



Transport  
for NSW

# The contribution of Transport Management Associations (TMAs) in the evaluation of walking as a benefit

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# Today's presentation



- The case for collecting data on walking at a precinct level
- Implications for evaluating walk trips in work-based programs
- Transport Management Associations in the United States
- NSW Long Term Transport Master Plan and *Connect Macquarie Park + North Ryde*

# The case for collecting data on walking at a precinct level



- The nature of land use development in a precinct impacts significantly on the prevalence of walk trips
- Broadscale travel surveys tend to:
  - report only unlinked trips, under-report the walk leg of motorised trips (Census)
  - yield an insufficient sample size for local area planning (Household Travel Survey)
- The **extent** and **variety** of walk trips in local areas is often not well understood.

# The case for collecting data on walking at a precinct level

- Finer-grained data is essential to answer questions relevant for planning:
  - What routes do people take to access and move within a precinct?
  - What are the barriers, preferences and motivators of choice?



- Options:
  - GPS, purpose built supplementary surveys
  - Leverage TMA programs to provide additional local data

Typical TMA  
Services

Data collection for site access  
planning  
Transport planning suggestions to  
transport entities  
Parking demand analysis

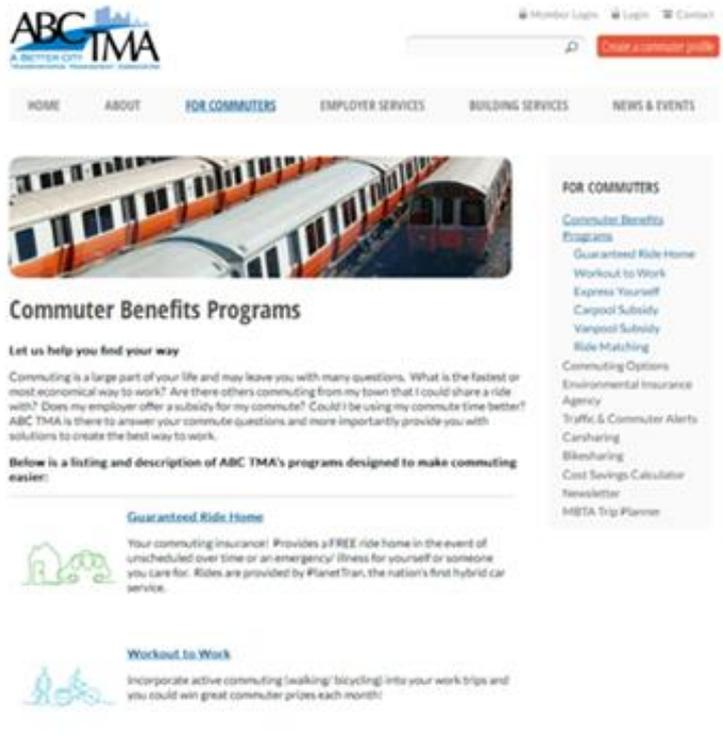
Bike and pedestrian trail  
connections  
Bike and walk rewards  
Biking and walking maps  
Bike and walking buddies  
Safety education programs

Promotional events  
Commuter contests  
Personalised journey planning  
Site audits and HR advisory

Carpool matching  
Emergency ride home guarantee  
Car share partnership  
Shuttle services

# TMA in the United States

- Regulatory context of Trip Reduction Ordinances
- TMA are flexible and adapt to local conditions
- Best-practice TMA can:
  - Solve concrete problems and propose practical solutions locally
  - Create a positive environment for efficient stakeholder involvement
  - Increase mobility choices to users at low cost
  - Reduce the need for private cars



The screenshot shows the ABC TMA website. The header includes the logo 'ABC TMA A Better City' and navigation links for 'HOME', 'ABOUT', 'FOR COMMUTERS', 'EMPLOYER SERVICES', 'BUILDING SERVICES', and 'NEWS & EVENTS'. A search bar and a 'Clear all filters' button are also visible. The main content area features a large image of a train and the heading 'Commuter Benefits Programs'. Below this, there is a section titled 'Let us help you find your way' with a paragraph of text. A sidebar on the right lists various commuter benefits programs. The main content area also lists two programs: 'Guaranteed Ride Home' and 'Workout to Work'.

