Encouraging and enabling sustainable travel choices
Mayor’s message

People play a vital role in our travel future

A safe, reliable and flexible transport network is key to a city’s overall liveability.

To achieve this, it is essential a growing city such as ours lays down a robust transport plan.

We did that in 2013 when the Gold Coast City Transport Strategy 2031 was released, and have since overlaid the City Plan (City Plan) to ensure sensible future development along key transport routes.

Smart planning is only a part of the jigsaw. People play a major role in ensuring our city continues to be one of the best places to live in the world.

Together, we need to make sustainable travel choices such as walking, cycling or utilising the expanding public transport system, including light rail.

Apart from the health benefits, walking and cycling is more cost-effective than taking your car. For longer trips, our public transport system can get you where you need to go quickly and safely.

Supporting our broader transport strategy is the Gold Coast Travel Behaviour Change Plan 2017-2022.

The plan’s success will rely on a collaborative and integrated approach, working with partners to encourage and enable travel behaviour change.

Please take the time to view this plan and consider how you can play your part in travel behaviour change.

That way, our city can continue to grow and prosper and remain the lifestyle capital of Australia.

TOM TATE
MAYOR
Contents

Executive summary ................................................................................................................. 2

Our context ................................................................................................................................. 3
   A growing and diverse city ........................................................................................................ 4

A structured approach ................................................................................................................ 5
   Gold Coast 2022 ....................................................................................................................... 6
   Gold Coast City Transport Strategy 2031 ................................................................................ 7
   A suite of Transport Implementation Plans .............................................................................. 7

Our opportunity .......................................................................................................................... 8
   Our vision ................................................................................................................................. 8
   Our targets .............................................................................................................................. 9
   Influencing the stages of travel behaviour change ................................................................. 10
   The approach .......................................................................................................................... 11
   Partnering for success ............................................................................................................. 12

Community Travel Program .................................................................................................... 13
   Our community ....................................................................................................................... 14
   City Plan ................................................................................................................................. 14
   Enabling the use of sustainable travel by our community ...................................................... 17

Workplace Travel Program ...................................................................................................... 18
   Our workplaces ....................................................................................................................... 19
   Enabling the use of sustainable travel by our workplaces ...................................................... 20

School and Tertiary Education Travel Program ....................................................................... 21
   Our education-related travel .................................................................................................... 22
   Enabling the use of sustainable travel by our primary schools .............................................. 22
   Enabling the use of sustainable travel by our secondary schools ......................................... 24
   Enabling the use of sustainable travel by our tertiary institutions ....................................... 25

Event Travel Program .............................................................................................................. 26
   Our events ............................................................................................................................... 27
   Preparing for the Gold Coast 2018 Commonwealth Games™ .............................................. 27

Monitoring and evaluation ..................................................................................................... 29
   Developing a monitoring and evaluation framework ............................................................. 30

References ................................................................................................................................ 32
The Gold Coast's growing population, vibrant tourism industry and multiple centres present many transport challenges. As the Gold Coast grows, the City of Gold Coast (the City) faces the challenge that high levels of car dependence will mean more traffic in the busy parts of the city. We need to change the way we travel, or traffic congestion will increasingly impact our economy, lifestyle and environment.

This Gold Coast Travel Behaviour Change Plan 2017-2022 is our commitment to encourage and enable sustainable travel by residents and visitors. Our opportunity is to influence and change travel behaviour, reduce car dependency and significantly increase levels of walking, cycling, carpooling and public transport.

As the city grows, we require transport solutions that move beyond the use of a car as the main mode of travel. This will reduce congestion on our roads, improve the health and wellbeing of our residents and visitors and be better for the environment.

The City Plan prioritises safety, mobility and public transport to ensure streets, centres and neighbourhoods are designed for people. We will transform into a multi-centred, compact city. This plan will encourage and enable our residents and visitors to assess a journey; and use walking, cycling, carpooling or public transport as it equally or better meets the needs of that trip.

The actions identified throughout the plan are based on a behaviour change framework. They look to enable residents and visitors who are at different stages of behaviour change and will require a collaborative and integrated approach, working with partners to achieve travel behaviour change results.

The City aims to create awareness, change attitudes and travel behaviours through delivery of four targeted program areas. These areas are – community; workplaces; schools and tertiary education centres; and events; and aim to reach all residents and visitors of our city.

The Community Travel Program has a focus on increasing awareness and ability for residents and visitors to consider walking, cycling, carpooling or taking public transport as a travel mode that would equally or better meet the needs for a particular journey.

The Workplace Travel Program aims to give workplaces the tools to implement and promote sustainable travel options for their employees to influence their daily commute.

The School and Tertiary Education Travel Program expands our existing primary school active school travel initiative that focuses on encouraging students, parents, guardians and teachers to reduce congestion around schools by using sustainable travel to high schools and tertiary education centres.

The Event Travel Program has a focus on empowering event organisers to promote the use of walking, cycling, carpooling and taking public transport to travel to and from their event.

Hosting the Gold Coast 2018 Commonwealth Games™ (GC2018) provides the opportunity for all GC2018-related infrastructure and travel behaviour change campaigns to focus on creating a legacy of ongoing travel by sustainable transport for the city.

