Draft Travel Demand Management Strategy
2014 – 2031
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Executive summary

To make the most of our transport network, we need to make new and smarter choices about how, where and when we travel. Travel demand management is about providing transport choices and making land use decisions that help people reduce the impacts of their travel.

Improving transport choice such as walking, cycling and public transport can significantly reduce demand on road infrastructure and provide access to employment and services for a large part of our community.

It is estimated that over 30% of the people living in the Moreton Bay Region do not have access to a car (Moreton Bay Regional Profile).

By creating timetables and routes that encourage combination trips, and by supporting travel outside of peak times, governments can incentivise the transition from the private motor vehicle to other transport.

By making land use decisions that support public transport services, cycling and walking council can reduce the time spent in traffic and the cost of maintaining, building and upgrading roads.

One less trip by car, per household, per week can have a positive impact on our region.

The Moreton Bay Region is projected to grow by an additional 150,000 residents by 2031. Our communities are changing - employment, education, the daily commute, an aging population and home ownership all influence our lifestyle. These changing trends will influence community needs and future requirements.

The Travel Demand Management Strategy has been created using key values identified through the Moreton Bay Regional Council’s Community Plan, including:

- Healthier lifestyle choices
- Safe and resilient communities
- Well-connected places
- More sustainable travel choice and behaviour.

These key values underpin all aspects of the Strategy.

The Strategy consists of three sections:

1. The vision and strategic direction
2. Responding to user needs, which draws from the Community Plan and analyses the current and future needs
3. A framework for delivery, which provides the tools and actions necessary to deliver the Strategy.

The Travel Demand Management Strategy is a primary policy to assist council in making informed decisions on the future transport needs of Moreton Bay residents and visitors.
1. Introduction
What is Travel demand management (TDM)

Travel demand management combines transport and land use planning in order to change how, when and where we travel for the purpose of reducing demand on existing transport networks.

The works, services, land use decisions and programs aim to reduce travel demand, specifically that of single occupancy private vehicles.

Managing travel demand is a cost-effective alternative to increasing road capacity and using public transport more efficiently and has the potential to deliver environmental benefits, improved public health and stronger, prosperous and liveable communities.

Scope of this Travel Demand Management Strategy

Environments that integrate land use with transport infrastructure and services are effective at getting people to walk, cycle and use public transport. Travel choices are influenced by the transport options that are available (supply) and the travel needs of the individual (demand).

The Travel Demand Management Strategy is a companion strategy to council’s supply based strategies being the Active Transport Strategy, the Network and Corridors Strategy and the Public Transport Strategy. These strategies are complementary, and will improve travel choices across the region.

The Travel Demand Management Strategy looks at how we can make the most efficient use of these networks in order to meet the specific needs of our community.
Why is a Travel Demand Management Strategy important

There are a number of options available to influence how, where and when people travel. Demand management addresses travel activities in relation to mode, purpose, destination and time of travel, as illustrated below.

An increase in sustainable travel will only occur in situations where alternatives to the car exist and parking supply is managed. An environment supportive of sustainable travel choices can include better coordination of public transport services, improved provision for active transport and integration with land use planning. For example, cheaper and more convenient public transport services increase people’s opportunities to travel by this mode, while the opportunities to travel by car are not affected. Travel demand management measures primarily constitute two distinct elements; voluntary behaviour change and influential change by other methods such as fiscal e.g. car parking charges.

The Travel Demand Management Strategy identifies action programs that will meet the needs of present and future transport users wishing to walk, cycle or catch public transport voluntarily and will also focus on actions to encourage modal change to meet the needs of the car user with other transport options.

Travel demand management in relation to travel activities

Within the Moreton Bay Region there is a strong car culture. High car usage, distance to employment, disconnected public transport networks and dispersed centres makes choosing the car the most obvious transport option.

The aim of the Moreton Bay Travel Demand Management Strategy is to foster equally convenient transport options to the private car.

The Strategy improves the travel options of walking, cycling and public transport.

The Strategy reduces the amount of money that the community needs to spend on building, maintaining and replacing the council road network.

