



TravelSmart Plan – July 2006 to October 2008

The TravelSmart Officer at the City of Gosnells is based within the Technical Services Branch of the Infrastructure Directorate. The position is directly answerable to the Senior Road Safety Officer and under the supervision of the Manager Technical Services and Director Infrastructure.

'TravelSmart' is the name given to a number of Federal, State and Local Government initiatives that aim to reduce single occupancy car trips and increase the number of people choosing to walk, cycle and use public transport. By encouraging people to change just one or two car trips a week to a more sustainable option the whole community wins.

Some of the benefits include:

- Improves local air quality by reducing car fumes;
- Increased community safety – the more people walking and cycling around your neighbourhood the more eyes on the street;
- Helping local businesses – people using active transport are more likely to shop locally;
- Improved community health – physical activity reduces numerous health problems; and
- Reduction in local government expenditure – providing and maintaining increasing amounts of infrastructure for cars adds up. This money could be spent elsewhere.

The duties of the TravelSmart Officer include implementing programmes and initiatives that promote and enable Sustainable Transport. The role has two components. TravelSmart, working in conjunction with the Department for Planning and Infrastructure; and RoadWise assisting the Senior Road Safety Officer on the Gosnells RoadWise Committee and associated projects aimed at improving road safety.

The City of Gosnells has already implemented a number of TravelSmart initiatives. Initially, the focus was primarily on the provision of infrastructure, such as cycling facilities, shared paths and the new Gosnells and Thornlie Train Stations. In 2005 and 2006 the City of Gosnells participated in an extensive behaviour change programme, TravelSmart Household, to encourage residents to utilise these new facilities. The TravelSmart Officer will build on these successes by continuing to advocate for improved facilities for users of sustainable transport and by implementing community education and marketing campaigns that overcome barriers and encourage sustainable behaviour change.

The City of Gosnells presents a unique set of challenges and opportunities in implementing a TravelSmart programme. The City of Gosnells is located 17 kilometres southeast of the central business district of Perth and encompasses 127 square kilometres. It is a sprawling outer suburban area with 30% of the City still to be developed and aging infrastructure in the older suburbs. The population is more than 92,000 people, based on figures from the Australian Bureau of Statistics¹. Approximately 10% of residents are from culturally and linguistically diverse (CaLD) backgrounds and 2.5% are Aboriginal or Torres Strait Islanders. People with a disability comprise about 18% of the population. In 2001 16% of the population were aged 55 and over, with 22% aged between 40 and 54 years². The City of Gosnells has three distinct areas in which people live: the older suburbs, the rural suburbs and the developing suburbs.

In response to the City of Gosnells demographic profile this plan takes special account of the need to provide programmes and opportunities for both an aging population and one that is culturally diverse. Safety and security concerns have been raised by residents in the past, especially following media reporting of some incidents. The TravelSmart Officer will be working with the Safe City programme to address these concerns which are largely community misconceptions. Having more people walking, cycling and using public transport will improve the sense of community and reduce safety concerns. The plan has also been crafted so it has actions appropriate for the rural, urban, old and new areas to be found in City of Gosnells.

This work plan is a guide to the TravelSmart related activities to be undertaken directly by the TravelSmart Officer or coordinated by the TravelSmart Officer over their 29 month contract. The plan is not exclusive and allows for further innovations. The plan does not include work undertaken as part of the RoadWise Programme. It should be stated however that there is considerable overlap within the two components and many RoadWise activities will improve the safety of pedestrians and cyclists or provide opportunities to promote TravelSmart to the wider community.

¹ Australian Bureau of Statistics (2006) Regional Population Growth Australia www.abs.gov.au (accessed 19 September 2006)

² City of Gosnells (2006) City of Gosnells Portrait <http://gosnells.wa.gov.au> City of Gosnells, Western Australia (accessed 19 September 2006).



