

TravelSmart Perth

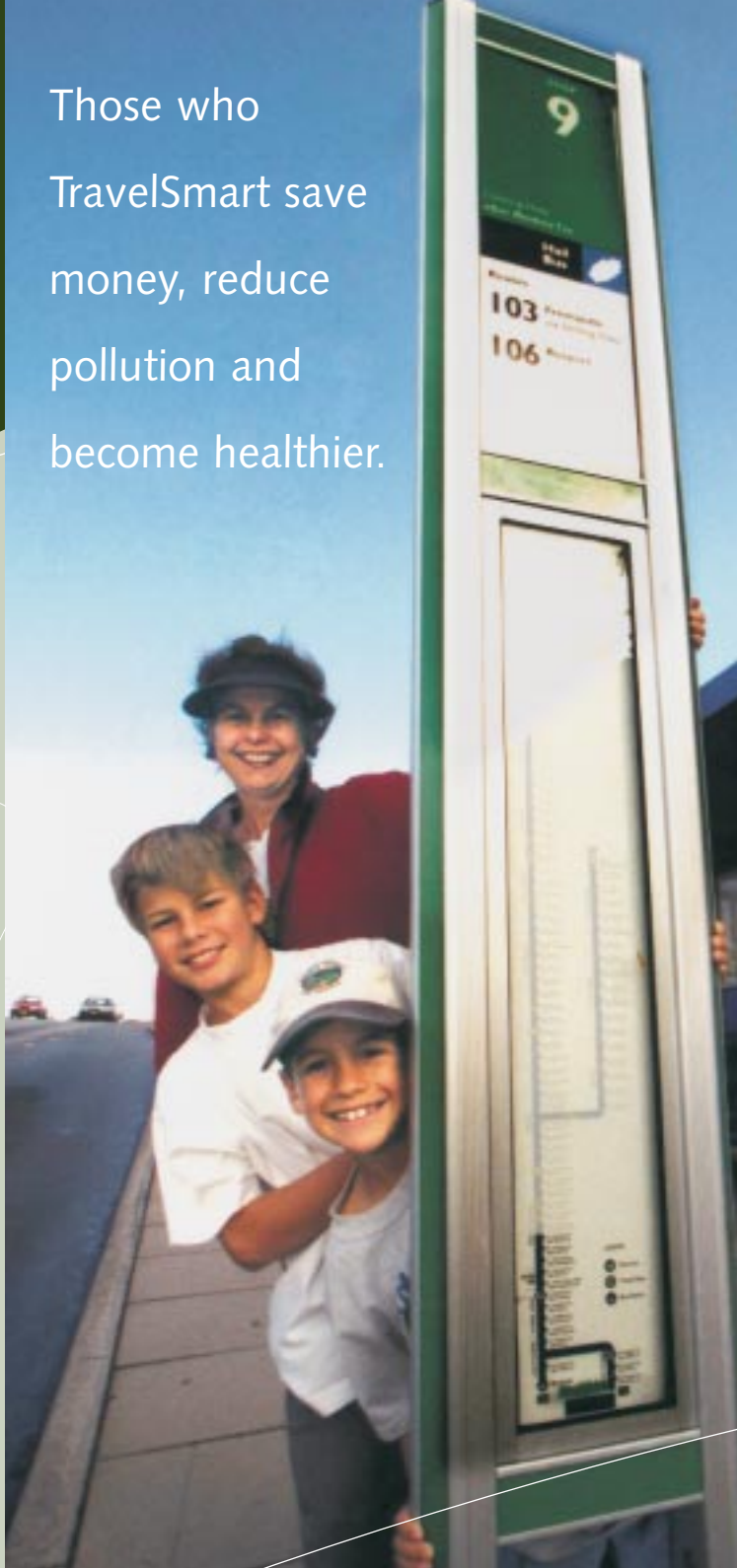
The TravelSmart Household program was developed in Perth.

It has since received international recognition and is being adopted in the UK, USA, Sweden, Germany, France and most States of Australia.

After starting in 1997 with a pilot in South Perth, TravelSmart has spread to large-scale projects scheduled up to 2005 in parts of the:

- City of Armadale
- City of Belmont
- Town of Cambridge
- City of Fremantle
- City of Gosnells
- City of Melville
- City of South Perth
- City of Subiaco
- Town of Vincent
- City of Wanneroo

Those who
TravelSmart save
money, reduce
pollution and
become healthier.



