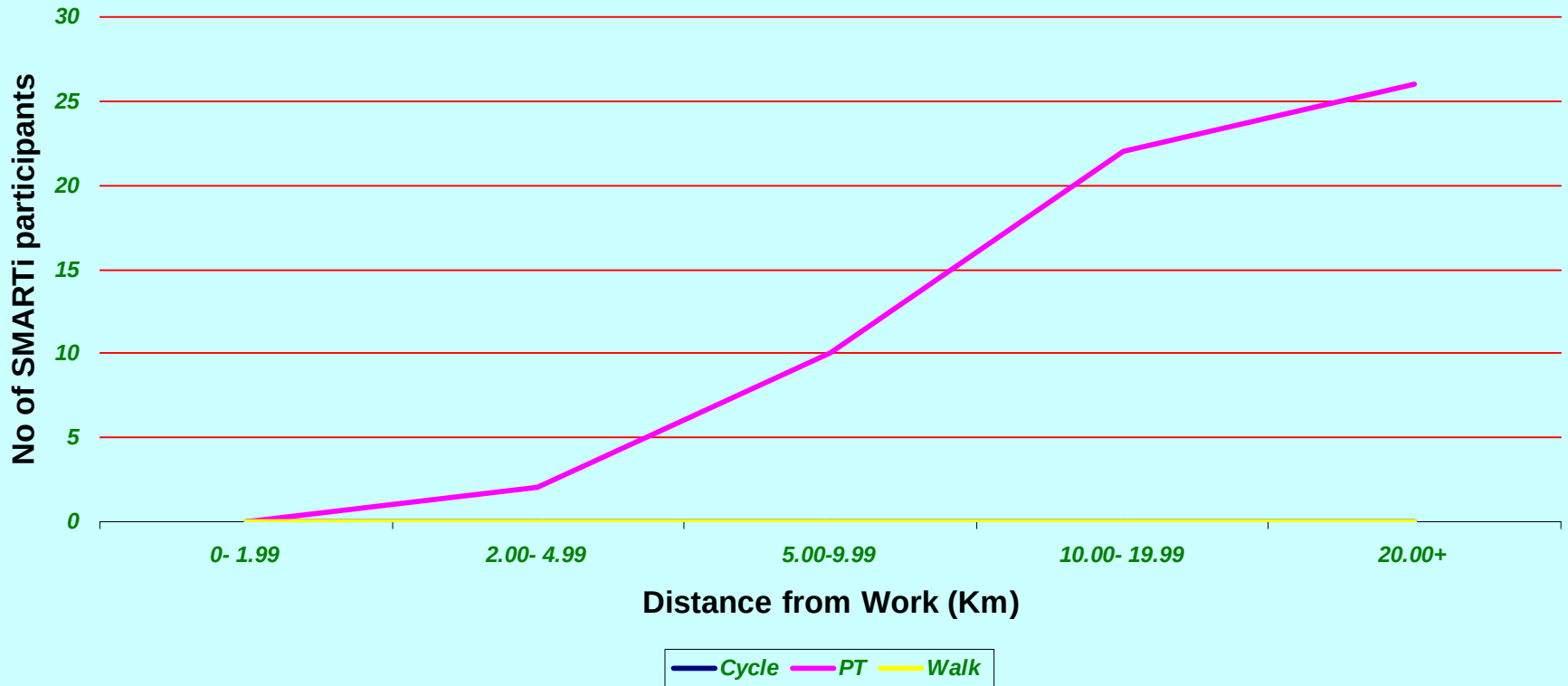
We can reduce traffic and parking congestion