The actions will require a collaborative and integrated approach, working with partners to encourage and enable travel behaviour change.
Our context
A growing and diverse city

The Gold Coast is a vibrant, international city with a population of more than 555,000 residents, making us Australia’s sixth largest city. The Gold Coast also attracts approximately 12 million visitors annually.

The car is the most dominant form of transport. With close to 90 per cent of trips made by car, many people are dependent on their car and see it as their only mode of transport. Around half of our visitors to the Gold Coast also use a car as their travel mode of choice[1].

By 2031, our population is projected to grow to 800,000 and the number of daily travel trips is expected to exceed four million. Car trips are expected to grow to 3.12 million, accounting for an additional 500,000 car trips per day. A change in how we travel is required to reduce private car trips in favour of walking, cycling, carpooling and taking public transport. This will have a direct impact on reducing traffic congestion.

Sustainable travel can also enhance the lifestyle and wellbeing of our community. Walking and cycling, including to and from public transport, can improve our residents and visitors’ health and wellbeing. Sustainable travel modes can, for some trips, be more economical and easier than using a car. There are also benefits for the natural environment through reducing air pollution and road noise.

What is sustainable travel?

Sustainable travel is travelling by foot, by bike, by bus, by rail, by tram or by carpooling.

Benefits of sustainable travel for you and the city

- Reduced traffic congestion – more people walking, cycling and taking public transport means fewer cars on the road.
- Better health and wellbeing – walking and cycling are ideal forms of exercise, while taking public transport usually involves some walking or cycling too.
- Saves you money – walking and cycling are much more economical than running a car.
- A better natural environment – reduce air pollution and road noise.

Figure 1: Transport mode of choice of Gold Coast residents and visitors in 2011
A structured approach
Gold Coast 2022

The City’s vision ‘Inspired by lifestyle. Driven by opportunity’ informs City strategies and plans, and reflects our commitment to transformational changes, to ensure the city remains a great place to live and work.

Gold Coast 2022 (Corporate Plan) supports the delivery of the City vision through three themes – Place, Prosperity and People, and identifies what we need to do between now and 2022 to work towards the City vision. Implementation is supported by robust planning, responsible management and the active engagement of the community.

This plan supports the delivery of the Transport Strategy which is one of the key Corporate Strategies delivering on key outcomes of the Corporate Plan.

In addition, the transport targets within the Corporate Plan have been used to guide the travel behaviour change targets.

Figure 2: Supporting the delivery of Gold Coast 2022

City Vision
Inspired by lifestyle. Driven by opportunity.

Gold Coast 2022

Place
We can get around the city easily.
We are an active digital city.
Our modern centres create vibrant communities.

Prosperity
We have infrastructure that supports productivity and growth.

People
Our city is safe.
Our community is inclusive and supportive.
We are an active and healthy community.

Supporting the delivery of Gold Coast 2022
We plan for the future of the city. We manage the city responsibly.
We actively engage residents, customers and visitors.
Gold Coast City Transport Strategy 2031

The Transport Strategy aims to change the way we move around our city. The Transport Strategy builds on the themes adopted by the Corporate Plan and provides the overarching blueprint for expanding and improving the Gold Coast transport network over the next 14 years. The transport vision is that the Gold Coast:

- enjoys smart growth – the majority of new development is based on compact, mixed use centres focused on high quality public transport
- is a connected city – people and places are connected by an integrated, safe and efficient transport network
- makes sustainable travel choices – a significant proportion of Gold Coast residents and visitors choose to walk, cycle, carpool or use public transport as part of their daily travel.

The Transport Strategy is underpinned by the objective of reducing car dependency and increasing levels of walking, cycling, carpooling and public transport use.

A suite of Transport Implementation Plans

This plan sits alongside five other detailed Transport Implementation Plans within the City’s planning framework.

Figure 3: How the Travel Behaviour Change Plan fits within the City’s planning framework
Our vision

The Travel Behaviour Change Plan’s vision is to enable Gold Coast residents and visitors to reduce car dependency and increase the proportion of trips made by sustainable travel modes. Specifically, through delivering this plan, the City will:

• promote the benefits of sustainable travel for the Gold Coast lifestyle, economy and environment
• address the barriers, perceived or real, of using sustainable travel
• provide opportunity for and encourage visitors and residents to use the active travel and public transport networks.
Our targets

The Transport Strategy aims for motor vehicle trips to be a lower proportion of total trips, although the majority of growth in trips will still come from motor vehicles. The Travel Behaviour Change Plan is one element that aims to influence travel behaviour of our residents and visitors to choose sustainable transport modes.

Infrastructure programs and plans for active transport, public transport, parking and road safety will deliver the infrastructure required to support the delivery of this plan. Collectively the City, through the delivery of the Transport Strategy, aims to achieve the mode share targets. Each of the actions in this plan has specific targeted audiences to encourage and enable a change in travel behaviour.

<table>
<thead>
<tr>
<th>Motor Vehicle</th>
<th>Public Transport</th>
<th>Cycling</th>
<th>Walking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline 2011</td>
<td>87.9%</td>
<td>3.1%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Checkpoint 2021</td>
<td>81%</td>
<td>Checkpoint 2021</td>
<td>7.5%</td>
</tr>
<tr>
<td>Target 2031</td>
<td>74%</td>
<td>Target 2031</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Target 2031</td>
<td>6%</td>
</tr>
</tbody>
</table>

Figure 4: Gold Coast mode share targets
Influencing the stages of travel behaviour change

Residents and visitors will be at various stages of change in relation to their travel behaviour. Some will be using sustainable travel regularly whilst others will not have considered the way they travel. Our travel behaviour change framework recognises there are various stages of behaviour change[2].