**ABC TMA**  
A Better City

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HOME ABOUT FOR COMMUTERS EMPLOYER SERVICES BUILDING SERVICES NEWS & EVENTS

FOR COMMUTERS

- Commuter Benefits Programs
- Guaranteed Ride Home
- Workout to Work
- Express Yourself
- Carpool Subsidy
- Vanpool Subsidy
- Ride Matching
- Commuting Options
- Environmental Insurance Agency
- Traffic & Commuter Alerts
- Carsharing
- Bike-sharing
- Cost Savings Calculator
- Newsletter
- MTA Trip Planner

### Commuter Benefits Programs

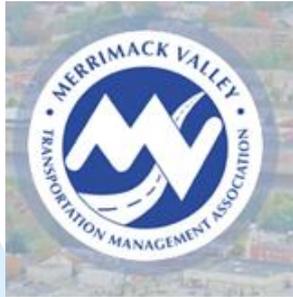
Let us help you find your way

Commuting is a large part of your life and may leave you with many questions. What is the fastest or most economical way to work? Are there others commuting from my town that I could share a ride with? Does my employer offer a subsidy for my commute? Could I be using my commute time better? ABC TMA is there to answer your commute questions and more importantly provide you with solutions to create the best way to work.

Below is a listing and description of ABC TMA's programs designed to make commuting easier:

- Guaranteed Ride Home**  
Your commuting insurance! Provides a FREE ride home in the event of unscheduled over time or an emergency illness for yourself or someone you care for. Rides are provided by Planet Bus, the nation's first hybrid car service.
- Workout to Work**  
Incorporate active commuting (walking/ bicycling) into your work trips and you could win great commuter prizes each month!

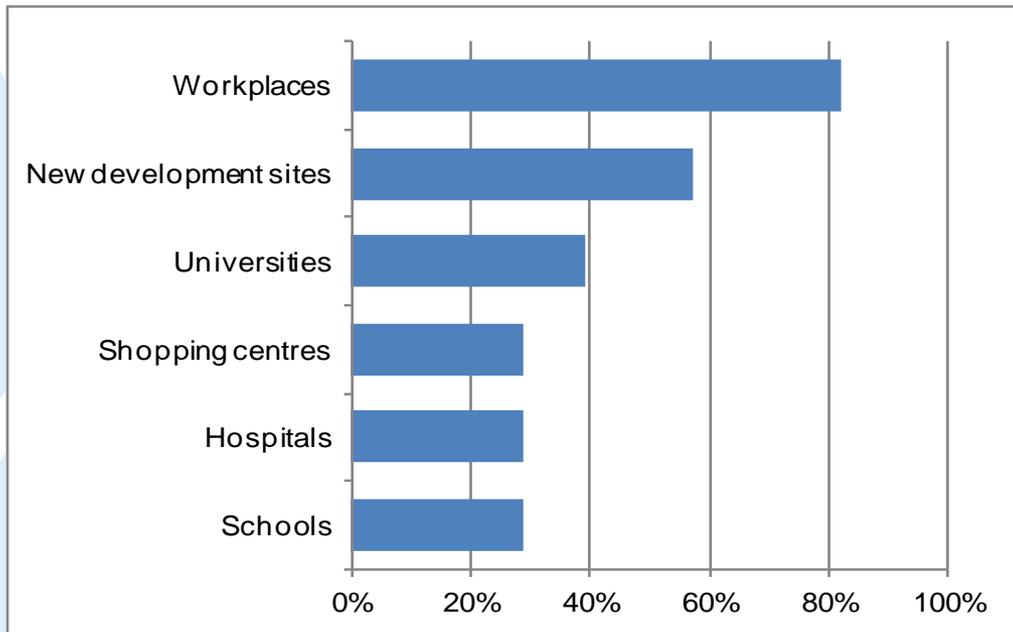
# TMAAs in the United States



- *Workout to Work* incentive program and *Lunchtime Walking Series*
- *NuRide*, an on-line ride matching, commute tracking system & rewards program
- Annual commuter surveys measuring:
  - linked trips (including park & walk)
  - unlinked walk trips
  - trip times
  - origin and destination postcodes
  - preferences, barriers and motivators to change travel behaviour