Effect of Distance on Mode Choice

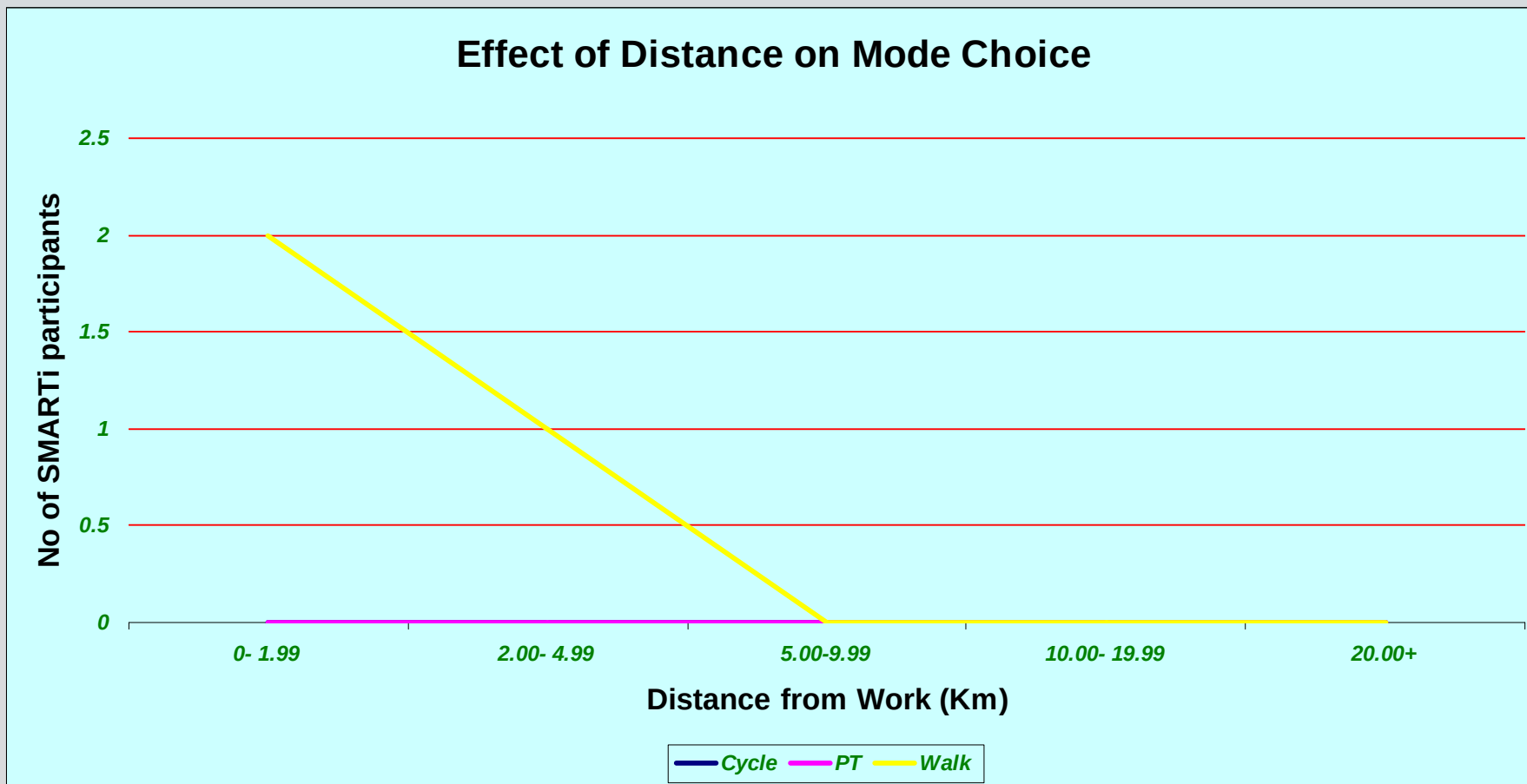


We can reduce traffic and parking congestion

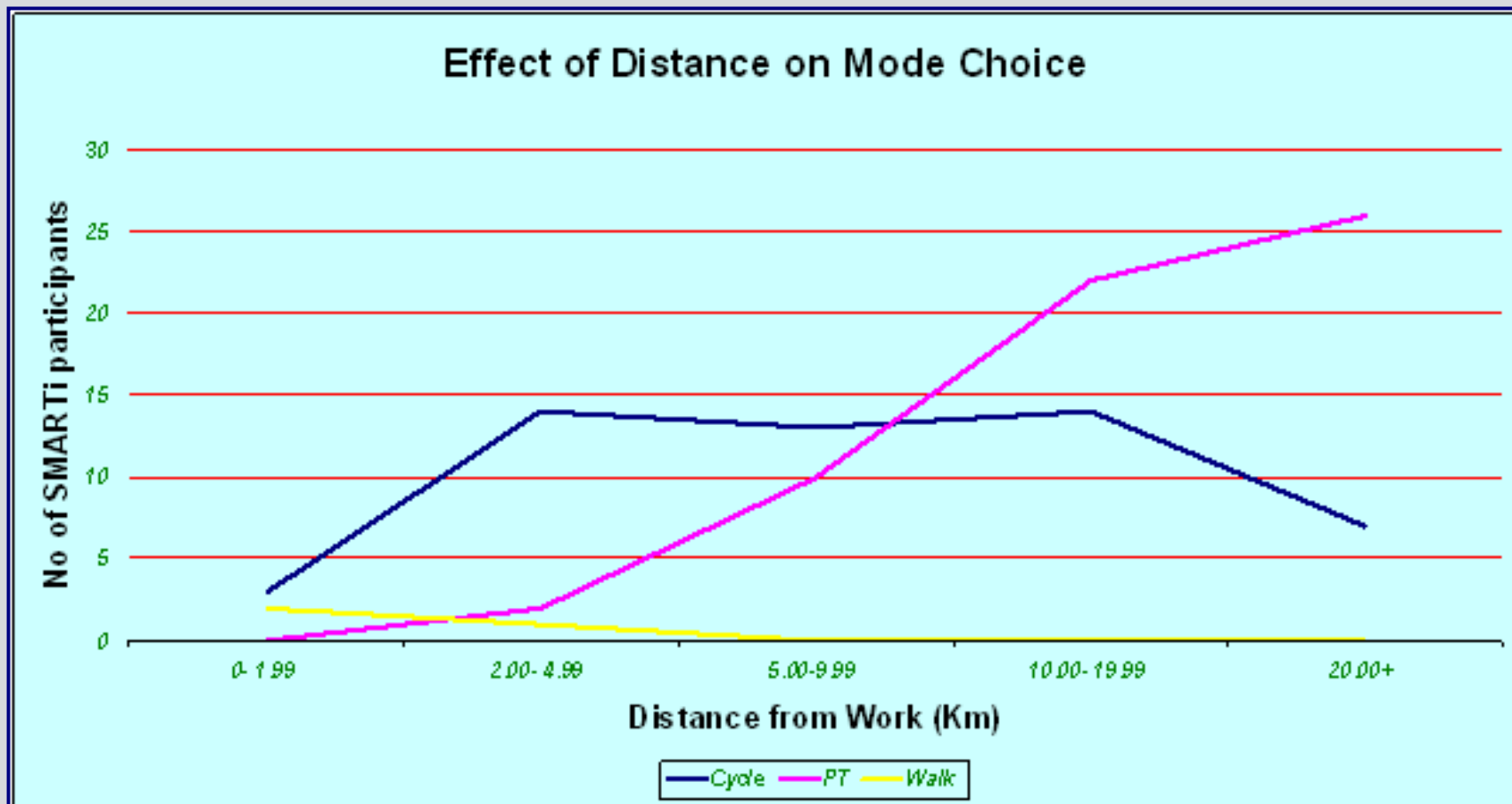
Effect of Distance on Mode Choice



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We can reduce traffic and parking congestion



Cost benefit ratio:

the cost of creating 83 new car bays at \$40,000 per bay = (~\$3.3million) versus running the program ~\$200,000 over 8 months.



Triple bottom line: Economic, Environmental, Social

- **Environmental:** Reduced GHG emissions. Increase visual amenity
- **Social:** Healthier employees in mind and body from physical exercise. Community involvement-getting out there!
- **Economic:** Savings on car bays, fuel and car maintenance. New and improved shared path facilities.

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Testimonials:

Peter said “14 mins to walk, 15 mins to drive and 6 mins to cycle from my house to work.”



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Conclusions:

We can reduce traffic and parking if we want

People are interested in using non-car transport options

People need to be stimulated into change

In Government we choose how people travel – we set the ‘norms’

Provide car bays- Economically, Environmentally and Socially limiting

or

Provide information / incentives and Infrastructure to facilitate a **balanced** transport system.

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Options



Solution vs Innovation

- Excellent results
- Irrefutable proof of effective behaviour change
- Improbably good cost : benefit ratios
- Called 'innovations' and then forgotten

Solution vs Innovation

My hope is that we are now at a stage where we can call them 'solutions', not 'innovations' and

Solutions are funded annually based on merit rather than tradition.

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SMARTi
It's your move
A City of Melville Initiative