Each action identified in this plan aims to target specific stages of change. The majority of actions focus on influencing the contemplation and preparation stages. It is anticipated that the greatest level of change will occur through delivering these actions and raising awareness, providing the skills, tools and motivation to change behaviour.

<table>
<thead>
<tr>
<th>Stage of change</th>
<th>Individual's perception</th>
<th>Proposed actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-contemplation</td>
<td>People in this stage are not thinking seriously about changing and tend to defend their current travel behaviour patterns.</td>
<td>Raise awareness of alternative travel modes that would equally or better meet the needs for a particular journey.</td>
</tr>
<tr>
<td>Contemplation</td>
<td>People in this stage are able to consider the possibility of changing travel behaviour but feel ambivalent about taking the next step.</td>
<td>Provide the skills, tools and motivation to try to use sustainable travel.</td>
</tr>
<tr>
<td>Preparing</td>
<td>People have usually made a recent attempt to change travel behaviour in the last year. They have identified the benefits of continuing and are less ambivalent about taking the next step.</td>
<td>Provide the opportunity to easily and safely try a different mode of travel, even for just one journey.</td>
</tr>
<tr>
<td>Action</td>
<td>People are actively involved in taking steps to change their travel behaviour and are taking greater steps towards significant change.</td>
<td>Provide encouragement and positive reinforcement of their use of sustainable travel.</td>
</tr>
<tr>
<td>Maintaining</td>
<td>People are able to successfully change and maintain travel behaviour.</td>
<td></td>
</tr>
</tbody>
</table>

Figure 5: Stages of travel behaviour change[2]
The approach

The City will achieve an increase in sustainable travel by reaching residents and visitors at various levels of change through providing information, skills, motivation, opportunities and encouragement to make and maintain sustainable travel changes. This will enable residents and visitors to know when it is viable to walk, cycle or take public transport rather than use a motor vehicle.

Our travel behaviour change initiatives will be delivered through four targeted program areas.

Community travel

The Gold Coast is a rapidly growing city with the population expected to grow from 550,000 to 800,000 by 2031. The City is planning for smarter travel and land use patterns that will support an accessible, well connected city through the City Plan. There is a role to play in encouraging and enabling residents to walk and cycle around their neighbourhood centres and use public transport to move around the growing city.

Workplace travel

There is the opportunity to influence the way employers and employees consider travel to their workplace and encourage the use of walking, cycling, carpooling and public transport as part of the daily commute. In Queensland, work commutes account for more than one in every five trips[3].

With the creation of 150,000 new jobs on the Gold Coast over the next 20 years, commuter congestion will continue to grow. There is the opportunity to influence workplace travel behaviour through partnering with workplaces.

School and tertiary education travel

Nearly one in three residents of the Gold Coast attends an educational institution[3]. Trips made by motor vehicles to and from educational facilities, including picking up and dropping off younger children, increase traffic congestion. There is the opportunity to influence how students, parents, guardians and employees travel to encourage and enable sustainable transport use and decrease this congestion.

Event travel

The Gold Coast hosts more than 50 major events each year. Encouraging the use of sustainable travel to these events will allow the City to test and refine the transport network changes in the lead up to GC2018. There is potential to vary the way patrons travel to events, encouraging and enabling the use of sustainable travel as an easier alternative compared to limited parking and traffic congestions events can experience due to the use of motor vehicle trips.
Partnering for success

The City has a track record of partnering with stakeholders to deliver a functional and multi-modal transport network and travel behaviour change initiatives. This plan provides the framework to guide working with partners to change travel behaviour. Responsibility for implementing this plan rests with the City.

The Gold Coast transport system is operated by the City in partnership with the Queensland Department of Transport and Main Roads (TMR), the steward of the state controlled road network, including provision of on-road cycling facilities and some pathways. The TransLink Division of TMR is responsible for planning and delivering public transport infrastructure and services across the state. There is a role for us to partner and promote public transport services that suit the unique needs of our residents and visitors.

The City will work closely with selected workplaces to encourage management to instigate travel behaviour change and sustainable transport choices for work related travel. This includes the workplaces tailoring initiatives for their workforce, customers, clients, freight, servicing and delivery needs.

Large workplaces, like Queensland Health’s hospitals and health care facilities will be encouraged to promote sustainable workplace travel. There may be additional opportunities to partner with these workplaces who have a shared objective of improving health and wellbeing to promote walking and cycling to residents and visitors as a way to achieve this.

The City will expand its collaborative primary schools travel behaviour change initiatives to encourage high school and tertiary education facilities to use sustainable travel. This will include partnering with Study Gold Coast, education providers, students, parents and employees at these centres to deliver travel behaviour change initiatives. The opportunity to partner with tertiary institutions to undertake Gold Coast travel behaviour change research will be explored.