Community Projects
Green Transport Plan
Workplace Projects
School Projects
Council Projects

TravelSmart Plan 2006 - 2008

√	TSO responsibility
*	Other council officer, or agency responsibility - TS Officer to enable

Objective	Action	Priority	Performance Indicators
Community Projects		High	
Promote TravelSmart initiatives within the City of Gosnells.	<p>Write regular media releases and CoG news articles to raise awareness and profile of alternative transport options and publicise initiatives, events, and achievements.</p> <p>Feature different parks/walks in each issue to encourage residents to explore their City.</p> <p>Provide TravelSmart information stalls where there is a ready made audience. Link in with RoadWise activities where ever possible.</p> <p>Work with Department for Planning and Infrastructure and utilise information that is already available.</p> <p>Tie into community events, BikeWeek, Walk Week and other healthy events and collaborate with other City of Gosnells staff plus other agencies.</p>	High √	<ul style="list-style-type: none"> • Number of media releases and CoG news articles accepted • Number of events promoting TravelSmart • Collaboration with various groups

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Improve community perception of safety of public transport and active transport	<p>Link in with Safe City Programmes such as E-Watch, Dob in a Hoon, Safer Seniors and Neighbourhood Watch to improve safety while walking, cycling or catching public transport.</p> <p>Work with the Rail Strategy group "Research into integrated crime prevention strategies for rail station environs".</p> <p>Look at results of the Community Safety Survey and provide input to address barriers to participation in public transport and active transport.</p> <p>Provide residents with information to reduce their risk of being a victim of crime.</p> <p>Encourage more people to use public transport or walk and cycle within the City of Gosnells with a friend or in a group if possible.</p>	High * √	<ul style="list-style-type: none"> • Increased patronage at City of Gosnells train stations • Increase in E-watch subscriptions and Neighbourhood Watch • Provision of information to residents • Number of brochures/flyers distributed • Number of people walking and cycling • Number of people walking in groups
Information Dissemination	<p>Distribute updated City of Gosnells Local TravelSmart Guide.</p> <p>Update and reprint Local TravelSmart Guide every 2 years.</p> <p>Distribute walking booklets.</p> <p>Provide articles that promote safe and increased use of TravelSmart modes.</p>	High √	<ul style="list-style-type: none"> • Number of Guides and booklets distributed • Number of media articles
Promote Cycling	<p>Upgrade end of trip facilities at appropriate locations throughout City of Gosnells.</p> <p>Conduct education campaigns (for instance Bike Education for new cyclists).</p> <p>Host Cycling Events.</p>	High * √	<ul style="list-style-type: none"> • Number of lockers/bike racks installed • Number of education campaigns • Annual Bike Week events • Number of participants
Promote Walking	<p>Conduct education campaigns (for instance shared path courtesy).</p> <p>Support local walking groups.</p>	High √ * √	<ul style="list-style-type: none"> • Inclusion of information in CoG news articles
Promote Public Transport	<p>Regularly promote the 'Info Line', 'Journey Planner', 'Comments Line' and 'TravelEasy' to residents in City of Gosnells via CoG News on the internet and in local community newspapers.</p> <p>Encourage Transperth to provide more information at bus stops indicating which buses stop and bus stop specific timetables (including stickers adhered to the existing stand).</p>	High * √	<ul style="list-style-type: none"> • Number of media releases and CoG news articles accepted • Number of new bus modules installed
TravelSmart Workplace		High	
	<p>Promote TravelSmart Workplace programme to major employees in the City of Gosnells.</p> <p>Develop a Green Transport Plan for the Council Employees.</p> <p>Showcase City of Gosnells as a role model for other workplaces - best case practice.</p>	High * √	<ul style="list-style-type: none"> • 5 major workplaces approached about being a TravelSmart Workplace • Completion of Green Transport Plan for City of Gosnells Council Employees

