

APPENDIX A
Travel Behaviour Change Programs

<i>Program</i>	<i>Program outline & objectives</i>
<i>On-going programs</i>	
Green Travel Plan, 2001 -	<p><u><i>Aim</i></u> - To encourage, promote and support the use of sustainable transport by staff, for commuting to and from work, and for business travel, with a view to leading by example within the local community</p> <p><u><i>Process</i></u> – Implement initiatives (events, incentive scheme, pool bicycles, interest free loans, metcards for business travel) to engage staff and encourage and support the use of sustainable modes of work.</p> <p><u><i>Funding sources</i></u> – Internal funding</p> <p><u><i>Outcomes</i></u> –</p> <ul style="list-style-type: none"> ▪ The May 2007 survey showed 64% of staff travelled to work in a single occupant vehicle. This demonstrates a plateau in results over three years. ▪ Continued high use of the Metcard system for business travel – averaging over 50 cards per month with highs of 90+ some months ▪ More details are available in the Annual Report to the GTP Steering Group (EMT) produced at the end of each Financial Year.
Love Living Local, 2007-2009	<p><u><i>Aim</i></u> - To encourage local people to shop locally, go to school, visit friends and go to work via sustainable transport modes. Focus on Preston (year 1), Thornbury and Fairfield (year 2) and Reservoir including the neighbourhood renewal area (year 3).</p> <p><u><i>Process</i></u> – Could consist of school travel planning, engaging households and traders, assisting Real Estate agents to distribute information to new tenants and home delivery service.</p> <p><u><i>Funding sources</i></u> – \$300,000 over 3 years from the Victorian Government. Matched by Council and the community from in-kind and monetary resources.</p> <p><u><i>Outcomes</i></u> –</p> <ul style="list-style-type: none"> ▪ Four school travel plans to be implemented (Preston Girls, Samaritan College, Sacred Heart PS and Preston West PS) ▪ 4000 households around Preston doorknocked to deliver travel information ▪ A new Preston map developed to encourage local shopping ▪ Approximately 30 new tenants per month moving into Preston receive a welcome kit from their Real Estate Agent, including maps, timetables and a metcard ▪ Over 100 shopping jeeps distributed as prizes to local people to encourage walking/public transport use for shopping. ▪ Preston results will be available in May 2008
Going Places – Darebin’s Travel Reward Scheme, Feb 2006 -	<p><u><i>Aim</i></u> - To reward the community for changing their travel mode away from the private car for at least two trips per week.</p> <p><u><i>Process</i></u> – Residents become Going Places members, then log their changed trips on the website. Members events, a discount card and a message facility are all on offer to members.</p> <p><u><i>Funding sources</i></u> – Initial funding of \$49,700 from TravelSmart. Love Living Local will also contribute to the ongoing costs of Going Places.</p> <p><u><i>Outcomes</i></u> –</p> <ul style="list-style-type: none"> ▪ 58 tonnes of greenhouse gases abated ▪ 520 Darebin residents as members ▪ 161,000km of sustainable transport trips (walk, cycling, public transport, carpooling) ▪ \$22,700 of residents money not spent on petrol

