

30 March 2017

Alison Bunbury
A/Manager Congestion Policy
Department of Transport
140 William Street
PERTH, WA 6000

Dear Alison,

Draft Travel Demand Management Implementation Program Submission

The Committee for Perth is an influential, member based organisation driven by Perth's business and community leaders. As an advocate for a brighter, more liveable future for Perth, the Committee promotes and enables change that will improve the cultural diversity, economic prosperity, sustainability and world class amenity of Perth.

As the Department is aware, the Committee has played an active role in promoting a quality, multi-modal transport future for Perth and Peel through our recently released *Get a Move On!* report, available here <https://www.committeeforperth.com.au/assets/documents/CFP-Get-a-Move-On-Report-FINAL.pdf>.

The *Get a Move On!* report made a number of recommendations to 'get the region moving' towards an efficient, multi-modal, twenty-first century transport system supported by strategic employment destinations and a range of housing options. The research, findings and recommendations of *Get a Move On!* provide the evidence base for this submission.

This submission has been prepared by the Committee for Perth with input from the Committee's Reshaping Working Group and *Get a Move On!* Steering Committee. We would like to thank the staff at the Department of Transport for providing a briefing to both groups which has informed the submission process.

The Committee would like to commend the Department of Transport for the preparation of the draft Travel Demand Management Implementation Program with initiatives to maximise the use of current infrastructure. Optimising existing assets is critical to getting the full benefit from investment, particularly in a constrained budget environment.

Should you require additional information or clarification on the Committee's submission, please do not hesitate to contact me.

Yours sincerely,



Marion Fulker
CEO

Draft Travel Demand Management (TDM) Implementation Program – Committee for Perth General Feedback

The Committee for Perth generally agrees with the principles contained throughout the TDM Implementation Program, and supports the use of TDM to improve movement throughout the Perth and Peel region. A key recommendation of the Committee's *Get a Move On!* report was to 'optimise Perth's transport system' and proposed actions that are generally consistent with those contained in the draft TDM Program.

The proposed TDM initiatives are especially important in light of current budget limitations and will allow for expansion of the network's capacity without requiring the substantial funding commitments needed for new infrastructure projects.

The Committee notes that a number of the proposed TDM strategies require additional funding. In order to ensure the success of the TDM Program, the Committee believes that additional funding should be allocated from the budget for the implementation of these initiatives. In addition, the Department of Transport should investigate potential opportunities to partner with private sector stakeholders to progress and implement the TDM Program.

Ensuring that Government, private stakeholders and the community understand the importance and potential value from TDM strategies is critical to gaining support for such proposals. This means education is needed on the forward savings generated through the implementation of each of the strategies, and this information should be determined for inclusion in the final TDM Implementation Program and as a means to sell the benefits to government. Expanding the Your Move program to include a widespread public education campaign on the benefits of initiatives within the TDM Program should be considered as part of the solution in gaining traction from the community.

Specific Comments – TDM Measures

4.1 Travel plans

As part of the *Get a Move On!* report, the Committee conducted one-on-one interviews with 40 businesses in Perth and Peel who represented an estimated 100,000 commuters. The aim of these interviews was to determine their locational requirements and their understanding of employee commute mode choices.

Through this research, it was determined that most organisations knew little about how their employees travel to and from work, and was not seen as a business issue.

Implementation of travel plans is one way to ensure that businesses understand the commute patterns of employees so as to become part of the solution rather than part of the problem.

The Committee therefore supports the implementation of travel plans for new major commercial and residential developments. Deliverable 4.1.4 (page 5) specifically aligns with recommendation 6 from *Get a Move On!*, as it emphasises the importance of knowledge/professional/health hubs and their role in generating significant users of public transport.

Results of the Business Interviews also identified that a number of firms in Perth and Peel increased car based commuting through the allocation of company vehicles and noted perceived benefits of their staff having cars at work. In order to change such behaviour and

perceptions, the Committee supports the implementation of deliverables 4.1.13 and 4.1.14 (page 7), however these initiatives should be extended to incorporate private sector strategies as well as public sector policies.

4.3 Parking strategies

The Committee supports the introduction of parking strategies in activity centres that have sufficient population and employment densities. In order for such strategies to be successful, sufficient levels of public transport options must exist or new services be provided to locations that are currently lacking in network connectivity.