The City will work with event organisers to influence the way attendees travel to and from events. This will require consideration in the planning of events and the provision of facilities on site to increase the use of sustainable travel. There is the opportunity to reduce congestion around major event hubs and provide a more reliable journey time for those patrons who walk, cycle or use public transport to attend an event.
Community Travel Program
Our community

The Gold Coast is a city for all ages, with a median age of 37 years\(^5\). Our city is proudly culturally diverse, with almost one in three residents born overseas\(^5\). As our centres continue to grow, and more people move to the Gold Coast, there is the opportunity to influence their travel behaviour and enable the use of sustainable modes of transport. We are able to provide information and initiatives to the community and new residents through City communication channels and across key community hubs, like libraries, community centres and sports venues.

City Plan

The City Plan is a fresh and innovative approach to managing and supporting our long-term growth. Some parts of the city will evolve and change to create many exciting economic and lifestyle opportunities. Other areas will be protected for their existing character and environmental value. There is the opportunity to influence the behaviour of how our residents and visitors move around our growing city. Walking, cycling or using public transport may equal or better meet the needs for a particular journey.

The City Plan will address our forecasted increased road use over the next 20 years by prioritising safety, mobility and public transport to ensure streets, centres and neighbourhoods are designed for people. Our focus will range from local travel around neighbourhoods to city-wide options that connect our centres with efficient public transport. We will transform into a multi-centred, compact city. Centres that support high frequency public transport will attract the most social and economic activity.

Case study: Active Towns Pilot Program – Robina and Varsity Lakes

The Active Towns Pilot Program was a Queensland Government initiative delivered in partnership with local government that ran from July 2012 to June 2015. On the Gold Coast, the program focused on Robina and Varsity Lakes and saw the design and construction of more than 7.7 kilometres of new pedestrian and cycling routes. This new infrastructure has positioned eighty-nine per cent of residents in these suburbs within one kilometre of a shared path.

A variety of behaviour change initiatives were delivered by the City as part of the Active Towns Program. These included the development of a local walking and cycling guide, a series of ‘pop-up’ active travel stalls, free cycling skills workshops, Ride to Work Day community breakfasts and a trial Robina workplace travel program.

Through these behaviour change initiatives, the number of users of the active travel infrastructure increased during the program. There was a 153 per cent increase in the number of cyclists using the lakeside path in Varsity Lakes and 36 per cent increase in the number of cyclists using the green bridge in Varsity Lake in March 2015, compared to use in the first phase of the program, counted in March 2014.
Figure 6: Integrated transport map
* As identified in the Gold Coast City Transport Strategy 2031
<table>
<thead>
<tr>
<th>No.</th>
<th>Action – Community Travel Program</th>
<th>State of change</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Undertake assessment of key regional centres and principal centres areas to understand:</td>
<td>Contemplation</td>
<td>Short</td>
</tr>
<tr>
<td></td>
<td>• demographics</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• accessibility of sustainable travel options</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• barriers to change travel behaviour</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• desire for travel behaviour change.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Develop and promote sustainable travel plans for local centres, such as libraries, community and sports centres to residents and visitors in the neighbourhood.</td>
<td>Contemplation</td>
<td>Medium – Long</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Preparation</td>
<td></td>
</tr>
<tr>
<td>1.3</td>
<td>Provide relevant travel behaviour change information for new residents on the Gold Coast.</td>
<td>Contemplation</td>
<td>Short</td>
</tr>
<tr>
<td>1.4</td>
<td>Develop and implement marketing and communication initiatives to encourage and influence travel behaviour change across the Gold Coast. These initiatives would use the City’s communication channels and media opportunities. The plan would also incorporate education and campaigns identified in the Gold Coast Road Safety Plan 2015-2020 in relation to pedestrians, cyclists, young people and visitors.</td>
<td>Contemplation</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Preparing</td>
<td>Action</td>
<td></td>
</tr>
<tr>
<td>1.5</td>
<td>Annually review and refine sustainable travel materials, such as the Walk, Cycle and Public Transport Maps, Gold Coast Cycling Guide and Seniors Safe Travel Guide. Distribute these materials to residents and visitors through City and partner channels.</td>
<td>Preparing</td>
<td>Annually</td>
</tr>
<tr>
<td></td>
<td>Action</td>
<td>Maintain</td>
<td></td>
</tr>
<tr>
<td>1.6</td>
<td>Provide an annual program of cycling workshops to cater for all riding abilities to increase confidence, skills, experience and road safety knowledge. Celebrate this program with hosting events during Bicycle Queensland’s Bike Week.</td>
<td>Action</td>
<td>Annually</td>
</tr>
<tr>
<td></td>
<td>Maintain</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7</td>
<td>Investigate the opportunity for sustainable travel materials to be easily accessible on mobile devices and incorporate initiatives that change travel behaviour.</td>
<td>Preparing</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>Action</td>
<td>Maintain</td>
<td></td>
</tr>
</tbody>
</table>

*Figure 7: Actions to help change community travel behaviour*
Enabling the use of sustainable travel by our community

The City Plan aims to have an efficient transport system that reduces congestion. This plan will encourage growth of the city’s network of neighbourhood centres so most urban households will be within walking distance of local conveniences, making leaving the car at home an option and creating local economic activity. The City has a role in encouraging and enabling residents to try different travel modes.

