

Appendix A

Travel Behaviour Change Programs

Program	Program outline & objectives
Recent and on-going programs	
Green Travel Plan, From 2001 - now	<p><u>Aim</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>Process</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>Funding sources</u> – Internal funding</p> <p><u>Outcomes</u> – The April 2009 survey showed 69% of staff travelled to work in a single occupant vehicle. This demonstrates a plateau in results over five years. Continued high use of the Metcard system for business travel – averaging over 100 cards per month with highs of 150+ some months More details are available in the Annual Report to the GTP Steering Group (EMT) produced at the end of each Financial Year.</p>
Going Places – Darebin’s Travel Reward Scheme, From Feb 2006 -	<p><u>Aim</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>Process</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>Funding sources</u> – Initial funding of \$49,700 from TravelSmart. Love Living Local will also contribute to the ongoing costs of Going Places.</p> <p><u>Outcomes</u> – 94 tonnes of greenhouse gases abated 670 Darebin residents as members 277,631 km of sustainable transport trips (walk, cycling, public transport, carpooling) \$38,640 of residents money not spent on petrol</p>
Working with Schools, From 2005 - current	<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 invited to bid for funding for their school Travel Plan process or other initiatives that will promote sustainable travel. In addition ongoing promotion of Bicycle Victoria programs, including prizes for participation by schools and students in Hands Up Challenge and Ride2School.</p> <p><u>Funding sources</u> – Cycling Strategy behaviour change funding; \$10,000 to be used to assist schools in their behaviour change program.</p>

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	<p><u>Outcomes</u> – Two schools that developed Travel Plans in 2009 reported a reduction in car use and corresponding increase in walking of 5% - 10%</p>
<p>Green Travel for new residents, From 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, From 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, From 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> – Internally funded. \$5000 allocated.</p> <p><u>Outcomes</u> – A total of seven Darebin schools have had teacher/s trained since 2005.</p>
<p>StreetsAhead 2008 - 2011</p>	<p><u>Aim</u> – to encourage children to walk and cycle more, both to/from school and independently.</p> <p><u>Process</u> – Run through the StreetsAhead Project Officer sitting in Community Access Health and Safety Unit with the help of a Community Action Team.</p> <p><u>Funding sources</u> – VicHealth 3 year grant, 2008-2011.</p> <p><u>Outcomes</u> – Four schools are engaged in developing Travel Plans.</p>

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CarShare Scheme From 2004 -	<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. Flexi Car are looking to place cars in Darebin.</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. Flexicar is also investigating placing a car in Northcote.</p>
<i>Recent completed programs</i>	
Sustainable Homes Travel workshops From 2005 - 2009	<p><u>Aim</u> – One of several workshops offered in the Sustainable Homes series with the aim of informing and encouraging attendees to travel sustainably more often.</p> <p><u>Process</u> – Advertised and promoted within the Sustainable Homes Program, local experts are invited along to show/tell participants about their sustainable travel mode: cycling groups, walking groups, Reservoir Bus Company, GoGet CarShare, electric bicycles etc.</p> <p><u>Funding sources</u> – Internal budget.</p> <p><u>Outcomes</u> – 20-30 people attend the workshop which provides hands on advice and an opportunity to try something different.</p>
Love Living Local, 2007-2009	<p><u>Aim</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>Process</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>Funding sources</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>Outcomes</u> – Four school travel plans implemented (Preston Girls, Samaritan College, Sacred Heart PS and Preston West PS) 4000 households around Preston doorknocked to deliver travel information Approximately 30 new tenants per month moving into Preston receive a welcome kit from their Real Estate Agent, including maps, timetables and a Metcard Reservoir Journeys photographic competition run at the Reservoir Civic Centre</p>

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	A bike restoration project set up with the Reservoir Men's Shed A new bike lane installed along Broadway. Final report on Love Living Local was submitted to Council in 2010.