# TfNSW survey of TMAs in the US

- 3-minute online survey to understand the relevance of measuring walking for TMAs
- 97 invited, 33 respondents (34%)
- 85% identified increased use of active transport as a priority in the last 2 years.



Most of the TDM effort is concentrated on workplaces & new developments

# TfNSW survey of TMAs in the US

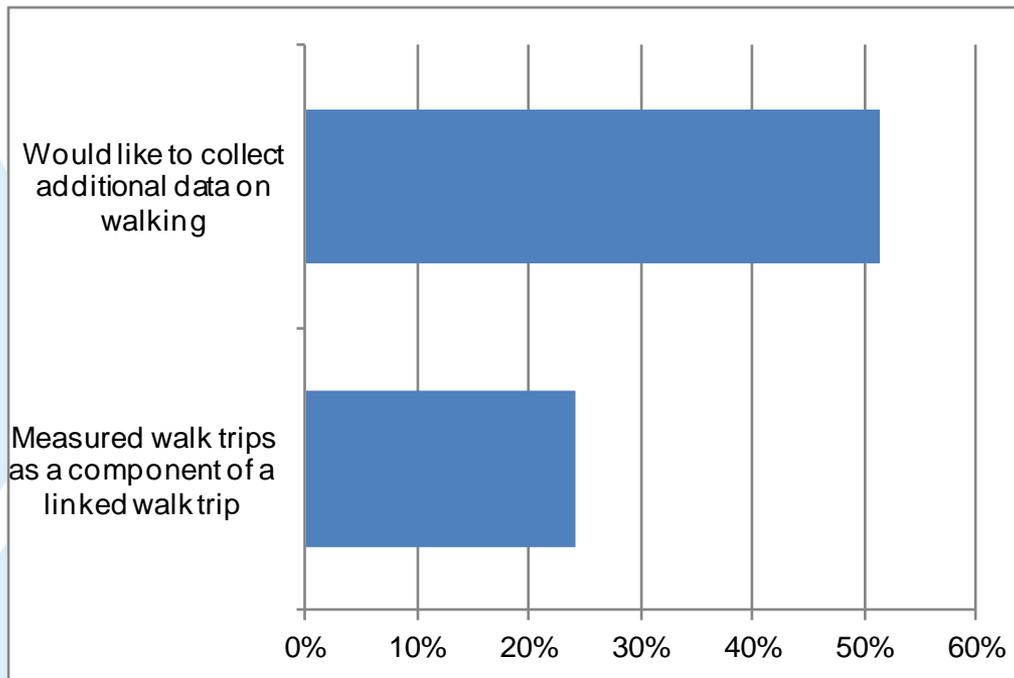
The survey results highlight a gap in walking data collected and sought

39% collected data on walk mode share (mainly for commute purpose)

