

Integrating travel behaviour change for workers, shoppers and residents at an outer suburban centre

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Abstract

Travel behaviour change initiatives using travel demand management typically focus on areas with a reasonable level of public transport services. Change initiatives are challenging to implement in outer suburban centres in areas with a history of car dependency. At The GPT Group's (GPT) Rouse Hill Town Centre in Sydney's north west suburbs, travel demand management has been a key consideration from the project's outset as part of a transit-oriented development and sustainability approach in a public-private development partnership, The New Rouse Hill. The New Rouse Hill is a joint venture between Lend Lease and GPT in partnership with NSW Department of Planning and Landcom. The paper outlines the integrated travel behaviour change package being implemented at Rouse Hill Town Centre by a dedicated Travel Coordinator. The program focuses on influencing the sustainable travel of workers, shoppers and residents to and from Rouse Hill Town Centre, where employers include a mix of large national companies and small retail and service businesses. The paper discusses the wide range of initiatives being implemented, including difficulties of governance and evaluation, lessons learned and successes to date.

1. Introduction

GPT's Rouse Hill Town Centre in Sydney's car dependent north west is a challenging site for travel demand management initiatives. Despite this, a well-resourced program is being implemented by The New Rouse Hill joint management venture between GPT and Lend Lease and in conjunction with Landcom (in a broader masterplanned community context) to encourage more sustainable travel by workers, shoppers and residents. Initiatives are integrated to target a range of travel purposes.

The Rouse Hill Town Centre travel plan demonstrates both the challenges and the potential benefits of targeting multiple travel purposes and user groups at the one site. The paper outlines the background to travel planning and voluntary travel behaviour change initiatives in section 2, presents the background and context to development at Rouse Hill Town Centre in section 3, discusses the travel demand management package in section 4, challenges in section 5 and lessons learned in section 6.

2. Travel planning literature

A travel plan can be described as "a strategy for managing multi-modal access to a site or development, focusing on promoting access by sustainable modes" (UK DfT 2002, p. 9). Travel plans have been developed for a range of organisations and locations including workplaces with large numbers of employees, as well as other destinations which attract a range of one-off or regular students or visitors, including schools and universities, hospitals, government organisations and recreational facilities. These plans are known under various names including Workplace Travel Plans, Green Travel Plans, Sustainable Travel Plans, TravelSmart Plans, School Travel Plans, or Hospital Travel Plans.

Roby (2010) reports on Workplace Travel Plans in the UK, with an employer survey of 25 organisations. Examples of development and evaluation of travel plans in Australia and New Zealand reported through the Australasian Transport Research Forum include:

- Workplace travel plans: City of Darebin, Melbourne (Myers 2005); New Zealand Government Agencies (Gammie and Vandersar 2003).
- School travel plans: Auckland (Sullivan and Percy 2008); Victoria (Peddie and Somerville 2005), Auckland (Morton 2005); and Melbourne (DiPietro and Hughes 2003).
- University travel plans: Flinders University (Aitken 2004), Monash University (Cooper and Meiklejohn 2003), Monash and Latrobe Universities (Meiklejohn and Semmens 2004), University of Canterbury (Nicholson and Kingham 2003), University of British Columbia (Jolly 2007) and a summary of Australian universities (Curtis and Hollings 2004).
- Hospital travel plans: QE11 Medical Centre Perth, (Wake 2007).

A feature of these approaches is that they are facilitated or implemented by one employer, whether it is the workplace, school or hospital. This allows development of initiatives such as control and management of parking, provision of information on sustainable options, and deductions for public transport passes through payroll.

Although health precincts with a public hospital as the core destination/anchor workplace may include a number of different sites such as hospitals, private sector facilities, clinics, research foundations, and education and training, travel plans for destinations with multiple employers of diverse sizes are less common.

Area-wide travel plans are relatively uncommon in Australia. Although transport management associations are a concept in the US as described by Luten (2006), they have not developed in Australia. Travel plans for locations with multiple employers, businesses or user types bring both benefits and challenges (such as Cobalt Business Park in North Tyneside).

