

Travel Behaviour Change Initiatives: A Local Government's Innovations

Kate Myers, City of Darebin, Melbourne, Vic, Australia

1.0 Introduction

This paper describes the actions that a local government has undertaken to influence its own staff and residents to undertake travel behaviour change. The initiatives which are detailed in this paper demonstrate that voluntary travel behaviour change is possible through leading by example with innovative programs and seeking partnerships for local projects.

The City of Darebin is one of thirty Local Government Areas within the broader metropolitan Melbourne area. Darebin is home to 48,000 households and 128,000 residents and has a culturally diverse community. Just under a third of Darebin's residents were born in a non-English speaking country, and approximately 40% of the population prefers to speak a language other than English at home (City of Darebin, 2001a).

Located just 11 kilometres from the Central Business District of Melbourne, Darebin is an inner northern Council which has been experiencing rapidly worsening traffic conditions over the last 10 years; increasing congestion, high levels of truck movements through its shopping centres and residential neighbourhoods as well as an increase in serious pedestrian and cyclist accidents (City of Darebin, 2001b).

In an effort to address the ever increasing reliance on car use, the Integrated Travel Plan (ITP) was developed, providing an overarching strategic framework from which to base future transport related decisions within Darebin. The majority of Darebin is well serviced by public transport (two tram lines, approximately 25 bus routes and two train lines). It also has relatively flat topography for active transport modes and has many off-road and on-road cycle paths. These facilities allow plenty of scope for encouraging residents and visitors to use alternatives to the car when travelling in and around Darebin.

2.0 Current travel patterns

According to Darebin's Household survey (City of Darebin, 2003), the motor vehicle is the primary means of travel to work for residents. Not only that, "the proportion of employed persons driving themselves to work has increased from 65.6% in 1999 to 67% in 2001 and is now 75.6% in 2003. A corresponding decline is recorded in the proportion of employed persons using the train to travel to work; 12% to 10.8% to 7.1%" (City of Darebin, 2003).

This is a worrying trend given that an increasing proportion of employed persons are working in locations that should be accessible by public transport (inner Melbourne takes an increasing proportion of Darebin's workers, up from 40.2% in 1999 to 42.5% in 2003).

Increasing affluence has led to an increase in the average number of motor vehicles per household and this is reflected in an increasing proportion of employed persons driving to work (City of Darebin, 2003).

3.0 Integrated Travel Plan (ITP)

The ITP was developed over a two year period with the help of public consultation throughout the municipality that resulted in over 1,000 public submissions.

Included in the ITP are 33 policy statements and 38 actions which focus around ways travel in and around Darebin for its residents, visitors and businesses can be improved, including:

- reducing trip numbers and trip lengths,
- improving walking and cycling,
- improving public transport and
- managing cars and trucks.

The ITP was adopted by Council in 2001 which gave a clear directive to implement the policies and actions spelt out in the plan. Capital Works priorities are influenced by the ITP and it emphasises travel demand management, behaviour change, cycling and walking infrastructure and developing quality partnerships to improve public transport.

Darebin also looked outside the square to innovative external funding sources, partnerships and trial or demonstration projects where there was an interest from outside agencies such as State Government departments and neighbouring Councils.

In order to implement the actions of the ITP a number of Action Plans were created and are in various stages of implementation. The Green Travel and Travel Awareness Action Plan are the main travel behaviour change plans created as a result of the ITP. The Green Travel Plan aims to change travel behaviour amongst Council staff, while the travel awareness component contains other programs being run in the community to influence travel behaviour change amongst residents, businesses and schools in Darebin. The Green Travel Plan together with the travel awareness programs will be the focus of the following discussion.

4.0 Green Travel Plan

A Green Travel Plan, Access Plan or Travel Plan is a document detailing a series of actions designed to encourage staff to travel sustainably (walk, cycle, use public transport or car pool) to and from work and while at work.

The Green Travel Plan (GTP) for Darebin Council employees was adopted in 2001, shortly after the Integrated Travel Plan. It was a significant starting point as it allowed the Council to “get our own house in order” before encouraging the community or other businesses to change their travel behaviours. We felt it was important to “lead by example” and to “practice what we preached”.

