



Australian Cycling Conference

Adelaide 18 & 19 January 2010

Sunshine Coast Regional Council TravelSmart Program

Jo Ferris

Senior Project Officer, TravelSmart Sunshine Coast
Infrastructure Services Department
Sunshine Coast Regional Council
PO Box 141, Tewantin Q 4565
Ph +61 (04) 5449 5174
Fax +61 (0)4 5447 1062
www.travelsc.com.au
joanna.ferris@sunshinecoast.qld.gov.au

Abstract

TravelSmart Sunshine Coast is a Sunshine Coast Regional Council Program in Queensland that includes a combination of travel behaviour change activities with cycling and pedestrian infrastructure changes. The program is primarily targeted at schools, workplaces and the wider community.

The Sunshine Coast Regional Council's TravelSmart Sunshine Coast presentation would discuss the following:

- How the Council successfully integrates travel behaviour change with cycling infrastructure improvements;
- Innovative initiatives delivered to encourage cycling to/ from schools and workplaces – what has worked and what hasn't.

A mixture of soft and hard measures are delivered, including the provision of Local Access Guides, walking and cycling maps, park and walk/cycle maps, cycle education, ride/walk to school days, free holiday buses, infrastructure improvements, bike/scooter parking and on road cycling lanes. Through the delivery of these measures and constant encouragement, TravelSmart successfully reduces private car trips and increases active transport trips. This travel behaviour change also provides solutions to traffic and parking problems, a healthier environment and an improved physical activity level of its community.