The City has a role in providing information so residents and visitors can identify the sustainable travel options that may be a better alternative to driving a car. The Walk, Cycle and Public Transport Maps provide residents and visitors with information that enables them to use sustainable travel to move around the city. The Gold Coast Cycling Guide informs cyclists about cycle network routes and cycle lanes. The City’s free cycling workshops for all ages and abilities increases confidence of cyclists and shows them new areas of their neighbourhood to explore.

The presence of mobile technology and online information provides us with an opportunity to change how sustainable travel information and travel behaviour change initiatives are delivered in the future.

With 92 per cent of all Australians now conducting business or social interactions online, the City is also embracing a digital future. New parking machine technology allows live vehicle movements to be transferred to a new smart phone mobile app, helping residents and visitors find available parking in the City. City residents and visitors already access online journey planning services through the TMR Journey Planner.

There is the opportunity for the City to be involved in social media platforms. With 99 per cent of 15-17 year olds using the internet and 91 per cent of these for social networking, we have the opportunity to influence behaviour and create habitual use of sustainable methods of travel before vehicle use behaviours are created. There is opportunity to provide information to these users in an environment where they are seeking knowledge or willing to listen.

Case study: TransLink Gold Coast go explore cards

The Gold Coast go explore card offers unlimited travel on any TransLink bus or tram service on the Gold Coast for only $10 a day and $5 for children (children 5-14 years inclusive) in 2016. This card provides visitors and other infrequent users of public transport the freedom, flexibility and value for money to travel around the Gold Coast.

The card offers easy access to the best Gold Coast beaches, shops, restaurants, bars, theme parks, and attractions by day and night. The card is also valid for TransLink services from the Gold Coast Airport. The card is provided by Queensland Government Department of Transport and Main Roads (TransLink division).
Workplace Travel Program
Our workplaces

Our city’s skilled workforce is growing; the proportion of residents holding university qualifications has increased by more than 115 per cent over the last decade, compared with 31 per cent population growth over the same period. Despite its well deserved reputation as a tourism hub, the Gold Coast is also a working city with a young workforce, the largest group aged between 25 and 44 years.

Work-related travel trips continue to create the largest demand for travel in our city. Around one in three daily trips on the Gold Coast are for work-related travel. These trips are generally twice the distance of other trips on the Gold Coast. For a direct commute the trips average 26 minutes across a distance of 17.6 kilometres. Changing the travel behaviour of workplaces and their employees will have a positive impact on the operation of the Gold Coast transport network, particularly during peak travel periods.

A recent survey conducted with Gold Coast workplaces found that nine in ten workplaces said transport was essential to the success of their business and the employee commute is important to them. Workplaces have identified the top three benefits of an in-house travel program to be:

- reduced travel costs for employees
- improved travel choices for employees
- reduced local traffic congestion.

Case study: City of Gold Coast Bundall Precinct Sustainable Workplaces Travel Plan

During 2014 and 2015, 1000 City employees relocated from the Nerang Administration Centre and Surfers Paradise Administration Centre to the Bundall Business Precinct. With limited on-site parking options, the program aimed to increase the number of employees who walked, cycled, carpooled or caught public transport to and from work.

A number of initiatives were undertaken to assist and support employees with the transition, including an active travel expo, personalised travel planning sessions, and a series of internal communications and networking sessions. Surveys were conducted with employees over an 18 month period, and showed a decrease of 42 per cent in solo car trips. With a target set of six per cent, the result of a 36 per cent increase in employees choosing to walk, cycle, carpool or take public transport to travel to and from work exceeded expectations. Employee behaviour change was brought about by providing practical information about alternative ways to travel to and from Bundall and the introduction of paid parking in the area, creating an increased financial incentive to change.
Enabling the use of sustainable travel by our workplaces

Increasing awareness of sustainable travel and giving workplaces the tools to implement and promote sustainable travel options for their employees will influence travel behaviour. There will also be a role for workplace travel initiatives that encourage spreading the peak travel period, avoiding congested routes and introducing flexible working arrangements, like flexible hours or working from home. It is also important to provide positive reinforcement to workers who do make the change to sustainable travel.

Increasing the knowledge and skills of professional drivers in relation to sharing the road with pedestrians and cyclists will provide road safety benefits to employees, their workplaces and other road users. This will make sustainable travel a safer option for all.

<table>
<thead>
<tr>
<th>No.</th>
<th>Action – Workplace Travel Program</th>
<th>State of change</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Develop and promote a workplace travel toolkit for employers to implement with their employees, targeting the Gold Coast’s top 20 largest employers.</td>
<td>Contemplation</td>
<td>Short</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Preparing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Action</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintaining</td>
<td></td>
</tr>
<tr>
<td>2.2</td>
<td>Develop workplace challenges to increase awareness and encourage those contemplating or preparing to make sustainable transport choices for work-related trips.</td>
<td>Action</td>
<td>Short – Medium</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintaining</td>
<td></td>
</tr>
<tr>
<td>2.3</td>
<td>Facilitate workplace participation in national active travel events, such as Bicycle Queensland Bike Week and Ride2Work Day and Bicycle Network Ride2Work Day.</td>
<td>Action</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintaining</td>
<td></td>
</tr>
<tr>
<td>2.4</td>
<td>Support the Gold Coast Road Safety Plan 2015 – 2020 action to provide a driver education program for commercial drivers to increase their awareness, knowledge and skills of sharing the road with other road users.</td>
<td>Contemplation</td>
<td>Short</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Preparing</td>
<td></td>
</tr>
</tbody>
</table>

Figure 8: Actions to help change workplace travel behaviour

Case study: Love to Ride challenge

In October 2015, the City initiated the Love to Ride challenge which focused on increasing cycling participation amongst employees and employers. Love to Ride was free to join and encouraged friendly competition between employee teams and other local workplaces, as well as promoting and generating community benefits such as reduced environmental impact, improved health and a reduction in congestion.