Raise awareness of the TravelSmart Programme to all staff at City of Gosnells (multi-modal initiatives)	Conduct a Staff Travel Survey to assess current modes of travel. Collaborate with the 470 City of Gosnells staff on various programmes identifying opportunities to improve facilities for pedestrians, cyclists and commuters. Encourage TravelSmart advocates within the City of Gosnells. Promote to all staff via intranet and email. Present at Orientation day for new staff. Inclusion of TravelSmart information in HR packages for new staff. Provide TravelSmart kits for all staff.	High * √	<ul style="list-style-type: none"> • TSWP Survey completed • Programme collaboration • TravelSmart Webpage created
Promote Cycling to all staff at City of Gosnells	Do an audit of end of trip facilities within City of Gosnells workplaces. Improve end of trip facilities (EoTF) for cyclists. Provide information to City Facilities regarding EoTF for the new administration building to be built 2007-2008. Host bike events for staff. Organise for engraving of driver's registration no. on bikes. Provide 2 pool-bicycles for staff. Investigate insurance coverage for cycling trips to and from work. Investigate Cycle 100 and salary packaging of a bike for staff members.	Medium √	<ul style="list-style-type: none"> • Cycling facilities audit completed • End of trip facilities in council buildings improved. • Number of events held and number of staff attending • Number of staff cycling to work • Usage of staff bikes • Insurance coverage information obtained • Council report prepared and presented to council
Promote Walking to staff	Host event for Walk Week. Involve staff in 10,000 steps programme. Encourage teams of walkers to form from various areas and foster healthy competition as well as walking buddies.	Medium √	<ul style="list-style-type: none"> • Number of staff participating in events • Number of staff to participate in 10,000 steps • Number of staff in walking teams
Increase convenience of public transport to staff.	Purchase and promote MultiRiders for staff work related trips. Promote use of public transport to City of Gosnells Social Club for events. Run training programme on Transperth website.	Medium √	<ul style="list-style-type: none"> • Usage of Multiriders for work • Increased use of public transport as measured in TravelSmart Work Place survey • Number of people attending training
Health on the Move – utilise opportunities	Promote active transport to staff participating in the annual Health on the Move appraisals to monitor health and physical fitness.	Medium √	<ul style="list-style-type: none"> • Information sheets given to all participants

Raising awareness of issues and support.	Promote Main Roads' "Infrastructure for Non-motorised Transport" course design, and encourage staff to attend these annual seminars. Encourage staff to attend seminars, workshops and events with a TravelSmart focus.	Medium √	<ul style="list-style-type: none"> • Number of staff attending courses
School Projects		High	
Reducing congestion around schools	Work with individual primary schools to promote TravelSmart options for student residents in City of Gosnells. Work with individual High Schools to promote TravelSmart options. Provide information for inclusion in school newsletters re TravelSmart.	High √	<ul style="list-style-type: none"> • Information included in school newsletters • Number of students walking, cycling, or car-pooling to school, measured via sample surveys • Use traffic counters near major schools to measure reductions
Walking School Bus	Develop Walking School Buses (WSB) in primary schools and gradually increase both the number of routes and days the buses operate. Feedback from these groups can be used to improve local pedestrian facilities.	Medium √	<ul style="list-style-type: none"> • Contact all primary schools and choose up to 5 schools to participate in the WSB • Number of routes and days WSB are developed • Number of participants
Public Transport Authority - "Get on Board"	Promote "Get on Board" Transperth programme to schools and encourage them to get involved. Encourage staff and students to utilise public transport.	Medium √	<ul style="list-style-type: none"> • Number of schools undertaking programme • Number of staff and students using public transport regularly
Bicycle Education	Investigate options for bike education. Link in with local bike shops, Cycle West, Bicycle Transport Alliance and Youth Services. Investigate promotion of bicycle education via schools and other community groups. Promote bicycle skills development.	Medium √	<ul style="list-style-type: none"> • Courses being run for school children to gain bike skills and confidence
Millenium Kids – TravelSmart to School	Work with Millennium Kids and Department for Planning and Infrastructure to involve schools in TravelSmart to School Programme.	Medium √	<ul style="list-style-type: none"> • Four schools participating in TravelSmart to School annually • Host Sustainability Road Show annually