Initiatives such as the ‘Walk to Work Day’ help foster an understanding of alternative travel choices

The strategy:

- Aligns with the Moreton Bay Regional Council Planning Scheme, in which travel demand management is a key element of future planning
- Identifies, plans, policies, and programs for travel demand management
- Promotes options and technologies that reduce the need to travel
- Identifies initiatives and interventions to influence travel behaviour
- Utilises parking management to influence travel demand
- Provides information and education on transport choices
- Identifies opportunities for collaboration with other council programs and with external stakeholders
- Ensures responsible financial planning and management of demand management initiatives.
Transport Policy Framework

The Travel Demand Management Strategy is the primary strategic initiative for council to deliver travel behaviour change across the region.

Travel Demand Management sits within a broad policy framework. The Travel Demand Management Strategy is informed by a range of State and Local Government policies and legislation. The principle driver for the Strategy is the Moreton Bay Region Community Plan. The Community Plan was developed in 2011 and was prepared in partnership with community groups, businesses, state agencies and local residents. The Travel Demand Management Strategy is one way council demonstrates its resolve to meet key outcomes identified in the Community Plan.

The Travel Demand Management Strategy is one of a suite of transport strategies for the Moreton Bay Region, illustrated below. In combination, these strategies will seek to deliver an integrated and balanced transport system that provides transport choice.

Council’s Policy Framework

Policy

Outcomes

Creating opportunities

Strengthening communities

Valuing lifestyle

Strategies

Active Transport

Network and Corridors

Travel Demand Management

Public Transport

Theme: Diverse transports options

<table>
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<tr>
<th>Target 5:</th>
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<tr>
<td>Increase walking and cycling as methods of transport</td>
<td>Increase the use of public transport</td>
<td>Increase the number of Moreton Bay residents undertaking physical activity</td>
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Extract from: Moreton Bay Regional Council Community Plan 2011-2021
Preparation of the Travel Demand Management Strategy

The Travel Demand Management Strategy has been developed in three stages.

First, council’s vision and principles for travel demand management in the region were identified, based on the Community Plan.

Second, opportunities were identified for council to respond to growth and the needs of users.

Finally, a framework for delivery has been determined - identifying and prioritising facilities and programs to achieve council’s vision.
“People in Moreton Bay have information about, and access to, a range of convenient transport choices.”
Travel demand management principles

Fundamental principles for the development of the Moreton Bay Region’s travel demand management programs and initiatives provide a framework to guide existing and future investment. Applying these principles to travel demand management will ensure council’s visions for transport is achieved throughout the region.

Relative to place

Travel demand management programs and initiatives are designed to support the various places to which they will be applied. Programs are specific and support people moving in and around our places.

Sustainable

Sustainable travel provides many economic, environmental and health benefits.

The benefits are recognised through more efficient use of the existing transport networks, lower environmental impacts and lower vehicle emissions.

Public transport and active transport options support healthier communities through more active lifestyles, greater social interaction and individual health benefits.

Safety

Travel plans in and around schools, town centres and places of employment will identify safe routes and identify infrastructure improvements to support these routes.

Information

Making well informed travel choices is easier when information about travel options is made readily available.

Travel demand management guidance and advice is available to individuals, businesses, schools, organisations, groups and clubs.

Travel demand management is offered as a toolkit to pick and choose techniques to meet a range of circumstances.
Continual improvement

This strategy recognises that questioning, evaluating and seeking improvements for demand management techniques is the best way to deliver solutions in our ever changing environment.

Travel demand management leader

Moreton Bay Regional Council will be the region’s exemplar organisation in supporting and implementing travel demand management.

The council will work collaboratively with other organisations to coordinate travel demand management initiatives to improve the affordability of, and accessibility to, transport options across the region.

Accessibility

Transport options need to be available to all users. Access by pedestrians, cyclists and public transport users is of the highest priority especially to and within activity centres, schools and employment areas.

The development of travel plans can help promote easier access for businesses, community and schools by championing a range of travel choices and options.
Snapshot of the region
Regional profile

The people of the Moreton Bay Region

The Moreton Bay Region reaches from The Hills District in the south to Woodford in the north and as far west as Mount Glorious, to the shores of Moreton Bay. The region covers over 2,000 square kilometres and has an estimated 2012 resident population of over 400,000 people (Australian Bureau of Statistics).

The Moreton Bay Region accounts for 19% of the population of greater Brisbane and is the third largest by population and third fastest growing local government area in Australia (2011).

