

Getting the most use out of your Transport Access Guide

There are many ways of using Transport Access Guides, and appropriate formats for each. Possibilities include:

- in recruitment advertising (brief statement about public transport accessibility), in induction information (full description of transport options, including any incentives or programs offered to staff such as TravelPasses by salary deduction);
- on business stationery including e.g. small maps of transport access on business cards, invitations, "with compliments" slips and in advertising or brochures;
- in newspaper or magazine advertising (small map summarising access);
- sales information (map and/or text, with level of detail depending on space constraints and readers' needs);
- on your website, in a format which can easily be downloaded, e.g. as a 'pdf' file;
- as a single-page guide which can be referred to by reception and enquiry staff, or faxed or emailed to enquirers as needed;
- as part of a standard 'hours of opening' voicemail message;
- as a separate 4-page or even 6-page brochure (if your organisation or event generates a lot of trips).

You could ask for it to be provided in a variety of formats (different sizes, with varying amounts of details, in print and electronic versions), or in a form that you can adapt for multiple uses yourself.

Transport tips provided on wallet sized cards by the UNSW (right), and map used by Marrickville Council for meetings and invitations (below).

Monitor and report on effectiveness

For Transport Access guides produced for your staff and customers, try to work out ways of monitoring effectiveness.

If you conduct customer satisfaction surveys, for example, you could add a question about how people travel to your site and how much they know about transport options. What options exist for people with disabilities?

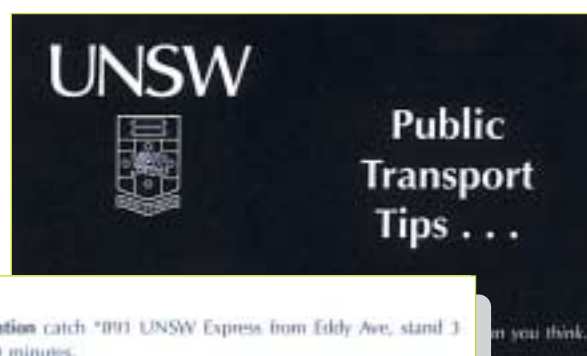
And if you surveyed people before introducing your Transport Access Guides, you can use those results as a baseline to show the effect of the guides.

For specific events you can find out who came by what method of transport in the evaluation or housekeeping session. You can then work out the percentage of trips made by foot, bicycle, public transport (or combination) and by car. Are you doing well? Better than last time? What's the goal next time?

You can report results in terms of shares between different modes of transport and include estimates of the benefits in various ways: for example, savings of air pollution or carbon dioxide emissions.

Such statistics can be published in corporate annual reports, and may be useful in promoting your commitment to sustainability, in marketing and in maintaining staff morale.

WHERE YOU CAN FIND US



From . . .
Central Station catch *001 UNSW Express from Eddy Ave, stand 3 every 3-10 minutes.
Circular Quay and City Elizabeth St catch 394, 397, 398, 399 to Anzac Pde every 5 minutes.
Leichhardt, Glebe and Newtown catch 170 bus every 20 minutes (weekdays only).
Bondi Junction catch 400 bus every 5 minutes.
Airport (Domestic and International) 400 bus every 20 minutes.
*On weekends and other hours catch regular 391, 393 and 395 buses from stand 3.
Sydney Transport ☎ 131500 Taxi ☎ 131008
www.131500.com.au

AT A GLANCE CHECKLIST FOR TRIP GENERATORS

All trip generators need to consider these:

- Has information about transport access to your premises or the venue been gathered, including public transport services, pedestrian access, bike routes and facilities?
- Has this information been incorporated into Transport Access Guides for:
 - your staff recruitment, and induction information
 - your advertising and sales material
 - your website
 - your stationery and business cards
 - your events/venue details
- Are the contact staff in your organisation equipped with information to answer people's queries about access to the site by public transport, by foot and by cycling?

For Business premises consider:

- Does the organisation have a policy of including 'sustainable transport' access as a factor when choosing new premises?
- Have public transport service providers been consulted in the development of your Transport Access Guides, and been given copies to review and confirm?
- Is the use of your Transport Access Guides monitored, and the results included in your organisation's publicity and corporate reports?