Senior Projects		High	
Scooter Safety	Work with City of Gosnells Senior Services staff, Police and Safe City Programme. Encourage formation of Scooter groups so Seniors can build up confidence. Encourage scooter skills development via Independent Living Centre. Encourage Seniors Road Safety sessions via RAC, Police and Senior Services.	High *	<ul style="list-style-type: none"> Formation of a scooter group 2 scooter sessions held
Disability Access Plan	Provide input for disability access plan for Town Centre with Senior Services and Technical Services staff.	Medium *	<ul style="list-style-type: none"> Plan completed
Walking Groups	Promote walking groups for Seniors. Improve safety perceptions so more seniors walk to shops.	Medium √ *	<ul style="list-style-type: none"> Number of walking groups
Public Transport	Provide Familiarisation/Mystery tours/Safe Seniors Transport Tours for Seniors and Retirement Villages. Promote Safer Seniors Programme and Public Transport Authority initiatives.	Medium *	<ul style="list-style-type: none"> Annual sessions held Number of participants
Council Projects	Identify and implement improvements to facilities for pedestrians, cyclists and public transport users to foster greater usage.	High	
Development of additional shared pathways promoting tourism and recreational walking	Encourage and promote the proposed re-development of Pioneer Park to include a riverside walk as well as treetop walk. Promote new shared pathways along Bickley Brook. Support the creation of green links between Kenwick Link and Canning River.	High * √	<ul style="list-style-type: none"> Additional pathways built Inclusion of new walk routes in City of Gosnells articles
Support in reducing car usage	Include a statement promoting TravelSmart and alternative modes of transport as part of a template for all council media, especially promotion of special events.	High * √	<ul style="list-style-type: none"> Statement included as part of a template
Accessibility	Ensure that the Ongoing Improvement Programme will increase accessibility of community facilities to people with a disability, with scooters and for pedestrians and cyclists. Ensure that existing community facilities are accessible via public transport. Ensure accessibility is a key consideration in the planning of new or upgrading of existing facilities and develop recommendations for Council. Ensure good access for pedestrians and cyclists to all new developments including integration with public transport.	High * √	<ul style="list-style-type: none"> Good access throughout City of Gosnells to facilities. Collaboration within City of Gosnells to ensure a comprehensive strategy is followed

	Investigate Public Access Ways (PAW's) throughout the City of Gosnells and ensure that closure of access ways does not reduce City of Gosnells walkability.		<ul style="list-style-type: none"> • Audit of PAW's • Inclusion of PAW's on maps
Signage	Identify and implement improvements to signage that encourages residents to walk or cycle courteously. Encourage signage to promote recreational walking and cycling.	High * √	<ul style="list-style-type: none"> • Signage in place • Signage promoting recreational walking visible
Improve the walkability of neighbourhoods	Review the Safe City Urban Design Strategy to assess its effectiveness in creating safe and walkable neighbourhoods and implement recommendations. Review the accessibility, walkability and connectivity of Canning Vale and provide recommendations for the development of Southern River. Develop a policy in which City Planning officers liaise with all developers and planning consultants to ensure maximum walkability of neighbourhoods. Implement a Local Housing Strategy to rezone select areas that will improve accessibility to public transport, local amenities and recreational opportunities. Develop and implement a City of Gosnells street lighting strategy to ensure areas well lit.	High * √	<ul style="list-style-type: none"> • Reviews completed • More pathways constructed in Canning Vale and Southern River • Policy developed to ensure walkability • Strategy to rezone areas to improve accessibility • Areas well lit / funding in place
Develop an integrated transport strategy including a bike plan	Develop an integrated transport strategy in conjunction with Department for Planning and Infrastructure, City of Armadale, Canning, Serpentine-Jarrahdale. Develop a 5 Year Bike Plan (2006-2011).	High * √	<ul style="list-style-type: none"> • Integrated transport strategy developed • Bike plan developed
Centralised directory of information regarding City of Gosnells activities and facilities	Ensure information re cycling and walking is included on the centralised directory of information regarding City of Gosnells activities and facilities. Ensure TravelSmart information is located on the City's website dedicated to promoting City of Gosnells active leisure programmes and services. Produce an Active Communities Guide to promote City of Gosnells facilities, programmes and services.	Medium * √	<ul style="list-style-type: none"> • Centralised information available • TravelSmart on City of Gosnells website • Active Communities guide produced
Liaise with existing community groups	Liaise with Youth Advisory Council, schools, Youth Services and youth agencies to provide information to young people regarding cycling and public transport. Provide TravelSmart information to active women's programmes such as Be Active Daily (BAD) Women. Liaise with the Gosnells Sport and Leisure Network.	Medium * √	<ul style="list-style-type: none"> • Liaison with existing community groups • Provision of information to BAD Women • Attend network meetings