Travel plans can be mandatory or voluntary. Flow (2010) reviews the background of travel plans in the UK, The Netherlands and the United States and considers the effectiveness of voluntary versus mandatory travel plans. The UK has a history of travel plans being required as part of development consent. Roby (2010) shows how the motivations for workplace travel plans have changed over time in the UK, and future directions. In Australia, travel plans for existing workplaces are voluntary and are often initiated by the workplace in response to problems such as parking, staff access or amenity, Premiers Council for Active Living (2009). Travel plans for new developments may be offered, negotiated or required as a condition of consent, as was the case for Rouse Hill Town Centre.

3. Background and context: Rouse Hill Town Centre

3.1 About Rouse Hill Town Centre

GPT invested \$470 million in creating the vibrant Rouse Hill Town Centre, which is managed and owned by GPT. Rouse Hill Town Centre sits at the heart of the 120 hectare The New Rouse Hill site which includes \$1 billion of residential and commercial development being undertaken by the Lend Lease/GPT joint venture over a period of 12 years on land earmarked for development by the Department of Planning.

Developed within the context of a masterplan prepared by Civitas Urban Design, Rouse Hill Town Centre provides a significant retail, leisure and commercial offer complemented by the Baulkham Hills Shire Council library and community facilities which, with residential components, complete The New Rouse Hill. The New Rouse Hill is expected to house up to

4,500 new residents in up to 1,800 dwellings with community facilities including a primary school and high school.

At May 2010, Rouse Hill Town Centre offered more than 220 stores including the major tenants of Coles, Woolworths, Big W, Target and Best and Less, as well as an extensive range of specialty stores. It also houses a nine screen Reading Cinemas complex. As well as retail uses, Rouse Hill Town Centre includes:

- 2,800 m² of office space
- 2,300m² dedicated library and a community centre space
- 104 dwellings above the retail and commercial floor space in five and seven storey buildings.

3.2 History of development and travel planning

Rouse Hill was identified as the location for a subregional centre to serve north west Sydney in the early 1980s by the NSW Department of Planning which purchased the land for this purpose. The NSW Department of Planning appointed Landcom as its representative to deliver The New Rouse Hill.

In 2002/2003 through a tender process, the NSW Government selected the Lend Lease/GPT joint venture to develop and masterplan the town centre site. GPT owns and manages Rouse Hill Town Centre. As part of the developer agreement, Landcom, Lend Lease and GPT were required to provide \$3 million as a transport levy.

Following selection as the preferred developer in February 2003, a deed was signed between Landcom (on behalf of the government) and Lend Lease/GPT to confirm the transport levy. A Transport Management and Accessibility Plan (TMAP) was developed to inform transport infrastructure requirements, mode share targets and travel demand management initiatives in September 2003, and a five year Travel Demand Management (TDM) expenditure (transport levy) report was prepared in December 2006. The NSW Department of Planning approved the proposed TDM program in January 2007.

As well as the travel demand management initiatives funded as part of the \$3 million package, the development also included other sustainable transport initiatives worth \$16 million such as the construction of a bus transit interchange, provision of walking and cycling links between surrounding development and Rouse Hill Town Centre, reduced parking supply relative to an equivalent-sized development, a paid parking management system to reduce unnecessary circulation traffic and the provision of bike parking.

Rouse Hill Town Centre was planned as a transit-oriented development closely aligned with the public transport system. Rouse Hill Town Centre includes a major public transport interchange, located adjacent to Windsor Road at the western end of Main Street, which is the key station for the North West Transitway, opened in early 2007 and shortly before Rouse Hill Town Centre's stage one launch in September 2007 (followed by a stage two completion in March 2008).. Bus services travel to Parramatta and Blacktown via the Transitway and other bus services travel to Sydney CBD via the M2 motorway. The Transitway is utilised by a large number of bus routes that link surrounding suburbs to major centres and employment hubs such as Norwest Business Park and Westmead.