Internally, the staff's initial perception to the Green Travel Plan was mixed. Management balked at the idea of incentives and changing policies: just one of the many challenges in implementing the GTP.

The target of Darebin's GTP is to reduce Council staff driving to work in single occupancy vehicles to 70% by 2005 and to 50% by 2008 from a starting point of 80% in 2001. The key initiatives include:

1. An incentive program which rewards staff who travel sustainably 20% of the time to/from work,
2. Interest free loans for the purchase of public transport tickets and bicycles
3. Public transport tickets available to staff who travel for business, and.
4. Pool bicycles for use by staff for short business trips,

The initiatives of the GTP are not remarkable in themselves, but they have been extremely effective as a package that is highly coordinated, visible and publicised heavily on an on-going basis to Darebin Council staff. Summarised below are the main initiatives, their purpose and some results following their implementation.

4.1 Appointment of a permanent, full time officer

Since October 2003 a permanent, full time officer dedicated to Sustainable Transport within the City of Darebin has been employed. This was a demonstration of the Council's commitment to both the GTP and other transport initiatives such as TravelSmart (State Government travel behaviour change program).

4.2 Public transport tickets for Business Travel

Public transport tickets are provided to staff to promote the use of public transport as an alternative to using the Council fleet or personal vehicles for work related travel. An average of 50 tickets per month are used by staff across eight Darebin Council workplaces (eg offices, libraries and depot).

The net financial benefit to Council from providing public transport tickets for business travel, as opposed to paying for car parking for trips to the Melbourne CBD, over the 2004/05, financial year was over \$5,100. This does not take into account the cost of petrol, wear and tear on Council vehicles or the environmental costs of running a motor vehicle.

4.3 Incentive Program

The incentive program is the flagship of the GTP. Council staff have the opportunity to win a \$100 gift voucher by logging their green travel trips to/from work on the Council's intranet site. The specifications for the web based software were written by Council staff and the software is now available for purchase through a commercial IT company. Staff must reach a "points" target which is the equivalent of 20% of their trips to/from work over a 12 month period. For a full time staff member the points target is 92 (pro rata for part timers).

Since its introduction in late August 2003, the number of Council staff registered on the incentive program has been growing steadily. As of May 2005 the 180 registered staff had logged 21,000 trips which equated to 210,000 kilometres of green travel since August 2003. Reducing car travel by this quantity of kilometres is equivalent to taking 14 average cars off the road and has reduced the equivalent amount of carbon dioxide emissions by 63 tonnes.

In addition, there have been 120 gift vouchers awarded to staff who have reached their points tally since August 2003. Offset against the savings made through the public transport ticket scheme as spelt out in section 4.2, the incentive scheme is almost self funded through other GTP initiatives.

Importantly, of those staff registered with the incentive scheme 35% previously came to work in a single occupant vehicle 100% of the time. This proportion of participants have since completed 1,973 trips by sustainable transport since August 2003 and traveled 20,519 kilometres – all as a result of a \$100 incentive to accumulate green travel points.

4.4 Car Pool database and priority car parks

When registering for the incentive program staff have the option to also register for car pooling and search for staff living in their nearby area. They can opt to be a driver, passenger or either and search for a smoker, non-smoker or either.

Over 50 Darebin staff have registered for car pooling. In 2004, staff who car pool were rewarded with the installation of two priority car parks at the main Town Hall site (adjacent to the main staff entrance).

4.5 Policy review

Council policies have been reviewed in order to support the Green Travel Plan. This includes additions and amendments to the fleet policy in order to facilitate the uptake of energy efficient vehicles through financial incentives in salary packaging.

4.5.1 Green Travel Plan – Car Day Off

The provision of a “Green Travel Plan Car Day Off” has been available since January 2004. This allows staff with pool vehicles, for use by other staff during work hours (as part of their salary package), to leave their pool car at home once a week without penalty. By using ‘green means’ to get to/from work on the “day off” these staff then have the opportunity to participate in the incentive program and collect points toward their \$100 gift voucher.

