



# Re-mode your travel

Encouraging staff, customers and visitors to catch public transport to your workplace reduces road congestion, improves the liveability of our city and makes great business sense.

## Why use public transport?

Public transport, especially when combined with other modes of active transport like walking or cycling:

- saves money – no fuel, parking, tolls or vehicle maintenance costs
- saves time – particularly in peak periods
- saves stress – no parking hassles or problems in heavy or unfamiliar traffic, and fewer unexpected road delays
- saves our environment – reducing greenhouse gases, carbon emissions and depletion of fossil fuels and other precious resources
- improves our health – by making us more active
- improves our city's liveability – through reduced road congestion and improved air quality.

Public transport commuters average 35 minutes of physical activity/day. Private vehicle commuters average 10 minutes/day.



## Public transport is a great way to keep Gold Coast businesses moving forward.

An effective public transport network was a vitally important element of the success of the Gold Coast 2018 Commonwealth Games and it can help keep business moving forward as our city continues to grow.

### What your business can do

- Conduct a travel choices survey to see how your staff/customers travel.
- Create travel action plans that incorporate convenient local public transport options.
- Check what other businesses in your area are doing to encourage use of public transport.
- Promote use of public transport for the commute to work at inductions and staff trainings.
- Provide maps, travel apps, timetables and information about nearby public transport options.
- Provide shower, change and locker facilities.



### What government is doing

To help businesses and commuters make the switch, the City of Gold Coast and the Queensland State Government are:

- extending the light rail from Broadbeach to Burleigh and beyond
- improving road connections and conditions to extend the network
- increasing the number of buses, trains and trams
- improving facilities at transport nodes (lighting, secure bike storage points, signage)
- providing information to help commuters better connect with public transport.

## Helping your business

Encouraging use of public transport is great for the future of your business too.

### Encouraging public transport use helps your customers by:

- giving them convenient, affordable, accessible transport options
- reducing road and local parking congestion which improves their access your business.

### Encouraging public transport use helps your employees by:

- increasing their levels of physical activity
- improving their health (physical activity helps control body weight, blood pressure and cholesterol, increases energy, balance and coordination, and improves mental and cognitive function)
- providing opportunities for them to relax, read, study, listen to music and sleep
- saving them money (it's almost always cheaper than using and maintaining a private vehicle, particularly for regular users)
- minimising stress at the start of the work day
- saving them time (particularly during peak times)
- offering variety and choice for the commute
- being generally safer than using private vehicles
- helping them become more familiar with their local community.

### Encouraging public transport use helps your business by:

- giving you a healthier workforce - meaning reduced absenteeism, increased productivity, and a more positive working environment
- reducing road congestion - which improves attractiveness for tourists and stimulates the economy
- increasing land availability as a result of reduced demand for parking
- enhancing your corporate reputation as an employer of choice because of your environmentally and socially responsible practices - which means talented staff and new customers will seek you out
- making deliveries and receipt of goods more cost-effective as a result of reduced road congestion.

### Encouraging public transport use helps our city and the environment by:

- reducing private car use, carbon emission production, and depletion of precious resources (one full bus takes 50 cars off the road, and one full train, more than 600)
- reducing congestion - which improves the liveability of our city and encourages visitors, new residents and other businesses, which is good for our economy.

### For more information

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