TravelSmart Household



It's how you get there that counts

For further information on how you can be TravelSmart, visit:

www.dpi.wa.gov.au/travelsmart/tips.html

To speak to a TravelSmart Officer, contact:

Department for Planning and Infrastructure
441 Murray Street Perth WA 6000
Phone: (08) 9216 8000 Fax: (08) 9216 8497
Email: travelsmart@dpi.wa.gov.au



Less Traffic Better Communities



It's how you get there that counts

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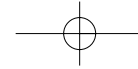
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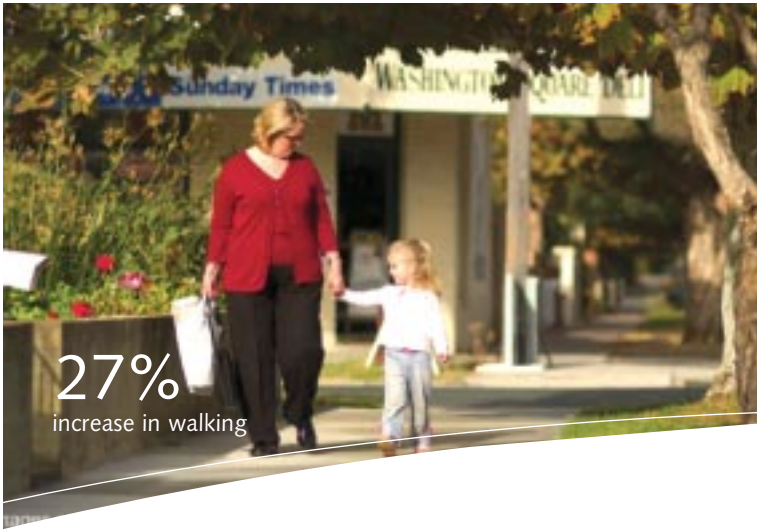
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27%
increase in walking

TravelSmart Household

The TravelSmart Household program helps people to be more aware of the best travel option for each trip they make. It encourages them to try alternatives to using a car, such as:

- Walking
- Cycling
- Public Transport

This brochure shows the effectiveness of TravelSmart following a number of demonstration projects in Perth.

Those who TravelSmart save money, reduce pollution and become healthier.

Taking the travel alternatives

TravelSmart communities drive less without giving up their lifestyles – they simply make more trips by walking, cycling and using public transport.

Meeting the TravelSmart challenge within a community is as easy as most people replacing just **four return car journeys each month** with:

- one or two walking journeys; and
- one or two cycling journeys; and
- one or two public transport journeys.



66%
increase in cycling

The Department for Planning and Infrastructure uses surveys to track the TravelSmart changes and also collects public transport ticket data. The Department has found that the first four TravelSmart communities have met the challenge, achieving:

- a 27 per cent increase in walking;
- a 66 per cent increase in cycling; and
- 20 per cent more public transport use.

Cutting down car trips

The main aim of TravelSmart is to reduce car use.

Across four TravelSmart suburbs the average reduction in car use was:

- Number of trips by car: down 10%
- Kilometres travelled by car: down 13%

The best results were in South Perth, with a 14 per cent reduction in car trips and a 17 per cent reduction in distances travelled by car. These changes reduced local traffic to below the levels from 15 years ago.

To do your bit to be TravelSmart you simply need to change from using your car to an alternative for just one return journey each week.

Reducing pollution

For South Perth, the community-wide impact of such small individual changes is a massive 36 million fewer car kilometres travelled in and around its streets each year. That's equal to taking 2,400 cars off the road permanently and it saves 10,000 tonnes of Greenhouse Gas emissions each year.

Saving money

Each household that takes part in TravelSmart can save hundreds of dollars each year in car running costs.

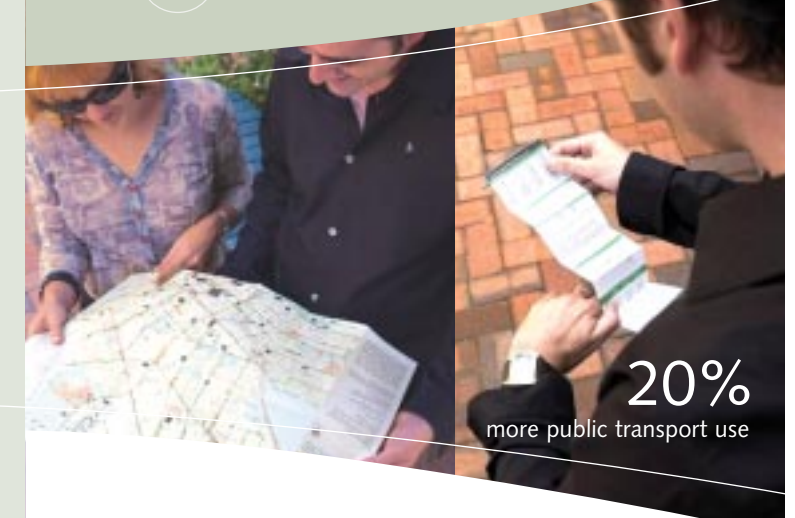
It's a win/win situation!

By taking part in TravelSmart, residents win by:

- Saving money
- Feeling fitter
- Reducing stress

Communities win with:

- Less traffic noise and congestion
- Less pressure on transport and health budgets
- Improved sense of community and safer streets
- Better local living environment



20%
more public transport use

The environment wins with:

- Cleaner air
- Less greenhouse gas

When we combine all these positives, we can show that Western Australia gains around \$30 in benefits for every \$1 invested in TravelSmart.

How it works

We contact people individually by letter and telephone to find out who is interested in travel alternatives. Then we give information such as access maps, brochures, journey plans and pocket timetables to the households who express interest. The information is all individually packaged and hand-delivered to their homes.

Current regular users of travel alternatives are offered the same information.

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