Region summary

- The Moreton Bay Region covers over 2,000 square kilometres.
- The region’s 2013 population is approximately 406,000 people.
- The region is expected to grow by an additional 150,000 people by 2031.
Population and jobs growth

The Moreton Bay Region has experienced rapid and sustained growth in population and jobs since the 1950s. Information on population and jobs gives us valuable insight about people that reside and work in the region and how their lifestyles may be changing. This helps Council make informed decisions about policy and investment to guide and develop the future direction for the region.

Until the year 2000, annual growth in both population and jobs tracked at a similar rate. Since the year 2000, job growth within the region has not accelerated at the same rate as population growth; 44% of all working Moreton Bay residents now commute outside our region to work. Achieving a better balance is crucial to meeting the lifestyle aspirations of the region’s residents and the economic outcomes sought by the business community.

This has implications for the lifestyle of our residents and all forms of infrastructure. Those residents who spend more time travelling outside the region for work are likely to have less social time. This can lead to a cycle of demand for infrastructure such as roads, trains, buses, community facilities and parks. These types of facilities can become very busy in peak periods.
Age and households

When compared to other local government areas within a similar distance to the Brisbane CBD (i.e. Logan and Ipswich), the Moreton Bay Region shows some unique trends in age distribution. The region has a very low number of people aged between 17 and 35, most likely because some young adults migrate away to take up social, educational and career opportunities elsewhere. We also see a lower proportion of infants and children below the age of 5.

People from about the age 35 onwards make up a high proportion of those who migrate into the region. These new residents tend to be second or third home buyers, upgrading their homes from suburbs on the urban fringe or from other local government areas. Many of the new residents have families with children aged from seven to 17. Consistent with trends in the Greater Brisbane area many choose to live in single detached dwellings, particularly in the former Pine Rivers and Caboolture local government areas.

Although single detached dwellings make up the bulk of housing stock, the Redcliffe Peninsula provides the region with a greater proportion of higher density living options. Trends towards townhouse developments in other parts of the Region are leading to a greater diversity of housing choice than similar local government areas.

The conclusions drawn from the age profile are supported by household distribution in the region. Over 70% of our residents are part of either two parent families or they share a house with at least one other adult. Both of these groups tend to have more disposable income than singles living alone or single parent families, which is why housing prices are generally higher than equivalent local governments on the Greater Brisbane fringe.

The age and household structure tells Council that providing a wide range of transport options is important and that transport infrastructure and programs can support this need.

Travel behavioural change programs offer multiple benefits including reducing traffic congestion and improving personal health and lifestyles.
Responding to change

Council’s intent to achieve greater levels of job self-containment, accommodate significant population growth and respond to a changing age profile is addressed in council’s Draft Strategic Framework which is part of the new Moreton Bay Region Planning scheme. It states how council intends to respond to growth and changing community trends. The document is a key consideration in the development of the Travel Demand Management Strategy.

A key component of the strategic framework is place types – the different types of location where we work, live and play. The place types are a future land use model which establishes the specific planning and design outcomes expected in a variety of locations throughout the region.

The Draft Strategic Framework outlines the following key land use strategies to address regional trends:

- The bulk of new residential development will be accommodated within “next generation suburban neighbourhoods” each containing greater levels of services and facilities than do many existing suburban neighbourhoods.
- The development of urban places adjoining activity centres and transport nodes are intended to accommodate medium density residential development, increased urban business and employment opportunities.
- Vibrant and attractive activity centres will be designed to provide a broader range of services, facilities, business and expanded employment opportunities, centrally located within the transport network and easily accessible by residents in existing and new neighbourhoods.
- Major places for enterprise and employment will be developed where they are accessible by major transport corridors and will provide alternative employment destinations for residents of the region.

These land use strategies drive the outcomes of the Travel Demand Management Strategy consistent with council’s investment and initiatives in developing places where business and private investment can prosper.

Council’s strategy to deliver higher densities around activity centres and transport networks will change the region’s profile by providing a diversity of housing choice to the market and providing opportunities for the 17-35’s to remain in the region. Higher densities will provide opportunities for our residents to activate places and to ‘age in place’ in locations that have good access to transport options and community facilities tailored to their needs.
Key issues for the region delivering Travel Demand Management

The Moreton Bay Region faces significant population growth over the next 20 years. This will place significant pressure on existing transport infrastructure and services, particularly roads and public transport.