The interchange is also planned to be the location of a station on the North West Rail Link from Epping via Castle Hill. The North West Rail Link has long been identified in strategic transport plans, but the timing of its completion has been extended.

In the NSW governments *Action for Transport 2010* (November 1998), the North West Rail Link was due for completion in 2010, but in the Metropolitan Strategy for Sydney (NSW

Government 2005), it was due for completion in 2017. In March 2008, it was replaced by the North West Metro which was itself replaced by the CBD Metro in October 2008 which was subsequently cancelled in the *Metropolitan Transport Plan* (NSW Government February 2010). Under the NSW governments *Metropolitan Transport Plan*, construction of the North West Rail Link is now scheduled to commence in 2017 and be completed in 2024.

There are clear and direct walking routes to the interchange from all parts of Rouse Hill Town Centre. There is parking for 300 bicycles on site (in racks), plus 16 additional bike lockers provided by the Road and Transport Authority.. The New Rouse Hill includes a network of cycling and walking paths which will continue to grow with the community.

The transport initiatives were part of the Government's requirements for sustainable development, based on a main street model. Rouse Hill Town Centre blends large indoor retail spaces with substantial outdoor areas, linked by a finely grained pedestrian network. It is based around a main two-way open air main street that intersects with smaller streets connecting to public squares and other open spaces as well as the indoor mall-style retail areas. As well as the main street model, the proposal included water and energy sustainability initiatives such as water recycling. Rouse Hill Town Centre targets 60% less water use, 40% less energy use and zero waste to landfill. Rouse Hill Town Centre's owner and manager, GPT, has a sustainability focus across all sectors of its operation from construction to ongoing operations, and is committed to reducing the ecological impacts of its business.

4. Travel Demand Management package

Joint venture developers Lend Lease and GPT commissioned consultants PBAI to develop a plan for the \$3 million Travel Demand Management program over the five years as required by the developer agreement. This process included understanding current travel patterns and mode use in the area, setting mode share targets and identifying a range of initiatives to help meet those targets. The program was approved by the NSW Department of Planning as consistent with the requirement under the developer agreement. The program recognised that flexibility was required in the initiatives to respond to actual travel behaviour and patterns as the area developed, with an ability to respond to the timing and staging of development.

4.1 Targets

The 2005 TMAP mode share targets for three trip generation sources: workers, residents and shoppers, formed the base of the PBAI plan (PBAI 2007). Rapidly growing north west Sydney and new developments on greenfield sites resulted in some difficulty being encountered in establishing current travel behaviour in the area (in 2004) and in setting and defining appropriate targets for change. Trips generated by shoppers and workers were calculated based on an equivalent sized retail development. However, establishing trip generation by residents was more difficult as there were few residents actually living in the area at the time. Definitional issues included classification of the residential area (Rouse Hill Regional Centre or the larger trade area for Rouse Hill Town Centre) and mode use targets for the three target groups (employees, residents and shoppers) for 2011 and beyond. Note that targets assumed an effective public transport system before the North West Rail Link; and after the provision of the North West Rail Link. However, the rail link was not anticipated until 2017 in any event.

The key mode share targets are to reduce car driver mode by employees by 10% (from 83% in 2004 to 73% pre-North West Rail Link (pre-NWRL)), to reduce car driver mode by residents by 10% (from 77% in 2004 to 67% pre-NWRL) and to reduce car driver mode by shoppers from 64% in 2004 to 53% pre-NWRL, with further reductions post-NWRL. This means quite ambitious increases in non-car modes, such as an increase from 23% of

shoppers using non-car modes in 2004 to 31% pre-NWRL. The mode share targets have also been converted to vehicle trips.

4.2 Package of Initiatives

A package approach was adopted as individual measures would be diminished without the implementation of related measures and similar initiatives were grouped. The Travel Demand Management package includes a number of initiatives such as the Green Travel Club, Information Centre and events and promotions which target the travel of multiple user groups: workers, shoppers and residents.