24% collected data on linked walk trips

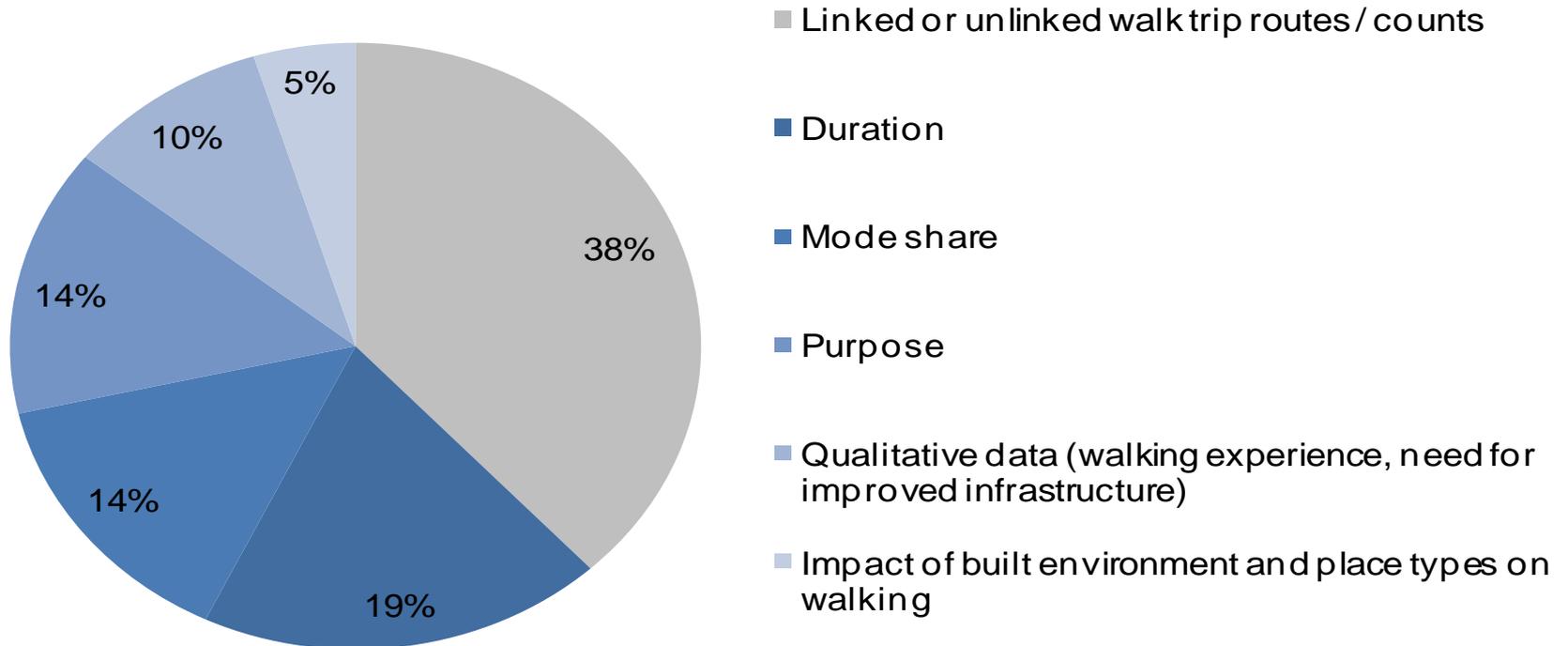
15% measured the duration of walk trips

15% measured the economic value of walk trips



# TfNSW survey of TMAs in the US

What data would you like to collect about walking but currently don't?



Base = 21 mentions

# TfNSW survey of TMAs in the US

- **Benefits of measuring the economic value of walking:**
  - Contributed to a broader economic measure for alternative modes of transport
  - Quantified the reduction in pollutants
  - Can be used as an input to business cases for funding
- **Benefits of collecting data about walking:**
  - Better informed policy, planning or advocacy for improved health, safety & pedestrian infrastructure, including new developments

# Obtaining insight about local walk trips through TMA programs



- Opportunities for TMAs to improve data collection on walking in precincts:
  - **Surveys**: measuring length and duration of linked and unlinked walk trips
  - **Commuter rewards programs**: programs that include on-line tracking
  - **Business cases**: including estimation of the economic value of walking in funding submissions
  - **Non-commute trips**: where fit for purpose, measuring walk trips for shopping, work-related business, leisure

# NSW context

- **NSW Long Term Transport Master Plan**  
Action to pilot TMA partnership for travel demand management in precincts
- **Sydney's Walking Future**  
Action to promote walking as the preferred mode of transport to nearby centres



- Macquarie Park TMA Pilot = potential for combined programs across the precinct + measurement of behaviour change at a local level



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# Thank you

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