For Events and Venues consider:

- Have you asked the Venue operator for their Transport Access Guide to the facility?
- Is the venue readily accessible by public transport, foot, bike (including for people with disabilities)?
- Have arrangements been made to monitor participants' use of the Transport Access Guide for the event? Have the results included in your organisation's publicity and corporate reports?
- If you developed a Transport Access Guide for the event yourself, have you left a copy with the venue and encouraged them to produce such a guide to other users in future?

Share your experiences

SEDA and RTA welcome your feedback on this brochure and your experience in developing Transport Access Guides. Why not send us a copy of your guide to tdm@rta.nsw.gov.au

Want to do more?

Big savings can be made by improving the efficiency of your organisation's use of transport energy in areas such as: business travel, including fleet operation; travel to and from work by your staff; and the use of freight and courier services. Contact RTA if you're interested in developing a more comprehensive Transport Energy Strategy.

Energy Smart Business

Efficient use of transport energy is just one way an organisation can become Energy Smart. Contact SEDA for more information on how your organisation can save dollars and reduce harmful greenhouse gas emissions:
www.energysmart.com.au



Contact the Roads and Traffic Authority at www.rta.nsw.gov.au

Contact SEDA at www.energysmart.com.au



Producing and using Transport Access Guides

- The transport sector, through use of fossil fuels (petrol, oil, diesel, gas), contributes **around 25% of Australia's energy-related greenhouse gas emissions**.
- The most widely used form of transport in NSW is the motor vehicle. In fact, **the number of motor vehicles in NSW is increasing at a rate higher than our population growth rate**.
- The dominance of car travel contributes to **traffic congestion** and **local air pollution** as well as greenhouse gas emissions.
- **Cars driven to work in Sydney in 1999 carried an average of 1.1 people each**. On this basis, car travel to work generates around 25 kg of CO₂ per person per 100 km. Bus travel generates around 2 kg per person per 100 km.
- Each year an estimated **3,000 adults in NSW die prematurely** due to the lack of physical activity.
- **Greenhouse gas emissions from transport are increasing**; in NSW they grew by 13% between 1990 and 1995.

Your organisation can help reduce greenhouse gas emissions, improve local air quality and reduce traffic congestion by encouraging the use of more 'sustainable' Energy Smart modes of transport.



Your organisation is a 'trip generator'

Everyone who comes to your premises - staff, clients, customers, couriers, visitors - has travelled there by some means of transport. Every time you call a meeting offsite, organise a conference or hold a special event, everyone must travel to the venue you choose. All organisations are 'trip generators' and some organisations could be creating more than 1000 trips per day.

Trips generate greenhouse gases

Any form of transport except walking or cycling generates greenhouse gases.

Cars are the most greenhouse-intensive and expensive method of transport, especially when they're carrying just the driver - which is usually the case.

Greenhouse gas emissions from all the trips generated by your organisation go far beyond just the emissions from your own transport operations. For example, at the University of New South Wales, university-owned vehicles contributed around 600 tonnes (CO₂ equivalent) of greenhouse gases over a year, whereas a rough estimate of emissions from commuter travel to and from the campus is about 20,000 tonnes!

Simple strategies - big impacts

Reducing the number of trips generated by your organisation - particularly the number of trips taken by car - will have a big impact on greenhouse gas emissions.

A very easy and effective way to reduce the proportion of car travel in the trips generated by your organisation is to make sure people know how to get to your premises or venue by public transport, cycling or walking.

To provide this information, you can produce a **Transport Access Guide**.



Roads and Traffic Authority
www.rta.nsw.gov.au

What is a Transport Access Guide?

A Transport Access Guide is a concise presentation of how to reach a site or venue using low-energy forms of transport - public transport, walking or cycling. **Its objective is to make Energy Smart travel choices, easy choices.**

It can take many forms - from a map printed on the back of business cards or invitations, to more comprehensive information provided, for example, to new staff as part of an induction kit.

Transport Access Guides can be produced:

- by all organisations such as hospitals, shopping centres and universities, for their own premises and for events they organise;
- by businesses such as real estate agents, developers and venue managers, for the premises they rent, sell or hire out;
- by a group of businesses, in the same or neighbouring building;
- for a whole 'locality', such as the Moore Park precinct which includes Fox Studios; and
- by major employers for job interviews and staff induction packages.