Travel Coordinator

The program included the creation of a Travel Coordinator position at Rouse Hill Town Centre to oversee the implementation of the program and its continuing development. A Travel Coordinator was appointed in December 2007 as a dedicated position employed by GPT as part of the Centre Management team and reporting to the joint management committee. This role is funded by the Lend Lease, GPT and Landcom \$3 million transport levy and is based on-site at Rouse Hill Town Centre. The initial focus of the position was to establish the travel demand management program by developing material such as a Walking and Cycling Guide and Transport Access Guide, developing the Green Travel Club concept, and marking bike parking spaces.

Green Travel Club

The Green Travel Club, launched in February 2008, is the key overarching initiative to target and engage employees at Rouse Hill Town Centre. It is focused on engaging and educating staff on the importance and benefits of using alternative modes of transport, such as ride sharing/carpooling, public transport and walking or cycling. The club concept was implemented as it was believed it would give the members a sense of ownership and camaraderie in their efforts to effect change on the environment by changing their own behaviour.

All new employees are invited to join the Green Travel Club. Membership is free and benefits include: a welcome pack; online ride share database that links drivers with passengers; access to showers and 300 bike parking spaces; information on travel and safety tips; and access to all Green Travel Club events and competitions. The Green Travel Club also enables the Travel Coordinator to gather information about employees including home location, age, employment status (full-time/part-time/casual), employer, mode use at time of joining, and preferred mode of travel for use in further developing the program.

A five year project plan was developed in line with expectations that the concept of sustainable transport would gather momentum within the community over time and therefore the focus of the Green Travel Club has evolved.

In year one, the Green Travel Club focused on raising awareness of the Club and green travel. Membership included a welcome pack (cap, water bottle, lanyard, can cooler and bag), personal travel plan and \$40 Trek Bicycle Store voucher. Events and promotions were low investment, but high incentive, with the dual purpose of raising awareness and driving membership.

In year two, focus continued to be on driving membership, but was also focused on maintaining the original base and on incentive based promotions. Membership continued to include a welcome pack, but the personal travel plan was replaced by the "welcome to" pack to encourage behaviour change. A program of targeted events and promotions was developed to enable mode shift away from single occupancy car trips. A strategy to grow membership and engage members was developed. A change behaviour model was

adopted, with stages of pre-contemplation, contemplation, preparation, action, and maintenance.

At May 2010, about one-third of Rouse Hill Town Centre employees (1,000 out of 3,000 employees) were members of the Green Travel Club (Rouse Hill Town Centre Green Travel Club Membership Database, 2010).

Key findings from an analysis of the Rouse Hill Town Centre Green Travel Club Membership Database, 2010 include:

- Membership is fluid due to the nature of the retail sector with high turnover and part-time and casual staff
- Full-time, older workers from smaller businesses are more likely to be members of the Club than other employees
- Major stores have a higher proportion of part-time and casual staff, which are typically more difficult to engage
- Most Green Travel Club members are female, similar to the proportion of all on-site employees (70%)
- The store manager has a significant impact on participation by store employees, as they can encourage new staff to sign up during the induction process.

Commercial tenants in the service sector such as the medical centre, finance services, legal services, and real estate agents were early adopters of the Green Travel Club, possibly because they are predominantly full-time workers.

Membership of the Green Travel Club is expected to increase as the Travel Coordinator works with major stores to embed travel planning in store recruitment and induction processes. Residents in Rouse Hill Town Centre can also join the Green Travel Club. Currently 300 residents are members, but this is also expected to increase with surrounding residential development (Rouse Hill Town Centre Green Travel Club Community Membership Data).