Through research conducted as part of the *Get a Move On!* project, it was found that limiting the accessibility of free parking can substantially alter travel patterns for commuters. A survey of 2,000 Perth metropolitan commuters identified parking as a key influencing factor in mode choice decisions. Public transport commuters identified ‘avoiding the hassle of car parking’ as a motivation behind their mode choice, with 56% of train respondents and 48% of bus respondents noting its importance.

In addition, commuters who did not use their car for commuting were substantially more likely to have to pay for parking at their destination (62% of non-car commuters). Conversely, car commuters were more likely to have free parking at their destination (76% of car commuters). This shows the impact of introducing parking restrictions and the impact of free parking on commuter decisions. Cost was also found to be a barrier for car use, with non-car commuters paying an average of \$15.50 per day compared with car commuters who paid \$9.70 per day on average.

All of the above findings align with and support the introduction of parking strategies throughout metropolitan Perth and Peel.

The Committee therefore supports the introduction of parking strategies in activity centres and business parks with high levels of population and employment densities. However the Committee also emphasises the need to establish minimum service provision for alternative modes of transport to these activity centres in order to ensure that penalties are not applied in locations where reasonable alternatives aren’t available.

Deliverable 4.3.6 identifies carsharing as a potential strategy that provides the ability to reduce car parking provision in new developments. While the Committee supports this initiative, a critical mass of density is required for this to be successful, and needs to be applied over a large precinct, rather than for single new developments.

4.4 Transport pricing

Major Finding 12 from the *Get a Move On!* report identified a lack of support amongst both commuters and businesses in Perth and Peel for strategies that penalised users for choosing car as their main mode of transport. This was because the public transport system in Perth was not considered adequate in many locations to support all journeys.

Differentiating public transport fares has the potential to shift users away from public transport and back into the car if prices are increased and users feel as though they are being disadvantaged. However, support was identified for strategies that incentivised the use of public transport.

Implementation of time differentiated public transport fare structures would therefore need to be applied with caution, and should only result in a reduction in off-peak fares rather than an increase in peak pricing.

Another option for consideration is the use of discounted weekly and monthly fixed prepaid fare structures that allows for unlimited travel between selected zones. An example of this are Travelcards, which complement the London Oyster system and set a standard discounted rate for unlimited travel between different zones over a set period.

In addition, the Committee recommends that any cost penalties applied to public transport use should coincide with penalties for car use.

The Committee commends the Department in identifying the need to continue to research and monitor a number of strategies that are being applied nationally and internationally in order to ensure best practice cost strategies are applied in Perth (deliverable 4.4.6). The inclusion of research and monitoring within the TDM Program will ensure the Department is aware of new strategies and their application globally.

4.5 Other factors influencing travel demand

Action 24 under recommendation 9 of the *Get a Move On!* report proposed the development of 'a single smart phone travel application that provides real-time information to commuters on all journey options, times, and costs including options for public and active transport, driving and on-demand transport'. The Committee therefore supports deliverables 4.5.1, 4.5.2 and 4.5.3 (page 15) as they propose the same outcome.

The Committee also supports deliverable 4.5.5, which aligns with action 21 of recommendation 9 to 'facilitate on-demand transport to help connect commuters to the public transport network'.

Addressing land use requirements to support public transport use was one of the key recommendations arising from research as part of *Get a Move On!*. Targeted higher density environments increases the potential for public and active transport commuting by providing a critical mass of population to support high frequency services; enabling more people to live close to work; reducing the walking distance from homes to high frequency transit stops; and limiting land available for parking.

The Committee therefore supports deliverables 4.5.6 and 4.5.7. Without the successful implementation of transit oriented developments and targeted hubs for higher density, Perth will be significantly challenged in delivering a more mobile and prosperous region.

Other comments

The Committee for Perth agrees with and supports implementation of the proposed TDM Program. An important consideration during finalisation of the TDM Program is the interface between the proposals contained within the TDM Program and other planning and transport policies, such as the Draft State Planning Policy 7: Design WA.

Part 3 of the Design WA Apartment Design document addresses the car and bicycle parking requirements of new apartment buildings. The Committee therefore recommends that the Department of Transport and the Department of Planning work in conjunction to finalise both policies to ensure consistency and reduce red tape.