Sixty-six companies and 977 people, including 336 new riders, participated in the challenge. Altogether participants rode 77,365 kilometres, or five times around Australia. The interest by workplaces in how their employees travel has informed the development of a workplace travel toolkit.
School and Tertiary Education Travel Program
Our education-related travel

Around one in 10 daily trips on the Gold Coast are for education-related travel\(^\text{[1]}\). Parents are also increasingly making school drop-offs as stops on work related travel, making the range of travel on our network increasingly complex\(^\text{[7]}\). Changing the way students, their parents and guardians access education facilities will have a positive impact on the operation of the Gold Coast transport network. This is particularly important during the morning peak periods when commuters are also travelling to work.

The average distance to schools is 6.5 kilometres for primary school students and 9.3 kilometres for secondary school students\(^\text{[7]}\). A high proportion of school trips are within favourable distances for using sustainable transport. The average tertiary student trip is further at 17.5 kilometres\(^\text{[7]}\). Exploring the use of a combination of sustainable transport modes may support more tertiary students travelling by sustainable modes.

To develop targeted behaviour change initiatives, understanding how our students and employees are accessing schools, where they are travelling from and the availability of sustainable travel options is essential for localised solutions.

Enabling the use of sustainable travel by our primary schools

Primary school children who use sustainable travel modes for trips to and from school increase their physical activity, arrive at school alert and ready to learn and increase their road safety skills. Using sustainable travel with other students provides the opportunity for the children to make more friends and enhance their social skills. Using sustainable travel with a parent or guardian provides more family time together too.

Since April 2012, through our Active School Travel initiative, the City has worked with 28 primary schools to influence students travel behaviour. The partnership with primary schools has increased the number of sustainable travel modes used for journeys to and from schools and reduced traffic congestion.

Ongoing monitoring of primary school travel modes is important in ensuring a tailored program for the students and teachers. There is the opportunity through this program to influence the travel behaviour of parents and guardians for other trips they make.

Case study: Active School Travel initiative

The Active School Travel initiative aims to reduce traffic congestion around primary school zones by promoting walking, cycling, carpooling and taking public transport as safe, healthy and active modes of travel to and from school. Participating schools work with a dedicated City of Gold Coast Active School Travel Officer who provides guidance, support, resources and rewards.

Delivered over three years, the program offers a range of activities including designated active travel days, incentives and prizes, healthy breakfasts, bike and bus safety education courses and the construction of new bike and scooter cages within school grounds.

From 2013 to 2015 Tallebudgera State School was part of the Active School Travel initiative and engaged 700 pupils from Prep to Year Seven each year. The school, in its third and final year, increased active travel by 17.5 per cent compared to the baseline data collected in the first year of the program.

The school champion noted there had been a steady growth in the numbers of children walking and cycling each year. Teachers and parents were also seen to be walking and this reduced traffic congestion around the school. The program has also contributed to building a sense of community as parents were travelling together and meeting other parents. There is a positive school community environment as a result of more children actively commuting.
Case study: Ashmore Bicycle Safety Centre

The Ashmore Bicycle Safety Centre has been operated by the City since 1991 and teaches a half day, hands-on bicycle safety skills and road rules course to Year 4 students. Children are considered vulnerable road users due to their developing cognitive and perceptual abilities. School-based road safety education allows educational messages to be tailored to a child’s cognitive and perceptual development.

The course includes classroom studies of road rules, followed by an intensive riding session on a specially-designed road layout with its own traffic signals and signs. The centre is very popular with 5000 students visiting per year. Since 1997, the program has been managed on behalf of the City by the Queensland Police Citizens Youth Welfare Association.

<table>
<thead>
<tr>
<th>No.</th>
<th>Action – School and Tertiary Education Travel Program</th>
<th>State of change</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Continue the Active School Travel initiative and accommodate the participation of five to ten new schools each year from 2019.</td>
<td>Contemplation</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3.2</td>
<td>Promote to parents and guardians initiatives from the Community Travel Program and Workplace Travel Program to change behaviour of non-school related travel trips.</td>
<td>Contemplation</td>
<td>Medium</td>
</tr>
<tr>
<td>3.3</td>
<td>Refine the survey and monitoring program to understand the travel patterns of primary school students and staff, which can be regularly updated and reported on.</td>
<td>Maintaining</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3.4</td>
<td>Provide bicycle safety skills and road rules education to Year 4 primary school children.</td>
<td>Action</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

*Figure 9: Actions to help change primary school education related travel behaviour*
Enabling the use of sustainable travel by our secondary schools

Secondary school travel is different to primary schools. Students have higher cognitive and road safety skills that supports independent walking, cycling and using public transport. There is the opportunity, as identified in the Gold Coast Road Safety Plan 2015-2020, to expand our Active School Travel initiative to secondary schools. The City will develop a pilot program in partnership with local high schools to engage with the student body to encourage ownership and commitment to changing travel behaviour.