<p>Going Places Schools, 2005 -</p>	<p><u>Aim</u> – To enable schools to encourage their students to travel sustainably to and from school with an emphasis on cycling.</p> <p><u>Process</u> – Schools nominate to be involved with successful schools preparing a travel plan and in return will receive \$10,000 per school to implement urgent actions as identified through the students, parents and teachers. Schools involved – 2006 Preston South and Wales Street Primary Schools; 2007 Northcote, St Josephs and Holy Name Primary Schools; 2008 Reservoir District SC and Kingsbury PS.</p> <p><u>Funding sources</u> – Cycling Strategy behaviour change funding; \$10,000 per school.</p> <p><u>Outcomes</u> – Preston South saw a drop of 15% in the number of students being driven to school. Other schools don't have results available at this time.</p>
<p>Green Travel for new residents, 2005 -</p>	<p><u>Aim</u> – To inform new residents of the transport choices available to them.</p> <p><u>Process</u> - New residents who receive a kit from Council also receive a Local Access Guide (map) of the municipality and an opportunity to request their local bus/train/tram timetables, walking or cycling information and a free Metcard or calico bag.</p> <p><u>Funding sources</u> – minimal cost. Internally funded. Collateral donated by Metlink.</p> <p><u>Outcomes</u> - A 10% response rate has been achieved and a quality service is being provided to our newcomers.</p>
<p>Travel Plans Guidelines for new developments Nov 2005 -</p>	<p><u>Aim</u> – To ensure developers appropriately provide for alternative transport forms, not just the motor vehicle.</p> <p><u>Process</u> – Some initial problems in capturing developments that meet the criteria laid out in the Guidelines. Now, when a development meets these criteria a planning permit condition to develop a Travel Plan, in conjunction with Council, is applied.</p> <p><u>Funding sources</u> – Internal funding - staff resources</p> <p><u>Outcomes</u> – A first for Victoria, these Guidelines create certainty and consistency for Darebin's planners and developers.</p>
<p>Bike Ed encouragement, Sept 2005 -</p>	<p><u>Aim</u> – To encourage more Darebin Primary Schools to undertake Bike Education</p> <p><u>Process</u> - All Darebin schools are annually given the opportunity to receive free Bike Ed training for one member of their staff in return for a commitment from the school to implement Bike Ed.</p> <p><u>Funding sources</u> – minimal cost. Internally funded.</p> <p><u>Outcomes</u> – A total of seven Darebin schools have had teacher/s trained since 2005.</p>
<p>Walking School Bus, 2004 -</p>	<p><u>Aim</u> – To make it safer and easier for children to walk to school</p> <p><u>Process</u> – Recruit volunteers to lead groups of students to school. Coordinated through Council's Community Health & Safety Unit.</p> <p><u>Funding sources</u> – VicHealth and Council funding</p> <p><u>Outcomes</u> – Eleven Darebin Primary Schools currently involved.</p>
<p>CarShare Scheme Nov 2004 -</p>	<p><u>Aim</u> – Provide more travel options to residents in the south of the municipality.</p> <p><u>Process</u> – GoGet have expanded their operations to three vehicles in the Westgarth area.</p> <p><u>Funding sources</u> – Private operator</p> <p><u>Outcomes</u> – Operating for over three years now, the Carsharing Scheme has a good level of membership and GoGet is considering expanding into other areas of Darebin.</p>

<p>TravelSmart Better Ways to Work, 2001 -</p>	<p><u>Aim</u> – To work with businesses in Darebin to encourage them to develop their own Travel Plans to promote more sustainable transport options for their staff. <u>Process</u> – Seek businesses interested in the concept. Support and facilitate the process. <u>Funding sources</u> – Internal funding. Minimal, mainly staff resources. <u>Outcomes</u> – Eleven businesses have been through the Travel Planning process. Generally commitment is not ongoing as no incentives are offered to the businesses through Council or the State Government to continue in the scheme.</p>
<p>TravelSmart University 2004 -</p>	<p><u>Aim</u> – To inform La Trobe Bundoora’s first year students of their alternative travel options. <u>Process</u> – First year students are sent personalised packages that will assist them to access the campus without their cars if they choose. <u>Funding sources</u> – entirely by La Trobe University and the Department of Infrastructure <u>Outcomes</u> – From 2004 - 2007 approximately 2,500 Bundoora students each year participated in the program.</p>
<p>One-off programs</p>	
<p>TravelSmart Communities, 2004</p>	<p><u>Aim</u> – To provide 27,000 households with information about alternative travel modes so they can make informed choices <u>Process</u> – Contact households to enquire if they are interested in receiving information. Those interested households choose exactly what information they would like delivered to their door, including a free gift. <u>Funding sources</u> – \$3 million project from the Department of Infrastructure <u>Outcomes</u> – Results of the Communities program in Darebin show:</p> <ul style="list-style-type: none"> ▪ 15% increase in tram ticket validations; ▪ Two to three per cent fewer cars on Darebin’s streets; ▪ Three per cent increase in train ticket validations; ▪ 97% of households who participated in the program were satisfied with it; ▪ A three percentage point increase in average customer satisfaction rating for public transport in the Darebin area. <p>The response of our residents to this program was great with hundreds of favourable comments received directly from participants.</p>
<p>TravelSmart Stage 2 Communities, 2005</p>	<p><u>Aim</u> – To extend the 2004 TravelSmart Communities project to Bundoora, Reservoir and Kingsbury which wasn’t included in the Dept of Infrastructure project. <u>Process</u> – Approach 17,000 households through a letterbox drop. Those interested in receiving additional information chose the type and quantities they wished to receive and this was sent directly to them with a free gift. <u>Funding sources</u> – 50% of the funding (\$12,000) was sourced externally through sponsorship and collateral donations. \$12,000 from Council. <u>Outcomes</u> –The aim of the initiative was to raise awareness of the alternative travel modes.</p> <ul style="list-style-type: none"> ▪ 2,260 households returned their mailback card – a 13% response rate. ▪ 15,654 pieces of information (maps, brochures, timetables etc.) were delivered to the households upon their request. ▪ 93% of survey respondents are now more aware of the cycling lanes and off-road paths available in their area and 19% believe they are cycling more often than this time last year. ▪ 79% of survey respondents are now more aware of the walking paths & tracks that they didn’t know about previously and 51% believe they are walking more often than this time last year.