The existing pattern of urban development and distribution of employment favours people who travel by car. In 2010 87% of all trips in the Moreton Bay Region were made by private car.

Council cannot sustain the cost of maintaining and building new transport infrastructure to service this growth the way it has in the past. Transport infrastructure must move people and goods more cost effectively.

Mixed use developments, people living near passenger transport and local employment opportunities will increase travel choice. This will make trip distances shorter and more attractive to be undertaken by other transport modes.

Region Strengths

- The region has a variety of existing pathway infrastructure for walking and cycling.
- The region has a combination of both rail and road public transport services and supporting infrastructure.
- Council is committed to infrastructure improvements to support the development and enhancement of the existing active transport network and the Moreton Bay Rail Link.

Region Opportunities

- Planning for growth - an integrated land use and infrastructure plan to guide future development in a coordinated and sustainable way.
- Working collaboratively – council can work with state government, stakeholders, schools, businesses and others to develop travel plans to support greater sustainable transport usage.
- The Moreton Bay Rail Link provides increased opportunities for more people within public transport catchments.
- Council will develop a Public Transport Strategy as a tool to advocate with State Government on changes and enhancements to public transport to service our communities.
- Proposed Transit-Oriented Developments (TODs) provide opportunities for developing, designing and retrofitting communities that support greater use of sustainable transport modes.
- Reinforcement of Moreton Bay Region’s major centres as a focus for local employment will reduce the proportion of extended trips.

Flexi Time working hours can have an impact on personal travel choice and reduce peak period traffic congestion.
3. Responding to User Needs

Redcliffe Seaside Village, Redcliffe
**Future directions**

To meet the transport requirements of a growing community, council has developed the Travel Demand Management Strategy around existing and future user needs. This approach not only recognises the population growth but also identifies and understands the varying needs and preferences of the community.

This information allows council work to better manage, and advocate with state government, the region’s transport infrastructure and services to meet the needs of the community.

**The ‘Place Types’ approach to planning**

To provide a range of transport choices for the community, council is using a planning framework known as the place type model.

The place type model is a strategic planning tool that provides a range of transport solutions and activities for the different locations where we live, work and play.

Council uses the place types to respond to the needs of particular communities for wider transport choice.

This information allows council to plan, design and deliver the variety of facilities and programs that each place requires, where they should be located and the activities that occur there.

Central Lakes, Caboolture
Opportunities for meeting user needs

To achieve the vision and fundamental principles, council is responding by helping people manage their travel, by developing responses under three themes:

A. **Making fewer and shorter trips** – Less travel can be achieved through shorter and fewer trips. The way our places are laid out influences the way we travel and how far. If our homes are closer to things we need, we can travel there more easily by walking, cycling and public transport.

B. **Better transport options** – People want to be able to make a choice as to how and when they travel. This choice depends on a variety of convenient routes and ways to travel being available. Available choices need to satisfy different journey purposes. People expect a reasonable level of transport service throughout the urban area.

C. **Knowledge of transport choices** – Information is necessary in changing travel behaviour. Access to information on footpath and cycle networks and on public transport services can encourage the use of more sustainable transport modes.

Responding to these opportunities will include:

- Changing the way our places are developed.
- Improving the range of transport choices across the region.
- Providing information for better transport choices.
A. Making fewer and shorter trips
The way we travel is influenced by the way our communities are designed. People travel to reach the places, goods and services they need. Travel provides access to work, shops, accommodation, education, health services, leisure and community facilities. People will travel less distance if these things are located closer together.

The closer activities are located to where people live and work, the less travel is required. Convenient shorter trips are able to be made by walking or cycling thereby increasing travel choice.

**Connecting communities**

Improvements to walking, cycling and public transport provide residents with more convenient transport options. These options are improved when residents are connected to activity centres to access employment, services and shops.

Direct and convenient linkages for walking, cycling and public transport shorten the travel distance between adjoining neighbourhoods and bring otherwise isolated communities closer together.