<table>
<thead>
<tr>
<th>No.</th>
<th>Action – School and Tertiary Education Travel Program</th>
<th>State of change</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5</td>
<td>Develop a secondary school travel behaviour change program that recognises different requirements of young adults.</td>
<td>Contemplation</td>
<td>Short</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Preparing Action Maintaining</td>
<td></td>
</tr>
<tr>
<td>3.6</td>
<td>Develop an evaluation and monitoring program, based on the primary school Active School Travel initiative, to understand the travel patterns of secondary school students and staff, which can be regularly updated and reported on.</td>
<td>Maintaining</td>
<td>Short</td>
</tr>
</tbody>
</table>

Figure 10: Actions to help change high school education related travel behaviour
Enabling the use of sustainable travel by our tertiary institutions

The Gold Coast is home to three universities: Bond University, Griffith University and Southern Cross University. We also have Gold Coast TAFE and a range of vocational, education and training providers. There is the opportunity to influence the travel behaviour of students and employees to choose sustainable travel modes, rather than drive, to these institutions. At each centre there will be different transport infrastructure options to support sustainable travel. A partnership approach will be required to develop and tailor these initiatives to the needs of the institutions.

Case study: Massey University Free Bus Service

Students and staff at the Massey University (Manawatu Campus) are provided with the free Unlimited Access Bus Service, which allows travel on the entire bus network in Palmerston North, New Zealand. Anyone with a current student or staff identity card travels free on any route at any time. The University’s unique location provides limited options for commute with driving as the most viable option. When the scheme started, the University introduced parking charges on campus to provide an incentive to use the scheme. When the scheme was last reviewed, buses accounted for 38 per cent of journey to the campus, with a reduction in car journeys from 76 per cent to 31 per cent.

<table>
<thead>
<tr>
<th>No.</th>
<th>Action – School and Tertiary Education Travel Program</th>
<th>State of change</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7</td>
<td>Work with major tertiary education providers to develop travel behaviour change programs to be implemented with employees and students of the institutions.</td>
<td>Maintaining</td>
<td>Short</td>
</tr>
</tbody>
</table>

Figure 11: Actions to help change tertiary education related travel behaviour
Our events

Our city has a proud history of hosting and promoting events. More than 900 events are approved annually by the City. Events range from being local to international; small to large; celebrating sports, culture or lifestyle. Events are important to the economy, the culture and overall image of our city.

Currently one in three attendees at Gold Coast events drives, parks close and then walks to the event and around one in five people will take public transport or drive and park at the venue[8]. People generally make event travel decisions more than a day ahead of the event. So, there is an opportunity to educate event organisers on how they can promote and accommodate sustainable travel as part of the travel options for event attendees.

Giving our residents and visitors the opportunity to use sustainable travel through mass participation events can create a positive experience of walking or cycling. This can be the catalyst for those contemplating or preparing to change their travel behaviour by making the connection as part of the event marketing.

Preparing for the Gold Coast 2018 Commonwealth Games™

Hosting GC2018 is a fantastic opportunity to raise the profile of the Gold Coast, inspire the community and attract visitors and investment to the region. GC2018 also brings a wealth of transport challenges that will require meticulous planning and targeted investment. The City is investing significant funds into new and enhanced event infrastructure and services to increase our ability to support major events such as the GC2018. Every dollar spent on GC2018-related infrastructure and travel behaviour change campaigns must be optimised to create a legacy of ongoing travel by sustainable transport for the city.

Managing travel demand during the event by communicating alternative travel options will reduce pressure on the network. For attendees, understanding their public transport options ahead of time will be the key to ensuring an efficient trip to and from events. Transport options will be communicated well in advance of GC2018. Free public transport within a defined area will be provided to ticket holders for competition events, as well as the opening and closing ceremonies. As infrastructure and transport improvements need to be in place in advance of GC2018 for test events, the benefits will also occur in the lead-up to 2018. The City is also investing more than $10 million in improved active transport facilities to enable people to access the GC2018 venues by walking and cycling.
Case study: Metricon Stadium

Metricon Stadium at Carrara is a purpose-built 25,000 seat sporting venue, home to the Gold Coast Suns AFL team. During an AFL game day, there is also over 1000 staff working at the stadium. The venue also hosts music festivals and other large events throughout the year. To ensure patrons can access and exit the venue efficiently and with minimal disruption to local residents, Metricon Stadium encourages both employees and attendees to consider using public transport to travel to games and events at the stadium.

As access to parking in the stadium area is restricted, free public transport is offered for four hours before and after the game for all ticket holders.

A shuttle is also provided between Metricon Stadium and the nearest train station (Nerang), as well as between the stadium and the Broadbeach South G:link station on event days. These services are free for both staff and patrons to use. Information on alternative ways to travel to games is provided by Metricon Stadium, the Gold Coast Suns and the AFL, both online and via e-newsletters sent to general admission and season ticket holders. By encouraging more sustainable ways to travel to and from the stadium, the event organisers are able to reduce traffic congestion in and around the Carrara precinct.