4.5.2 Interest free loans

Darebin implemented a policy to provide interest free loans to staff wishing to purchase a bicycle or yearly public transport ticket. The loans are up to a maximum of \$1000 and deductions are taken from the staff member’s salary on a fortnightly basis in order to pay back the loan.

Since the introduction in January 2003 of the Interest Free Loan Policy, 22 interest free loans have been approved. This initiative gives staff members the opportunity to start green travelling or has made green traveling more accessible to some staff who may not have had the means to purchase expensive items such as bicycles or yearly/monthly public transport tickets.

4.6 Shower and locker facilities

To facilitate walking and cycling to/from work, shower and locker facilities were established in the Preston Offices. They are of a high standard and are well patronised. Additionally, audits have been undertaken to ensure power sockets are close to mirrors (for shavers and hair dryers) and adequate hooks, rails and benches are available to staff. Showers and lockers were already present in the Depot.

In 2005, to accommodate the growing number of female staff needing to utilise showers at the Preston Offices, one of the male showers (and the largest shower facility in Council) was transformed into a unisex facility.

4.7 Bicycle Fleet

Four hybrid bicycles and the relevant safety gear were purchased in August 2003 and are available to staff for business trips.

The patronage of the bicycle fleet averages six uses per month. An additional advantage of the bicycle fleet is that it can be utilised by staff who do not have a driver's licence. Bicycle training is also offered for staff who are not confident in riding in traffic, however this has not been required as yet.

4.8 Bicycle facilities

Staff at the Preston offices and Depot have adequate bicycle parking in the form of standard flat top rails. The Preston Office facilities were installed at the beginning of the GTP (2001), whereas the undercover Depot facilities were erected April 2004. There has been a request from staff to have a mural painted on the Depot bicycle shelter. This will be investigated in 2005/06 and may be done in conjunction with one of the Green Travel Events held at the Depot.

4.9 New staff induction kits

GTP induction kits for new staff not only include relevant information about the GTP initiatives, but also offer staff a free weekly public transport ticket. A review of the new staff induction process was conducted in early 2004 by interviewing new inductees. As a result, the booklet distributed to staff at the induction day was redesigned to be shorter and "catchier".

New staff are contacted individually in their first month of employment to make them aware of the program and assist them to register for the incentive program through the intranet.

4.10 Events and promotion

Green Travel events are held three times per calendar year. The response from staff is continuing to improve with an amazing 153 staff registering for Green Travel Day 2004.

The results for Smogbusters Day 2005 (March) were also great with a 20% increase in staff attending compared with the same event in 2004. World Environment Day 2005 (June) saw a 38% increase in staff attending compared with the same event in 2004.

An inter-departmental competition is conducted with participants attending the green travel events collecting points for their department with the aim of creating a friendly rivalry between staff members.

Promotion and information provision is also an ongoing activity through various means and includes:

- A newsletter style update called "Modes" is produced bi-monthly and is incorporated into the staff bulletin which is widely circulated in hard copy.
- A series of videoed interviews with prominent green travellers. Staff are chosen based on their commitment, quirkiness or ability to network with other staff. The interviews are placed on our "Walls of Honour" (they are in a number of key locations at the Preston Offices and Depot) where quotes and photos of the staff are displayed for all to see.

- An ongoing series of posters placed on the back of toilet doors called “Toilet Talk” draws staff attention to a particular initiative or upcoming event and it goes without saying that in such locations, you have a “captive audience”!!

4.11 Progress toward goals

An initial staff survey was conducted in 2001 when the GTP was under development. This was followed by a survey in June 2003, May 2004 and May 2005. While little change occurred between 2001 and 2003 in the number of staff whose primary mode of travel to work was the car, most of the GTP initiatives had not been implemented, including the flagship incentive program and the car pooling program.

Darebin has exceeded the first target as set out in the Green Travel Plan of 70% of trips by single occupant vehicles by 2005. Reaching the next target, 50% of trips by single occupant vehicles by 2008, is going to be a further challenge that will require commitment from staff and management involving carrots and sticks.