The Green Travel Club webpage, hosted on the Rouse Hill Town Centre site, is a central information and communication source. It has a link to Transport Info 131500 for travel information such as timetables and trip planning. The aim is to encourage self-sufficiency and greater sharing to encourage the future sustainability of green travel initiatives. The updated website allows the Travel Coordinator to make changes easily and quickly. The website also facilitates two way communications: between the Coordinator and members, and member to member. For instance, bike clubs can share information. The site also includes a car sharing database. The website allows different types of membership such as employee or resident. People do not need to be a Green Travel Club member to access information, but do need to be a member to access some sections such as car sharing. It also allows members to input how they travel to the Centre and calculate their carbon footprint. It is intended that the site also facilitate interaction with the wider community in the future, including schools.

Information Provision

In addition to the Transport Access Guide, Walking and Cycling Guide and Bus Service Information and Map, visitors to Rouse Hill Town Centre can take advantage of an Information Centre shopfront which offers travel information such as bus timetables and brochures, and is manned by Rouse Hill Town Centre staff. The Information Centre employees have access to computers and can provide customised information through the 131500 Transport Info website. In the longer term, a greater focus on the electronic provision of information is foreseen.

Although the Rouse Hill Town Centre program follows similar initiatives as TravelSmart programs, it benefits from its own distinctive branding of travel demand management initiatives.

Events and promotions

Events and promotions are used to keep the green travel message top of mind. Often events and promotions use the facilities of businesses at Rouse Hill Town Centre to encourage cross-promotion.

Specific events for Rouse Hill Town Centre employees have included:

- BBQs for Walk to Work Day, Ride to Work Day and World Environment Day
- Free movie nights for Green Travel Club members
- Free dinner for Green Travel Club members at a restaurant at Rouse Hill Town Centre to bring members together and support each other.

Broader events for residents and shoppers have included:

- Free movie ticket to Reading Cinemas at Rouse Hill Town Centre, upon presentation of a bus ticket, to encourage residents to trial bus travel
- Free coffee voucher upon presentation of a bus ticket to encourage residents to trial bus travel
- Family bike days with a social bike ride through local cycleways and a BBQ at one end plus entertainment to provide an active day out for families
- Free outdoor cinema for residents, with free popcorn and drinks for Green Travel Club members
- Free bike checks, through Trek Bicycle Store at Rouse Hill Town Centre
- Fitness classes for employees and residents to build up fitness and encourage people to walk or cycle by overcoming the fitness barrier.

Other initiatives have included subsidies for employee bus travel, end-of-trip facilities for people who walk or cycle such as showers and toiletries, parking priority for car pooling employees, and a bike hire scheme for residents to try out bikes before buying started in 2010.

Initiatives being considered for potential future implementation include a commercial car sharing program, a virtual office to target residents who would otherwise travel to the city for work and demand responsive transport. The latter is separate from the \$3 million levy and is currently being discussed by relevant stakeholders.

4.3 Advocacy and lobbying

Advocacy and lobbying for improved sustainable travel options is another key element of the Travel Coordinator's role. This includes working with The Hills Council on walking and cycling networks, and with bus operators and Transport NSW and Infrastructure on bus services (frequency, hours of operation and routes) and access to tickets. This has required developing an understanding of the role and responsibilities of different stakeholders and their relationships. The Hills Council is spending \$100,000 on upgrading footpaths and cycle tracks in 2010 (The Hills Shire Council Hill Shire Bike Plan 2010).

4.4 Future initiatives: expanding the focus

In the early years of the travel program, the focus was on Rouse Hill Town Centre, particularly employees. But as Rouse Hill Town Centre and The New Rouse Hill grow, it is intended that initiatives will be expanded to target shoppers, students at the nearby schools and residents in and around the Centre, to encourage use of sustainable travel. For example, a future initiative for shoppers could involve expanding home delivery services, and commercial car share schemes are being considered as another option.

The Travel Coordinator is also currently involved in a Landcom driven program focused on working with eight local schools to develop tailored green travel programs for these schools.

For residents, the team is hoping to develop a New Resident's Kit for Community Liaison Officers to use when they welcome each new family to The New Rouse Hill. As residents will be moving into the area over next 12 years, it is important for the procedure to be integrated into existing welcome structures. The Travel Coordinator is assisting in the development of marketing material.