**We will:**

1.4 Adopt best practice integrated design guidelines and codes as the basis for transport design integration

1.5 Design activity centres and new communities to support active and public transport

Redcliffe Seaside Village, Redcliffe
Placements with a range of activities

Compact and mixed use places provide opportunities for shorter travel distance. They are more efficient in terms of both time and energy. These places bring together a mix of uses and employment opportunities within a walkable location. For example a person could visit an accountant, have a dental check-up, workout at the gym, enjoy a cup of coffee and do some shopping all in the same trip.

Places with a range of activities encourage people to shop locally, which has the added benefit of creating more viable centres and increased economic activity.

The range of transport choices reflects the diversity of use and scale of the centre. Conveniently located local centres serve everyday needs with the minimum of travel. These centres are most easily accessed by walking and cycling.

Larger centres provide a greater mixture of activities and services to a wider area. These centres are easy to walk around and require a higher level of access by public transport.

Living within and close to centres brings people closer to the range of activities and public transport they need. A range of dwelling styles and sizes will service the needs of a diversity of residents. Employment, services and transport opportunities will reduce their need to travel long distances.

We will:

1.3 Ensure activity centres and appropriate places provided for a range of activities

An example of a place with a mixture of different activities within easy walk of one another.
Well-designed places and buildings

Good urban design integrates active travel and public transport modes into urban areas. It enables people to live closer to their jobs, shops, services, schools or where they spend leisure time. Well-designed places are connected with attractive, convenient, and safe walking, cycling and public transport networks. It makes these places easy for people to find their way around by making paths and access to public transport obvious. Structures are the building blocks that create places. These structures and how they are arranged determine the attractiveness of walking and cycling within places. Welcoming buildings and entrances close to the street make places inviting to meet people and undertake a range of activities. Shade, shelter, seating and lighting encourage people to stay longer and do more business.

We will:
1.2 Develop, implement and review the complementary transport strategies

Buildings are located to the street front and access ways are provided between buildings for pedestrians to access the street from the parking areas.
 Availability and supply of Parking

A mixture of activities in a place requires a variety of types of car parking across the day. The way different types of car parking spaces are shared and managed can reduce the need to travel. A single parking space occupied for a variety of activities within close proximity and at different times will serve many users' needs.

Every trip undertaken by car involves walking from the car park to the ultimate destination. This part of the trip needs to be attractive, safe and convenient.

Council recognises that managing parking within our centres is challenging and that balancing the needs of all users is necessary.

Less time spent traveling

Time is precious. Most people want to use their time more efficiently by reducing the amount of time spent travelling. Users can avoid lengthy periods caught in congestion by traveling outside peak times. Flexible working arrangements allow them to start and finish work earlier or later. Travel time can be further reduced by working from locations closer to home.

Council recognises that options outside the transport network can reduce the need to travel. Telecommunication technology improvements now support a wide range of activities occurring in new, more convenient locations. Avoiding an everyday commute through teleworking can save considerable travel time and money.

We will:

1.3 Manage the supply and availability of parking throughout the region
1.4 Identify opportunities for flexible working arrangements across the region

In Redcliffe, council has established a co-working hub. The hub provides a venue for people to work independently or to collaborate with like-minded people in the same space. Hubs located close to where people live and do businesses can reduce peoples’ need to travel.
B. Better transport choices
Residents are facing increased traffic congestion and increasing demand on their time and money spent on travelling. The community cannot afford ever increasing costs to expand and maintain road capacity. More opportunities are needed to reduce travel or to provide different means of travelling.

Trips are made for a variety of reasons including how and when to travel. To provide travel choice a variety of routes and ways of travel must be available. Travel choices need to satisfy different journey types and meet reasonable service expectations throughout the urban area.

A wider range of transport options can change travel behaviour. To improve transport choice, we need an environment that is friendly to pedestrians, cyclists and public transport users, including people with disabilities.

**Improved active transport opportunities**

Active transport trips are relatively short and mostly to local trips. They can include walking and cycling. Places can seem closer when good quality paths make the experience better.

Making walking and cycling more attractive requires better footpaths, safer crossings and pleasant shortcuts and walkways. Improved local connections need to be designed to support the various users including children and people with disabilities. Well-designed streets will help create more attractive and safe places for pedestrians.

Cyclists facilities need to cater for a variety of skills and needs. Provision for cycling on paths is different to those required on road where the space is shared with other road users. Building up a comprehensive network of safe, pleasant and direct routes will improve cycling as a choice for more users.