Table 1 Progress towards Green Travel Plan targets

Primary mode of travel to work	2001 % of staff	2003 % of staff	2004 % of staff	2005 % of staff
Car - driver	80	82	70	65
Car – as passenger	4	3	6	6
Car – driver with passenger	4	3	6	4
Train	3	4	3	8
Tram	2	3	3	2
Cycle	1	3	3	5
Walk	4	1	4	4
Bus	1	1	1	1
Other	0	0	3	5*
No answer	1	0	1	0
Total %	100	100	100	100
Number of staff responding	275	222	261	241

* Includes working from home (1%), on leave (3%) and other (2%)

4.12 Summary of GTP Achievements

Not only do the statistics demonstrate that GTP is a successful and vibrant program but there are wider implications in that of Darebin City Council being a good corporate and community citizen in leading the way to encourage other employers in the area to go green. Through reassessing the way Council staff travel, Darebin is demonstrating to the community that voluntary travel behaviour change is achievable. This has been further demonstrated amongst the community through programs that are described in subsequent sections.

5.0 Preston Market Home Delivery Trial

Preston Central is in the heart of the Darebin municipality and is its most significant traditional activity centre - the Preston Market is at the centre of this area. Parking is at a premium within Preston during market days (Wednesday – Saturday). Preston Market is the largest market in Melbourne outside of the Queen Victoria Market (located in central Melbourne).

A home delivery service was trialed to enable more shoppers to access the Market sustainably and not have the worry of getting their goods home on their bike or the tram/train/bus. The Market site is well serviced by an adjacent train line and station with north-south and east-west buses nearby.

No centralised home delivery service existed at the Market prior to the trial, although a nearby supermarket offers home delivery for its customers. Additionally, a consultation process undertaken by Darebin's Strategic Planning Unit as part of the Melbourne 2030 Preston Central Project showed qualitative support for the concept of grocery delivery from the Market, especially to encourage more people to walk and catch public transport to the centre.

Ninety community members were recruited for the trial and were offered two monthly public transport tickets to participate. The trial was oversubscribed and a waiting list was developed. The Department of Sustainability and Environment, the Department of Infrastructure and the City of Darebin were the sponsors of the trial.

5.1 Results

- Of the 90 participants, the trial averaged 30 deliveries per week with a high of 49 deliveries in week four.
- 22 registered participants didn't use the service at all and thus simply took advantage of the first free public transport ticket. Some abuse of the system was to be expected.
- 40 surveys were received back from participants at the completion of the trial. Surveys assessed participants' perceptions and evaluated their experiences.

5.2 Key findings

- 100% of respondents (n=40) would like to see this 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.
- 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.
- The Public Transport tickets, as a key motivator for participating in the trial, are not a motivator for continuing to use a service as 80% of participants would continue without the provision of Public Transport tickets.
- Nearly 70% of respondents would be happy to pay for deliveries – the majority would pay up to \$3 for the service
- Respondents were happy for an ongoing service to still be limited to those people taking alternative forms of transport.

- Friday and Saturday were by far the most popular days for deliveries during the trial and this was reflected in the answers to the question regarding preferred days if an ongoing service was to be limited.
- Quotes from participants along the lines of “Not worrying about traffic/car parking” and “No problems car parking” demonstrate that Market shoppers had a more pleasant experience with the assistance of the home delivery service.
- Evidence exists that the presence of the trial encouraged people to try alternative means of accessing the Market and found that they could manage to carry their shopping home without using the free service. The presence of the deliveries as a ‘back up option’ encouraged more people to visit the market and spend, even if they didn’t utilise the service.
- Other comments such as “encouraging me to do a big health shop” give some indication (other comments were verbal) that the quantities of goods purchased increased due to the home delivery service.

The benefit to the Preston Market Management and Traders of this two month trial was intangible. The good will, relaxed shoppers, additional car spaces created and additional spending of trial participants within the Market complex cannot be measured in economic terms.