	<ul style="list-style-type: none"> ▪ 83% of survey respondents are now more aware of the public transport services in their area and 40% believe they are using public transport more often than this time last year.
Preston Market Home Delivery Trial, 2005	<p><u>Aim</u> – To demonstrate that a service such as this would be welcomed, patronised and decrease the car dependency of the Preston Market</p> <p><u>Process</u> – Running for two months in early 2005 this home delivery trial offered 90 regular market shoppers the opportunity to leave their cars at home and access the market sustainably, receiving free home delivery and free public transport in return.</p> <p><u>Funding sources</u> – Almost 90% of the funding for this project was from the Department of Sustainability and Environment (\$5,000) and Department of Infrastructure (\$35,000 of Metcards). \$5,000 from Council.</p> <p><u>Outcomes</u> – The trial averaged 30 deliveries per week with a high of 49 deliveries in week 4. Evaluation found that:</p> <ul style="list-style-type: none"> ▪ 100% of survey respondents would like to see the service continue. ▪ 90% of survey respondents found it ‘Easy’ or ‘Very easy’ to access the Market by alternative means, even though the majority had previously been using their cars to shop at the Market. ▪ More than 50% of survey respondents will now be leaving their cars at home to access the Market and another 40% will sometimes leave their car at home after participating in the trial. <p>Some participants ‘rediscovered’ both the Market (as a cheap and convenient local place to shop) and public transport/walking as a legitimate alternative to the car. It is hoped that in the planning stages for the Market redevelopment that a home delivery service can be insisted upon by Council, along with other measures to encourage walking, cycling and using public transport to access the site.</p>
Get out there! 2005	<p><u>Aim</u> – To give older adults and new migrants the confidence and knowledge to use public transport.</p> <p><u>Process</u> – <i>Stage 1</i> - recruit & trained older volunteers to help others in their age group to use trams/trains/buses.</p> <p><i>Stage 2</i> - saw Darebin partner with Centrelink, ESL providers and the Migrant Resource Centre to help new migrants and refugees to learn about public transport and take a free trip to familiarise themselves with the system.</p> <p><u>Funding sources</u> – Darebin secured funding from TravelSmart (\$25,000, 1:1 funding) in their 2004 TravelSmart Local grant round.</p> <p><u>Outcomes</u> – 7 older adult volunteers were trained and 16 were shown how to use public transport. Forty new migrants made use of the MRC partnerships and over 200 were shown public transport through the English classes at NMIT, PRACE and Preston Neighbourhood House.</p>
TravelSmart Education, 2005	<p><u>Aim</u> – To work with Primary Schools to alter travel behaviour change of their students.</p> <p><u>Process</u> – Preston West PS was involved in a School Travel Planning project with TravelSmart in 2005.</p> <p><u>Funding sources</u> – Fully funded by Department of Infrastructure</p> <p><u>Outcomes</u> – A reduction in students being driven to school alone was recorded for Preston West.</p>
Time to Ride, 2005	<p><u>Aim</u> – A Bicycle Victoria project to encourage older adults to get back into cycling. BV approached Darebin to provide support and links to the local community.</p> <p><u>Process</u> – Use a mentoring scheme and classes to support older adults interested</p>

	<p>in riding again. <u>Funding sources</u> – Bicycle Victoria /Dept of Sustainability and Environment funded project. <u>Outcomes</u> – 30 Darebin older adults joined the scheme, with many of those becoming Darebin Bicycle Users Group members and continuing to ride.</p>
<p>Sustainable Transport Week, 2006</p>	<p><u>Aim</u> – To deliver a week long package of events and activities around sustainable transport modes and to incorporate Ride to Work day and Walk to Work day. <u>Process</u> – Free coffee/tea/muffins at rail stations and St Georges Rd bike path. Community bicycle ride along the Darebin Creek. <u>Funding sources</u> – Funded internally. <u>Outcomes</u> – A large participation rate with over 200 coffees given away throughout the week.</p>