The Moreton Bay Regional Council - Active Transport Strategy addresses these issues in more detail.
Improved public transport services

Public transport is more space and energy efficient than traveling by cars. More people using public transport places less pressure on existing roads, relieving congestion and reducing the need for building more and bigger roads.

Making public transport a preferred choice is dependent on convenience, frequency, reliability and affordability.

Convenience means having accessible public transport providing connections to places people want and need to go. Public transport services need to be available when people want to travel.

Frequency and reliability of public transport services are critical in building confidence in using public transport. Knowing that you can get to your destination on time makes the choice to use public transport easier.

Affordability of public transport services need to be comparable to owning and running a car.

Public transport is an important choice for people unable to drive or people who cannot afford to own or run a car including the young, the aged and people with disabilities.

The Moreton Bay Regional Council - Public Transport Strategy addresses these issues in more detail.

We will:

3.1 Identify opportunities to support the concept of ride sharing.

Ride sharing

Sharing a ride with others reduces the stress and cost of a trip, and can be a pleasant social experience. Ride sharing can be an important part of more sustainable travel behaviour and reduce congestion.

Ride sharing can provide for a range of travel needs. Ride sharing can include regular commutes with co-workers or one-off trips where an extra vehicle would be an inconvenience or an additional cost (e.g. going to the airport).

Friends and colleagues can informally arrange to share rides. Websites or facilitation groups can bring people who have common travel needs together in a more formal arrangement.
C. Knowledge of transport choices
To change current travel behaviour people need to know what other travel options are available. Understanding the benefits and costs of these options will help people make well-informed decisions about their travel.

**Available information**

Being aware of travel choices is the first step towards changing which travel options people choose. Once travellers have knowledge, they can make more informed choices and plan trips more appropriately.

Information needs to be accessible on how, where and what options are available for any trip. This information needs to be available in many forms and through various media such as the Translink website illustrated below.

Maps, brochures and signage help residents and visitor to plan their commute, a recreational activity on the weekend or a visit to the shops.

Access to information such as the Translink Journey Planner aids travel choice decisions.
Help to make travel choices

For people to change travel behaviour they need information and tools to plan their travel. To help people change their behaviour, travel plans raise awareness, increase knowledge of travel options and encourage use of walking, cycling, ride sharing and public transport.

A travel plan can be tailored to an individual or place (e.g. work place or school). Travel plans can identify infrastructure improvements needed to support changes in travel behaviour.

A travel plan provides information and motivation to get to and from destinations by walking, cycling, ride sharing and public transport.

Implementation of travel plans can provide a variety of benefits including reducing the demand for car parking, reducing travel costs, reducing congestion, improving accessibility and promoting better health.

Employers can reap benefits from improved staff moral using travel plans that could include secure cycle parking and end-of-trip facilities, better access to public transport, teleworking, flexible working arrangements and facilities for walking.

Infrastructure providers such as Council can benefit by making better use of the existing road network and reducing the costs to the community of upgrades.

We will:

3.1 Continue to deliver, expand and implement the Moreton Bay Regional Council Travel Choice Program (MBRC Travel Choice Program)
4. Framework for Delivery
Delivering the strategy

Delivery of the Strategy will be achieved through a series of programs with measurable targets and an ongoing monitoring and review schedule.

The outcomes of this Strategy and future programs will inform capital and operational works programs, the Moreton Bay Regional Council Planning Scheme and other strategies.

Partnerships

Transport facilities and services are delivered across the region by a number of parties including State and Local Government and private operators. Where facilities or services are managed by the state government or other service providers, Council will work with the State Government to ensure that community needs are addressed. This will involve partnering to develop and enhance our transport network as a seamless and coordinated transport system.

Public education and communication

Community education and awareness of transport options and choices is an important role of Council. Council will work in partnership with schools, business and communities to develop and implement better transport outcomes. This includes education and capacity building programs to promote better travel choices.

We will:

4.1 Partner with State Government and service providers.

4.2 Ensure that all transport stakeholders are considered in the transport system

4.3 Engage with the community to improve understanding of transport choices their impacts and full costs.
Leadership and governance

The Travel Demand Management Strategy is a primary policy of the Moreton Bay Regional Council. Council champions the vision of achieving desired behaviour change outcomes and works to achieve the goals and targets expressed within the Strategy.