How to contact us

- Telephone 8787 0200 between 8:30am and 5:00pm, Monday to Friday.
- Ask to speak to a CHSL, Accessnet and Family staff member and tell us what service you require.
- If no one is available, please leave a message and we will call you as soon as possible.

How to get to the Community Health Centre

Geelong Community Health Centre is 15-20 minutes walk from either Station or Campa Station.

Key	Notes
Blue line	Public Transport
Green line	Walking routes
Red line	Cycling routes



Roads and Traffic Authority
www.rta.nsw.gov.au

Octagon Building
79 Philip Street, Parramatta NSW 2150
PO Box 3835 Parramatta NSW 2124
Telephone (02) 9218 6888

Did you know?

Research shows that people overestimate the time taken to travel by public transport, and underestimate the time taken by car, even if they are already aware of the environmental consequences of their choice.

People also forget that time spent on public transport can be used productively - for reading, work, relaxation etc, but time in a car can be stressful.

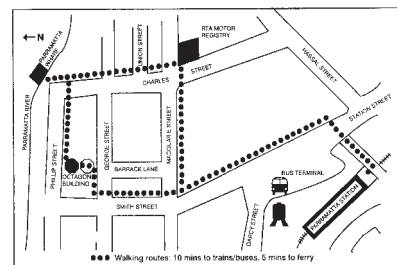
Guides may be incorporated into stationery, brochures and sales literature, or provided electronically on your website and in e-mails where electronic links to www.131500.com can be provided. Staff involved in organising events or providing information to customers can hold an electronic version in their computer and reproduce it as needed. Reception and enquiry staff should be familiar with the content so they can advise callers about easy transport options that don't require car travel.

Simple and effective

A Transport Access Guide is simple to produce but very effective. It can be part of a broader transport greenhouse strategy, but it's something you can do right now.

As well as reducing greenhouse emissions, it will also:

- contribute to good staff and customer relations, and enhance your organisation's public image;
- promote 'active transport' including walking and cycling, which contribute to the 30 minutes of daily physical exercise recommended by the NSW Chief Health Officer; and
- more broadly, contribute to changing people's assumptions about transport options and reducing the emphasis on car travel.



How to develop a Transport Access Guide

1. Who is it for?

The content and presentation of a Transport Access Guide will depend on who is going to use it.

Who is it for?

Staff?

Customers/Clients?

Visitors?

Conference attendees?

Venue hirers/buyers?

How will it fit with other information you provide for these people?

Will it cater for people with disabilities?

Can the information be provided electronically, offering links to further information?

2. Involve stakeholders

The process of developing a Transport Access Guide needs to involve:

- **key staff** who will be distributing the guide (reception or enquiry staff, for example; personnel or sales staff; event organisers) - these people will have useful advice about the content and possible formats for the guide;
- **staff with disabilities** - involve these people as they will have valuable information too; and
- **public transport operators and the local Council** - you'll probably be contacting them for information anyway, but it's a good idea to involve them from the beginning. Tell them that you're developing a Transport Access Guide and ask them to review and confirm a draft.

You could also try to get some input from **potential users** of the guide (staff, customers, clients) - perhaps produce a brief questionnaire to find out how people are currently travelling to the site, and what they know about transport options.

Once you've developed a draft guide, you can show it to stakeholders who have provided input, to see what they think about it and how it could be improved.



3. Gather information

Here's a checklist of the kind of information you could include in your guide.

- A map. Start with the Local Council's Pedestrian Access and Mobility Plan (PAMP), which can be simplified for pedestrian use.
- Bus routes, train lines, ferry routes, bike paths including rail trails.
- The closest railway station, wharf and/or bus stops and how long it takes to walk from them to your site or venue (walk it and time it to find out).
- Service details (e.g. first and last service; frequency; weekends and weekdays; fare information).
- Access arrangements for people with disabilities on public transport routes and at train stations.
- Key visual landmarks for people on foot and unfamiliar with the area; closest cross street.
- Estimated travel time from the closest major centres or interchanges (e.g Railway Square, Parramatta, Sutherland).
- For an event which is due to start and end at specified times, you could also include relevant timetable information (exactly which buses or trains to catch, for inwards and outwards journeys).
- Phone numbers and web addresses for public transport service providers.
- Location of taxi ranks and phone numbers for any local taxi services.
- Availability of facilities for cyclists - secure bike parking, showers/change facilities, lockers (check the site or venue). Contact Bicycle NSW at <http://bicyclensw.org.au> which has useful information, especially their publication "Bike It".