Due to the significant size of the travel program in 2010, community groups are involved to help run programs and deliver community benefits such as fundraising opportunities for local organisations. For instance, the Green Travel Expo and Ball proposed for September 2010 will benefit the Cancer Council. Rotary provide Club BBQs and the Lions Club organised the Ride to Riverstone in May 2010. Marayong House Neighbourhood Centre did participate in the World Environment Day event providing face painting and volunteers.

The project has evolved from the original plan with the presence of a full-time Travel Coordinator. The required outcomes are the same but the path taken to achieve those outcomes has evolved to reflect actual experience and increasing knowledge. The delivery of rail transport infrastructure is remains outstanding but other transport infrastructure needs are being identified and pursued (e.g. buses, bike paths, walking paths).

4.5. Evaluation

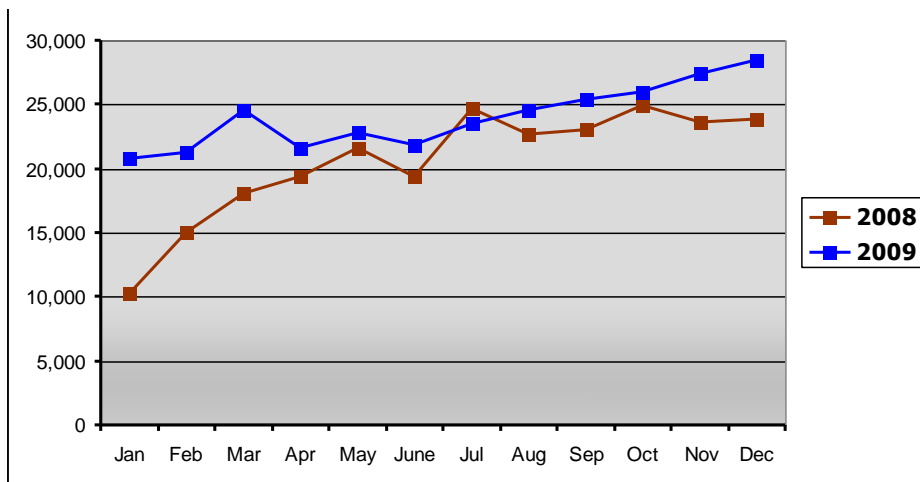
Evaluation of the success of the travel demand management program is ongoing. Evaluation includes analysing data from a variety of sources including monitoring membership of the Green Travel Club, participation in events and promotions, bus patronage, car park use and total traffic figures, use of bike parking spaces, and travel surveys of all Centre staff.

External sources of travel data which could be used to validate the internal data sources include the Journey to Work data from the 2011 Census, and Transport NSW's continuous Household Travel Survey on all trip purposes.

Bus patronage

Figure 1 illustrates the increase in bus patronage to Rouse Hill Town Centre. Bus patronage data is supplied by bus companies, but may become less accurate since the introduction of the MyZone ticket system by the NSW State Government in April 2010, which requires drivers to manually mark pre-purchased tickets.

Figure 1 Monthly bus patronage to/from Rouse Hill Town Centre, 2008 and 2009



Source: Data supplied by bus operators from ticket data

Employee travel surveys

Two types of green travel employee surveys are conducted on-site. In August each year there is a major survey of employees. The 18 page survey collects details of employer, full-time/part-time status, travel mode used, participation in events, and evaluation of Green Travel Club programs and operation. The survey is printed with each employee's name and hand-delivered to each store. Opportunities to improve the response rate to this survey are currently being explored.

The second survey is a one page "walk-around" survey, conducted once a year in May. This survey is designed to focus on the mode of travel and to confirm if recorded information remains correct.

The Travel Coordinator delivers surveys to each store and completes the survey with each employee at the time of delivery (if possible) – no action is required if the pre-printed information is correct. It is a time efficient method, with information available for analysis within a week.