5.3 Options for continuation

The City of Darebin, with its State Government partners, is keen to continue working with Market Management on this project. The Market however, must be willing to contribute financially (unlike they did with the trial), as it is in their tenants and customers best interests that home deliveries are continued.

Secure, keyless lockers appear to be the best option to go forward with. Apart from purchasing/leasing lockers, the only ongoing contribution will be in the actual deliveries. It is possible that the first year’s lease of lockers could be covered through a partnership agreement between various funding bodies.

The genuine need and interest created by the Preston Market Home Delivery Service in addition to the easy and cost effective solution outlined above presents a real and advantageous opportunity for Market Management.

There are also implications for future development of the Market site, as providing a home delivery service would form part of a Transport Plan and would be looked at favourably by approving bodies.

6.0 Building on TravelSmart Communities

In 2004 the Victorian Department of Infrastructure completed a community based travel behaviour change program in 27,000 Darebin households by employing individualised marketing techniques. A \$3 million investment in a municipality by the State Government is worth building on and a number of Darebin-led initiatives have evolved as a result of the 2004 Communities project. These are designed to extend the work, capitalise on the momentum and create further change within the community.

6.1 Stage 2 Communities

The northern portion of Darebin was unable to participate in the 2004 program due to limitations to the number of households that could participate – the State Government’s \$3

million only stretched to 27,000 households. Darebin took on the task to complete a further 17,300 households in the north of the municipality .

6.1.1 Methodology

With a limited budget (\$20,000) the Stage 2 Communities program was a scaled down version of the 2004 TravelSmart Communities event. Households in the three target wards were letter boxed drop with materials (see Appendix 1) offering them information and rewards for returning a mail back card. Unlike the TravelSmart model, follow up phone calls and home visits were not a part of the methodology due to the costs involved.

Mailback cards were collated at a warehouse and envelopes containing all the information requested by the household (timetables, walking routes, cycling courses, discount vouchers, maps and a free gift – pedometer or a calico bag) were sent via Australia Post.

6.1.2 Materials

Some remaining materials from the initial 2004 project were used which were Darebin specific. TravelSmart also donated 3,000 pedometers for Stage 2. The public transport operators were approached to supply quantities of their own timetables and Metlink (the marketing body of the operators) supplied the generic public transport information, including the translated material.

6.1.3 Evaluation

At the time of writing, evaluation had not been completed. No pre-surveys were undertaken due to budget and resource constraints. Post-surveys by phone will be completed with a random sample of residents who participated in the program.

6.2 New resident kit

In an effort to 'capture' people not involved in the 2004 TravelSmart Communities program and provide them with the same opportunity to receive local walking, cycling and public transport information, it was decided to target residents new to Darebin.

Since November 2004 a map and mail back 'menu card' has been sent to new residents who request a new resident kit from Council's Communication unit. If residents are interested in any of the items (public transport timetables, maps, walking information or free gifts) on the menu card they return it to Council and the information is sent to them in the mail.

6.2.1 Evaluation

The first fifty kits to be requested after November 2004 contained the new 'menu card' and map. Seven responses were received giving a 14% response rate. This was considered satisfactory and the information has continued to be included in new resident kits.

6.3 Pedometer project

With over 6,000 pedometers in Darebin as a result of the 2004 TravelSmart Communities program and a further 3,000 being delivered through the Stage 2 Communities initiative, this is seen as an opportune way to continue conversing with nearly 10,000 Darebin residents. A Pedometer project is proposed to kick off in the 2005/06 financial year to bring these

residents together and assist them with motivation to walk more and leave their cars at home.

7.0 Development of guidelines for the application and implementation of green travel plans for new developments in Darebin

Council has recognised the need to ensure new developments within Darebin and their occupants do not negatively impact on the local community and that they contribute to enhancing the local environment from the outset. In line with our own activities, Council is currently developing guidelines seeking to require certain new developments to be accompanied by a Travel Plan that sets out how the development and its occupants will reduce car use below that normally expected. Travel Plans will set out a range of actions to be undertaken by the developer and occupiers to achieve targets for mode share that can be monitored by Council.