<table>
<thead>
<tr>
<th>No.</th>
<th>Action – Event Travel Program</th>
<th>State of change</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Develop a sustainable travel guide for event managers to encourage the infrastructure for, and promotion of, walking, cycling, carpooling and public transport as part of travel information for attendees.</td>
<td>Contemplation</td>
<td>Short</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Preparing</td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>Support large community events by the provision of information for event attendees to use sustainable travel to and from the event and consider their transport modes for other journeys.</td>
<td>Contemplation</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Preparing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Action</td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>For GC2018, the City and the Department of Transport and Main Roads will develop a travel demand management strategy encouraging the community to choose travel options that maximise the ability of the transport system to function efficiently. This strategy will be implemented prior to and during GC2018. Elements will create lasting benefits to the community.</td>
<td>Preparing</td>
<td>Short – Medium</td>
</tr>
<tr>
<td></td>
<td>This strategy will deliver a range of initiatives and measures that may include:</td>
<td>Action</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• implementing measures to reduce private vehicle use in order to accommodate the increased road traffic demands of GC2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• providing GC2018 spectators, residents, businesses, visitors and workforce with the information, tools and resources to encourage the use of public and active transport</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• communicating road network changes and public transport service changes associated with GC2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• advising businesses of the changes to the GC2018 transport system to support their operations during GC2018.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.4</td>
<td>Continue to support public transport to events for attendees as the preferred mode of travel to events, including restricting car parking supply in immediate area surrounds the City’s major stadia.</td>
<td>Action</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintaining</td>
<td></td>
</tr>
</tbody>
</table>

*Figure 12: Actions to help change event attendees’ travel behaviour*
Monitoring and evaluation
Developing a monitoring and evaluation framework

To evaluate the City’s success in delivering the Travel Behaviour Change Plan a monitoring and evaluation framework is required to be developed. Evaluating each action’s contribution to changing behaviour is complex. Both quantitative and qualitative data is required to understand the role and success of each action in causing modal and behavioural shift.

The framework would investigate how residents and visitors move through the stages of change framework, as a result of delivering the actions of this plan. Specifically this framework will need to evaluate changes in awareness, attitude and behaviour. This would be considered alongside travel mode data.

National data from the census and regular travel behaviour surveys undertaken by the Department of Transport and Main Roads, including public transport patronage, will monitor the effectiveness of general modal shift. This data can be combined with traffic movement counts, shared path counts, research surveys, attitudinal studies and focus groups undertaken by the City to evaluate the targeted programs. Specifically, the attitudinal studies and focus groups will need to evaluate if the travel behaviour change messages are resonating change with the target audiences.

With increased use in mobile technology by residents and visitors, different digital applications are providing access to the data they capture. For example, cycling and walking apps use GPS to map the journeys of the users and are making this data available. There is the opportunity to investigate how this data can be used to monitor and evaluate travel behaviour change programs.

There is also the opportunity to investigate partnering with local tertiary institution researchers to evaluate the impact of specific travel behaviour change programs. Research projects could evaluate community readiness to change, as well as economic and social demographic factors that may affect the desire to change.

The findings of monitoring and evaluation activities can continually be used to refine the actions to change travel behaviour. As delivery of travel behaviour change initiatives progress, so should the state of change of the community. With an increased proportion of the resident and visitor population walking, cycling and using public transport, the focus of the City’s Travel Behaviour Change Plan can shift towards initiatives that encourage and enable action and maintenance of sustainable travel choices.

Case study: Evaluation of Active School Travel initiative

The City’s Active School Travel initiative for primary schools has a survey and monitoring program that considers:

- traffic counts and parking surveys at the school frontages both pre and post implementation of the program
- how students are travelling to and from primary schools (trip mode)
- availability of alternative travel options – such as walking, cycling, scooting, skating, carpooling and public transport
- a road safety review of the school’s immediate surrounds, often resulting in amendments to nearby signage and line marking.

The primary schools provide data about how the students travel on a weekly basis that allows progress to be regularly tracked and change to be measured. The schools use the data to issue recognition and rewards to the class or school for the change achieved.
<table>
<thead>
<tr>
<th>No.</th>
<th>Action – Monitoring and Evaluation</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Develop a monitoring framework to ensure that travel behaviour change initiatives can be measured against the desired outcomes. This should outline a methodology to measure our community’s attitude towards and the uptake of walking, cycling, carpooling and using public transport.</td>
<td>Short</td>
</tr>
<tr>
<td>5.2</td>
<td>Use the national census, the regular travel behaviour surveys undertaken by the Department of Transport and Main Roads, and specific purpose local surveys to monitor the effectiveness of the delivery of the Gold Coast Travel Behaviour Change Plan 2017–2022. This will include using quantitative and qualitative data such as traffic movements, shared path counts, research surveys, attitudinal studies and focus groups.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.3</td>
<td>Investigate opportunities for data to be collected through digital applications to understand travel behaviour trends and opportunities.</td>
<td>Short</td>
</tr>
<tr>
<td>5.4</td>
<td>Investigate opportunities to partner with local tertiary institution researchers to evaluate the impact of travel behaviour change programs.</td>
<td>Short – Medium</td>
</tr>
</tbody>
</table>

*Figure 13: Actions to monitor and evaluate travel behaviour change*
References

7. Department of Transport and Main Roads, Travel in south-east Queensland (May 2012).