Spring into Spring and RideShare promotions

A Spring into Spring promotion was held in September 2009 to encourage use of sustainable modes with generous rewards. Employees earned points for each commute trip to or from Rouse Hill Town Centre by walking, cycling or public transport. For employees who used a sustainable mode to and from work on one day the reward was a \$10 lunch voucher, for using sustainable modes for 10 trips a week, the reward was a \$40 store voucher, and for 22 sustainable trips, the reward was a \$100 store voucher. Over 240 employees participated and it is estimated over 7,000 single occupancy car trips were avoided (determined via daily log sheets completed by each participant).

A RideShare promotion was also offered in October 2009 to encourage car pooling. Rideshare drivers received free parking and vouchers for a car wash and both rideshare drivers and passengers received a free lunch voucher every day. More than 75 rideshare drivers and approximately 80 rideshare passengers participated in the promotion. It is estimated approximately 3,000 single occupancy car trips were avoided over one month (determined via daily logs completed by each participant). Some difficulties were encountered in calculating trips avoided because full-time employees carpooled with full-time and part-time employees, cars sometimes carried more than three passengers, not all

drivers or passengers carpooled every day and not all passengers travelled to and from work via the same mode.

5. Challenges

The travel planning program at Rouse Hill Town Centre has encountered a number of unique challenges due to its location and the nature of the site with governance arrangements for the Travel Coordinator and the Centre Manager integrating with a mix of employer types.

5.1 Public transport environment

The location of Rouse Hill in the outer suburbs of Sydney influences the public transport environment. Buses provide primary public transport access to and from Rouse Hill Town Centre. The North West Transitway opened in February 2007 shortly before Stage 1 of Rouse Hill Town Centre launched. The Transitway provides bus services to a range of destinations.

In north west Sydney bus services are provided by private operators under contract with the NSW Government. Until the MyZone ticketing system was introduced in April 2010, bus users did not have access to the same convenient ticket products as government bus users. MyZone reduces the cost of bus travel for private bus users, particularly if they also use rail as part of their journey, and should improve public transport use if the manual ticketing validation does not slow down services.

5.2 Incentives

As Rouse Hill Town Centre is not the direct employer of retail staff, the ability to provide incentives can be limited. The Travel Coordinator is unable to offer two commonly used workplace incentives: salary packaging of public transport tickets and cash-in parking.

5.3 Risk Mitigation

Another consideration for companies looking to undertake a Green Travel Plan is corporate risk management and insurance policies.

5.4 Difficulties of evaluation

There are a number of difficulties in evaluating the ongoing success of the program to encourage use of more sustainable travel options. These include survey response rates, staff turnover, variation in travel by day of the week, measuring sustained change and reliable measures of travel behaviour. The Green Travel Club material promotes travel via an alternative mode just one day a week as making a difference. However the challenge is to encourage change today (not tomorrow) and to measure sustained change.

Multiple data source and methods are used to estimate arrival modes across all groups including people counters, car occupancy, and bus patronage measures.

6. Lessons learned

In the first three years of the program at Rouse Hill Town Centre, many lessons have been learned. Experiences have been collected, verified and applied to the project plan resulting in more strategic and therefore more successful events and promotions.

Key findings include:

- Converting short term change to habit is key to program sustainability
- Making information available is effective in growing awareness of public transport
- Focus on individual benefit enhances uptake of green travel
- Working with tenants drives more significant change.

Areas that the team is looking to further develop include communication channels (i.e. greater engagement at the store level) and more targeted events and rewards.

7. Conclusions

Rouse Hill Town Centre has a well-resourced travel planning program, integrated into its development from the outset as part of a focus on sustainability. While there are challenges, there are also benefits of a centre-approach as many initiatives such as the Green Travel Club, Information Centre and events and promotions can target multiple user groups such as employees, shoppers and residents. Advocacy and lobbying to improve infrastructure for public transport, walking and cycling and public transport services also benefit a range of users travelling to and from Rouse Hill Town Centre. There is a solid base from which to expand initiatives to nearby schools and residential areas as the Rouse Hill community grows.

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