To ensure consistent application across planning permits guidelines are being developed for both Council staff and developers. We believe these are the first of their type in Australia.

7.1 Guidelines for Council staff

Guidelines for Council staff on the application of policy relating to travel plans for new developments: The guidelines must clearly state the criteria for the application of the policy, the opportunity to grant exceptions if required and monitoring mechanisms. The guidelines must be easily understandable, fair in terms of Council's overall policy objectives and capable of withstanding scrutiny through the VCAT process.

7.2 Guidelines for Developers

Guidelines will be made available for developers of commercial properties who are required to put in place a Travel Plan as part of their development consent: These guidelines will clearly state what a Travel Plan is, what is required of the developer in developing a plan, the Travel Plan development process, mode share targets and where to obtain assistance, advice and additional information.

The guidelines must be clearly understandable and lead to the desired outcome in terms of a reduction in car use by the development occupiers in comparison with the use that could normally be expected. Guidelines should encourage ownership by developers and occupiers through a clear demonstration of the advantages of travel plans.

8.0 Get out there on public transport!

This travel behaviour change project received funding through Victoria's Department of Infrastructure's "TravelSmart Local" 2004/05 funding round.

Two distinct populations were targeted in this initiative to increase confidence of people using public transport and help them understand the system more thoroughly. Older adults and new refugees/migrants were the focus and two methods were employed to assist these residents: a buddy system, and a partnership approach using systems already in place.

8.1 The buddy system

Volunteers were recruited and trained thoroughly in the workings of our public transport system (tickets, zones, purchasing, costs, timetables, linkages, routes etc.). They then used their knowledge to “buddy” with needy members of the community to take them through public transport familiarisation in a practical way – get on the tram/bus, buy the ticket, show them the route and destination, have a coffee (voucher provided) and return home.

This is a model that has successfully run in Preston through Darebin Community Health and in South Australia through the Red Cross Out N’ About project.

8.1.1 Older adult buddies

Much time and energy was expended to get the message out to older adults. Training was conducted for 8 older adults after a lengthy recruitment and advertising process.

Sixteen trips occurred between the older adult volunteers and members of the community. This included five members of the community in wheelchairs who were trained by two volunteers in wheelchairs. The total quantity (n=16) was much less than expected even though a lot of time and energy was put into promotion and advertising.

On average an increase of two places occurred on the following scale:

Very confident Confident Don’t know Not confident Not at all confident

Most went from ‘Confident’ to ‘Very confident’, but some people moved from either ‘Not confident’ or ‘Not at all confident’ to ‘Confident’ or ‘Very confident’. A sample of comments received from older adult participants can be found in Appendix 2.

8.1.2 New migrant/refugee buddies

Ten volunteers from the new migrant community attended training similar to the older adult training described above. Representatives from the Chinese, Vietnamese, Sudanese and Somali Communities were present.

Formally, only five trips have resulted from this method of public transport training. Informally it is more likely to be higher as these volunteers were provided with some Public Transport tickets at training to take trips with their community members on a more ad hoc basis.

Two trips were to show women how to access the Preston Market and their children’s schools. Two other trips were for general knowledge of the system and the final trip was familiarising a gentleman with how to get to various Centrelink offices in the district so that he could begin work as an interpreter for them. This shows the basic needs of this group of Darebin residents.

8.1.3 Training for buddies

The training was designed to be interactive, with participants using specially designed manuals and then participating in activities such as: mock introductory phone conversations with their buddy’s; route planning between popular locations; and group discussions around safety hints and tips. The use of a ‘plate’ from a Public Transport ticket machine was very helpful in talking through the steps you go through to purchase a Public Transport ticket using the buttons and coin slot.

8.2 Partnership approach

8.2.1 English classes

After making contact with the English class providers in the area (local TAFE institutes and Neighbourhood houses) a partnership developed where materials and Public Transport tickets were provided and teachers conducted lessons on maps, routes, timetables and purchasing Public Transport tickets. This was in the lead up to a trip on public transport as a class/school and was followed up with discussions about the places they visited and their experiences on public transport.