Travel demand management outcomes are achieved through council projects reflecting the direction contained within this Strategy.

Council is skilled to facilitate travel demand management outcomes that reflect the vision and respond to the needs of the community.

We will:

4.4 Adopt as council policy the Moreton Bay Regional Council Travel Demand Management Strategy.

4.5 Assign responsibility for implementation of the Strategy within the organisation.

4.6 Establish cross departmental processes to ensure effective implementation of the Strategy.
iRIS and Council’s capital works program

Moreton Bay Regional Council performs a leading role in coordinating the delivery of infrastructure for existing and new communities throughout the region. An integrated approach to infrastructure network planning does this more efficiently.

The Integrated Regional Infrastructure Strategy, or ‘iRIS’, combines Council’s infrastructure priorities with the priorities of other infrastructure providers in the region, such as transport, water, sewerage and energy.

The iRIS assists Council in prioritising infrastructure projects based on a quadruple bottom line assessment that stimulates economic development, is socially equitable, environmentally robust and has a governance framework based on excellence and value for money.

The Travel Demand Management Strategy will inform the preparation of the iRIS by identifying and prioritising projects that support transport choice.

The outcomes of iRIS will guide Council’s capital works program over the next 20 years.
Moreton Bay Regional Council is planning for the future with a new regional planning scheme. The new Planning Scheme will respond to growth and development across the region. Council has released the Draft Strategic Framework which provides a vision and strategy for the region and will form part of the new Planning Scheme.

The Travel Demand Management Strategy will inform the development of the Planning Scheme, including setting of new standards to the way places are designed and to support walking, cycling and public transport within those places.

Increased employment and a range of uses within walking distance of places where people live helps to manage travel demand.

The Travel Demand Management Strategy will inform the development of a Priority infrastructure Plan (PIP). The PIP seeks to integrate land use and infrastructure planning by encouraging growth in areas where infrastructure exists or can be provided efficiently. Future versions of this Strategy will inform the PIP by determining future trunk and non-trunk transport infrastructure requirements based on population growth and estimating the cost to provide this future infrastructure.

Redcliffe State High School, Art Competition Winner – Yin (Year 9)
Park, Walk or Ride
Goals and Targets

Burpengary State School, Burpengary
Moreton Bay Regional Council is working towards improving transport choice within the region. While Council is not the only agency interested in travel demand management, it plays a significant role in provision, management and advocating for provision of facilities by the State Government, transport operators and the private sector.

To meet the goals of this Strategy, Council has set short, medium and long term targets.

### Short Term to Medium Term Selective Key Targets 0-4 Years

- Deliver the short to medium term outcomes identified within the specific transport strategies including Networks and Corridor, Active Transport, Public Transport and Travel Demand Management
- Implement the outcomes of the transport strategies into the planning scheme.
- Inform and advocate the outcomes of the suite of transport strategies to State Government, transport operators and the private sector.
- Establish a cross departmental committee to jointly implement and monitor the Strategy and action plan with continuous liaison.
- Establish a multi-disciplinary review panel with membership across the Strategic Planning Department and the Engineering, Construction and Maintenance Division.

### Long Term Selective Key Targets – 5-10 years

- Deliver the long term outcomes identified within the specific transport strategies including Networks and Corridor, Active Transport, Public Transport and Travel Demand Management
- Implement the outcomes of the transport strategies as part of the implementation of local plans and the planning scheme
- Monitor, evaluate and update the transport strategies at least every five years.
Monitoring and Review
Evaluation and monitoring will be undertaken to ensure we continue to meet the vision and actions proposed in this Strategy. This will allow Council to continually monitor its progress, be responsive to legislative change and remain current.

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<td>Strategy Review (5 Yearly)</td>
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<table>
<thead>
<tr>
<th>Monitor</th>
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<tbody>
<tr>
<td>Monitor and refine strategy outputs as subsequent detailed strategies are completed and implemented to meet user needs</td>
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</table>

Regular monitoring of the strategy will be undertaken to ensure Council remains on track to achieve the vision and targets. Council will continuously improve the planning, funding and management of transport infrastructure and services to follow current best practice where feasible at all times.