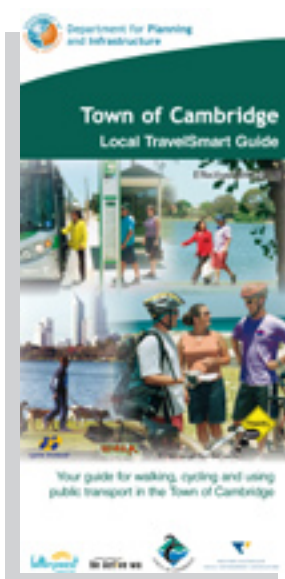


What is a Local TravelSmart Guide?



Local TravelSmart Guides are an easy way to help people get around their local area or to find the quickest way to a major destination (e.g. university or hospital) without needing a car. These handy fold-out maps make it easier for people to be active by cycling, walking or using public transport while doing their everyday activities.

The Guides carry a wealth of information about public transport in the local area. They show local bus routes

and the location of all bus stops. Information about train frequency and wheelchair accessible bus services is also provided.

There is also detailed information to make cycling easier. Local on and off road bicycle routes are shown, making it simple for cyclists to assess the safest and most convenient way to cycle to where they want to go. The locations of bike parking, water fountains and bike shops are also included.

Symbols on the Guides show local destinations and attractions that people can easily walk or cycle to. Popular places like schools, supermarkets, delis, post offices and post boxes, shopping areas, playgrounds, barbecues, sporting ovals and dog exercise areas are shown.

Most people can cycle 5 km in 20 minutes and can walk 1 km in 10 minutes.

What are the benefits?

Local TravelSmart Guides help people choose to walk, cycle or use public transport. This can:

- Help people achieve the recommended levels of physical activity. Adults require at least 30 minutes and children and adolescents require 60 minutes of physical activity or more each day;
- Decrease local traffic making streets safer, quieter and more enjoyable;
- Improve local air quality and decrease global warming by reducing vehicle emissions;
- Contribute to good staff and customer relations, and enhance your organisation's public image;
- Increase use of local parks, recreation and community facilities;
- Increase the use of local businesses;
- Make neighbourhoods feel safer and reduce crime through more 'eyes on the street';
- Help people learn what is available in their local community; and
- Reduce people's travel costs.





Who provides the information for the Local TravelSmart Guide?

The Department for Planning and Infrastructure (DPI) provides a wide range of base information for a draft Guide, and the Local Government or destination (e.g. hospital or university) adds to this with its extensive knowledge of local facilities. The Local Government or destination is encouraged to provide images for use on the front cover of the Guide to ensure it has a local flavour. The text of the Guide can also be adjusted to suit local needs.

Residents who use active transport are more likely to shop locally, which is great for local businesses.

How much does it cost to produce a Local TravelSmart Guide?

The cost of a Guide depends on the size of the map, the amount of detail included and the number of Guides printed. A new Guide can cost between \$12,000 and \$15,000 for design and cartography and printing is between \$1,500 and \$3,000. Updating an existing map can reduce design and cartography costs to between \$1,000 and \$5,000.

Costs can be reduced by partnering with other organisations, local businesses or neighbouring Local Governments, or by applying for a grant, e.g. the Premier's Physical Activity Taskforce Local Activity Grants.

How can Local TravelSmart Guides be promoted and distributed?

There are many ways to distribute and market your Local TravelSmart Guide. Major destinations, local employers, local libraries, schools and community events are all excellent avenues for distribution and promotion, as is the TravelSmart Household Program. Many Local Governments include a Guide in their welcome packs to new residents. The DPI will assist you to develop a plan that ensures that your Local TravelSmart Guide becomes a well-used community resource.

Where do I find out more?

Local TravelSmart Guides are already available for many communities in metropolitan Perth. Please contact the DPI or visit the website to find out if one already exists that suits your purposes.

Regional areas are encouraged to consider producing a Guide. Local TravelSmart Guides can be simplified and adapted for a regional context.

The DPI coordinates the development of Local TravelSmart Guides and should be contacted if you would like to develop a Guide for your area.

Email: travelsmart@dpi.wa.gov.au
Phone: (08) 9216 8000 (ask for TravelSmart)
Website: www.dpi.wa.gov.au/travelsmart/maps

The following website provides information on the Premier's Physical Activity Taskforce Local Activity Grants:

Premier's Physical Activity Taskforce
www.beactive.wa.gov.au