Teachers surveyed their classes before and after the trips took place. In some of the lower level competencies (can't read or write English) the surveys were completed by a show of hands. On average, for those who didn't already have a 'very confident' rating of their public transport confidence, an increase of one place occurred on the following scale:

Very confident Confident Don't know Not confident Not at all confident

8.2.2 Migrant Resource Centre

The Migrant Resource Centre (Preston) also heard about the program and "Get out there!" provided tickets for forty Liberian refugees and MRC workers to take the train/tram to St Kilda Beach for an outing one Saturday.

This trip wasn't formally evaluated, but a competition proposed by the MRC rewarded the first family to go back via public transport to St Kilda beach. The winners did so less than a month after the MRC trip. This was a contrast to a previous MRC trip (2004) in which participants were taken on charter buses from Preston to St Kilda. MRC worker Hutch Hussein reported that in following up with participants on this trip that none had ever been back to St Kilda because they were not aware of how to get there. Going by charter bus meant they were chauffeured.

8.3 Summary

Opening the program to new migrants, refugees and non-English speaking groups was pivotal to the success of this initiative. Training and providing information and material to organisations (such as the TAFE institutes) so they could deliver the program within their organisation at their own pace was the most cost effective and efficient way of implementing "Get out there!".

The piloting of this program has seeded interest in other organisations to carry out something similar. The City of Melbourne has discussed doing something comparable in government housing estates in Kensington. A refugee friendly zone in Adelaide – the City of Prospect – has shown an interest in repeating this model through their TravelSmart Officer.

9.0 Conclusion

The City of Darebin is designing and initiating innovative programs and policies to invoke travel behaviour change in its residents and staff members. Some of the more pertinent programs have been described above but are not limited to these initiatives.

Led by the Integrated Travel Plan, Darebin's actions and commitment to sustainable transport and prioritising non-motorised modes is creating a benchmark for local government

authorities across Australia. The model to change internally before asking for community change worked well and is recommended. Darebin's experience shows that a local government can create effective partnerships and initiate change, regardless of the challenges encountered. These challenges were many and great and will continue to be apparent into the foreseeable future.

10.0 Acknowledgments

The City of Darebin would like to acknowledge funding partners in the programs described above, including TravelSmart (Department of Infrastructure) and the Department of Sustainability and Environment. In addition, the work of PBAI Australia Pty Ltd as the consultants on the Guidelines for Travel Plans for Developers should be recognised.

Appendix 1 Materials sent to households in the Stage 2 Communities program 2005

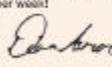
A4 brochure folded to DL

MESSAGE FROM THE MAYOR

Our experience shows that many residents do not realise the travel choices available to them within Darebin. This includes public transport, walking paths and cycling routes.

The purpose of this program is to better inform our residents. Read this brochure to determine the information you require and we'll send it to your door. Use the map enclosed to find your closest public transport service or cycle path. Perhaps you'd like a timetable for the train or tram? Or more information about walking in your local area? This is your one stop shop.

We can all do our bit to reduce the number of car journeys we make – even if its just one trip per week!



PS. Don't forget to get in quick for your free gift! It's first in best dressed for the pedometers...

HERE'S WHAT WE'RE OFFERING

🚲 CYCLING

- Discount vouchers for local bike shops.
- Darebin Bicycle Users Group information. Go cycling with a group, learn confidence with others.
- Bicycle Victoria flyer. Discover how cycling can save you money and time.*
- Sharing the road, information for cyclists.
- Learn to ride your bike with safety and confidence. Information about local groups or one to one lessons.

🚶 WALKING

- Walking in Darebin information sheet.
- Dogs and Cats Access map. Where to walk your pet in Darebin.

MAP

- Discover Darebin Leisure Map, Recreational routes, walking and cycling paths.*

GENERAL INFORMATION

- Fares and Travel Guide 2005.*
- Your complete guide to travelling on Melbourne's trains, trams and buses.
- Travelling with a Concession Metcard.*
- Travelling with the right Metcard.*

* Available in languages other than English (see over)

🚆 TRAIN TIMETABLES

- Epping Line Frequency Flyer.
- Hurlbridge Line Frequency Flyer.