Put information about parking facilities in context. For example: 'Getting to [the site] by public transport is easy, but some parking is available at a cost of...'; 'Accessible parking is available for people with disabilities'; 'Parking is metered and costs \$X per hour...'

If a better located bus stop or better bus stop facilities would be useful, talk to your local service provider and Council.

Other information, particularly for less accessible sites or venues, might include:

- A telephone number to call for information about carpooling (you'll need to establish a system for putting drivers and passengers together if you offer this option).
- For events such as conferences or dinners, consider the cost of a 'free' shuttle bus to be included in the total cost and recovered through the general price.

Sources of information

The **Sydney Public Transport Directory** is a printed guide including detailed maps showing railway lines, stations, bus and ferry routes, as well as contact details for service providers in different areas. This is a good place to start for information, although some information may be out of date. Available from TransportNSW on **(02) 9268 2920**.

The **Integrated Transport Information Site** (www.131500.com.au) and the **Transport Info Line** **ph: 131 500** provide route, fare and timetable information on public transport in and around Sydney, Newcastle, Central Coast, Blue Mountains, South Coast, Southern Highlands and Hunter Region. This site and info line includes rail, bus and ferry services for both public and private operators. The Transport Information Line operates 6 a.m. to 10 p.m., seven days a week. For hearing and voice impaired people a teletypewriter (TTY) service is available on **1800 637 500**.

The **Roads and Traffic Authority (RTA)** has published a set of maps of cycle paths for Sydney, Newcastle, Central Coast and Illawarra. There is also a brochure which includes a map of the Parramatta to Liverpool Rail Trail.

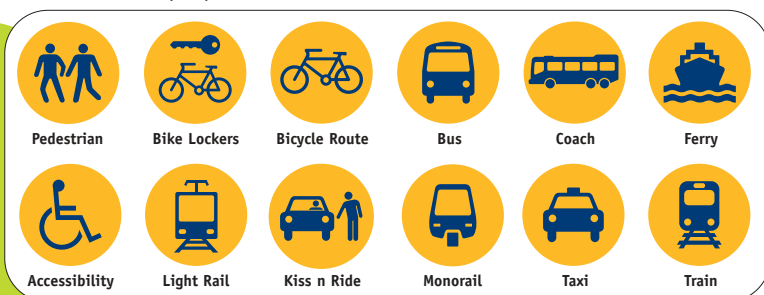
To get maps call **1800 06 06 07** or visit RTA website www.rta.nsw.gov.au/bicycles.htm



4. Present the information

How you present the information will depend on how the guide will be used, but some general principles include:

- Be graphic** - show the address of the site or venue on a small map marking bus stops, railway stations, bicycle paths and lockers/stands/showers; you could use icons to emphasise public transport options. The following icons are available from TransportNSW, Communications Division on **(02) 9268 2915** or at www.tbc.gov.au



- Be specific** - '10 minutes walk from Central Station, using the Eddy Ave exit' is better than 'close to Central Station'.
- Be as comprehensive** as possible - and cover getting there and back.
The meeting hall is within 10 minutes walk of the bus stop at the Forest shops next to the primary school. Forest Coach Lines (tel 9450-2277) route 280 departs from Stand Q at Chatswood interchange at 7:03 am and runs every 60 minutes. Return buses go every 60 minutes throughout the day.
- Be helpful** - provide phone numbers or web addresses for public transport, and any local taxi companies. Remind people about fare discounts such as TravelTen (for State Transit buses) and TravelPass (for set periods of unlimited travel within certain zones on combinations of trains, buses and ferries).
- Be encouraging** - incorporate messages about the benefits of alternatives to car travel, such as:
'No parking fees! No parking hassles!'
'Catch the bus; take the first step to reducing pollution.'
'Short walks to the bus stop contribute to the 30 minutes of daily physical activity recommended for health.'