🚊 TRAM TIMETABLES

No 86 - Bundoora RMIT to Teletex Dome/Central Pier Docklands

No 112 - West Preston to South Melbourne/St Kilda Beach via City

🚌 BUS TIMETABLES

Lots of routes are available. Use the enclosed Travel Smart map to find out which bus route stops near your house. You could use the bus to visit friends or do the shopping.

Routes available

525	526	548	552	553	555	556	558
560	561	563	566	567	246	250	340
548	550	551					



Free Gift!

If you send back the enclosed selection card immediately you are entitled to receive a free gift.



a calico bag for shopping, money books or whatever!



a pedometer for monitoring your walking distances. Limited supplies. First in best dressed!

Languages other than English

Items marked with * are also available in Arabic, Chinese, Croatian, Greek, Italian, Macedonian, Somali, Spanish, Turkish and Vietnamese.

Please indicate your preferred language on the selection card.



FURTHER INFORMATION

For further information please contact

Customer Service
City of Darebin

974 Goswer Street Preston, Vic 3075

Phone 8470 0880

www.darebin.vic.gov.au

Multilingual Telephone Line: 8236 4353

Lines: Telerebate Multilingual: 8236 4353
 (non-pressured) Telephone: 8236 4353
 多语言电话: 8236 4353
 24小時電話: 8236 4353
 (免費) 電話: 8236 4353
 (免費) 電話: 8236 4353

Phone guide Objective ID: A107754

This brochure is printed on 50% recycled paper using vegetable based inks.

© Darebin City Council April 2005. info@customers-975.com

FREE! Deliverable to the first 1,000 replies

Would you like to know more about



Getting around Darebin!




Mail back card

Please write in block letters

NAME: _____

ADDRESS: _____

PHONE: _____

Free Gift!

Tick one only

Calico Bag Pedometer

* Languages other than English
 Circle your preferred language

Arabic Chinese Croatian Greek
 Italian Macedonian Somali
 Spanish Turkish Vietnamese.

MAKE YOUR SELECTIONS...

Tick as many boxes as required!

🚲 CYCLING

1. Discount vouchers

2. Darebin Bicycle Users Group

3. Bicycle Victoria flyer

4. Sharing the road

5. Learn bicycle safety and confidence

🚶 WALKING

6. Walking in Darebin

7. Dogs and Cats Access map

MAP

8. Discover Darebin Leisure Map

GENERAL INFORMATION

9. Fares and Travel Guide*

10. Travelling with a Concession Metcard*

11. Travelling with the right Metcard*

🚆 TRAIN

12. Epping Line Frequency Flyer

13. Hurlbridge Line Frequency Flyer

🚊 TRAM

No 86 No 112

🚌 BUS ROUTES

Please circle

525	526	548	552	553	555	556
558	560	561	563	566	567	246
250	340	548	550	551		

Printed on recycled paper using vegetable based inks

28th Australasian Transport Research Forum

Page 14

Appendix 2 Comments received from older adults participating in “Get out there!”

“The trip reminded me that there’s an alternative and its sometimes better”

“Colleen was lovely and explained everything”

“It has opened up a whole new world to me”

“It had been so long since I’d been to the city”

“Very enjoyable, I was very compatible with the volunteer”

“Nice to get into the city and go down arcades I haven’t been to for years”

“It has opened up a whole new world to me”

“Gets you out of looking at the same four walls”

References

City of Darebin (2001a), *2001 Census of Population and Housing City of Darebin*.
http://www.darebin.vic.gov.au/Files/census_profile_2001.pdf

City of Darebin (2001b), *Going Places: The Darebin Integrated Travel Plan*,
<http://www.darebin.vic.gov.au/Files/integratedtransportplan.pdf>

City of Darebin (2003), *2003 Household Survey Report*.
http://www.darebin.vic.gov.au/Files/2003_cod_household_survey_report.pdf