

### Transport Information Centre

#### In Brief

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| <b>Town/Region</b>       | Brisbane                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>State</b>             | Queensland                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Context</b>           | Centre to provide face to face sustainable transport journey planning                                                                                                                                                                                                                                                                                                                                 |
| <b>Target Group</b>      | All                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Organisation(s):</b>  | The Transport Information Centre is a partnership between Brisbane City Council, Queensland Government and TransLink.                                                                                                                                                                                                                                                                                 |
| <b>Timing of Project</b> | The Transport Information Centre was opened on 19 <sup>th</sup> May 2008                                                                                                                                                                                                                                                                                                                              |
| <b>Weblink</b>           | <a href="http://www.brisbane.qld.gov.au/BCC:BASE::pc=PC_5111">http://www.brisbane.qld.gov.au/BCC:BASE::pc=PC_5111</a>                                                                                                                                                                                                                                                                                 |
| <b>Key Outcomes</b>      | <ul style="list-style-type: none"> <li>People engaging in regular physical activity</li> <li>Sense of place</li> <li>Positive healthy impacts</li> <li>Modal shift to active transport</li> <li>Support existing travel behaviour change activities, i.e. Active School Travel, Active Travel Workplaces and TravelSmart Community Projects</li> <li>Reduction in greenhouse gas emissions</li> </ul> |

#### Overview

The Transport Information Centre (TIC) is a one-stop shop for information and advice on sustainable transport options such as walking, cycling and public transport (buses, trains and ferries). It was developed due to a need to provide more detailed sustainable transport information to Brisbane residents and visitors; it is an Australian-first which is based on highly successful Mobility Management Centres in Europe. The aim of the TIC is to supply and actively promote information and services to the public in relation to public transport, walking, cycling and carpooling to encourage behaviour change from single occupant car trips to sustainable modes.

#### Outcomes

By providing information and support the TIC helps the public to adopt more active and sustainable lifestyles through using public transport, walking and cycling to travel into and around the City.

The TIC has a number of objectives, these include:

- To raise awareness of sustainable modes of travel such as public transport, cycling, walking and car pooling.
- To disseminate information to the public including ticketing information, timetables and service charges to enable them to make informed sustainable travel choices.
- To provide a support mechanism for TransLink's go card ticketing services.

The TIC is open the following hours to meet the needs of the travelling public:

Monday – Friday: 8am – 6pm

Saturday: 9am – 5pm

Sunday and Public Holidays: Closed

### At the TIC, the public can:

- Get a free personal journey planning session;
- Ask how best to incorporate public transport, walking or cycling into their travel routine;
- Learn how to use sustainable transport to reduce their carbon footprint;
- Pick up maps on walking and cycling paths;
- Find information on walking and cycling clubs;
- Find timetables, service changes and other public transport information;
- Use the journey planner touch screens; and
- Top up go cards.

### Successes

- Opened in tandem with the opening of the Inner Northern Busway;
- Over 200,000 visitors through the Centre in the first year of operation;
- Almost 40% of these visitors were given travel journey planning advice, 5% of those were first time users of sustainable transport;
- Go card sales and enquiries have continued to grow and represent 30% of total enquiries at the TIC;
- TIC staff attended public events including Greenfest, University of Queensland Orientation and National Ride to Work Day; and
- Established a referral network with local travel agents, hotels, tourist attractions, bike shops and transport operators.

Within six months of operation the TIC had helped Brisbane commuters with:

- 5400 public transport timetable requests;
- 2200 journey plans;
- 1200 go card top-ups; and
- Almost 400 walking and cycling enquiries.

### Learnings

An appointment system has been set up to allow scheduled journey planning sessions.

### Benefits

- Provides a personalised journey planning facility in addition to supplying maps, timetables and route information.
- Supports a wide range of Brisbane City Council's Travel Behaviour Change Projects including the Active Workplaces Program, TravelSmart Communities Program and the Active School Travel Program.

### Links

|                    |                                                                               |
|--------------------|-------------------------------------------------------------------------------|
| TransLink website: | <a href="http://www.translink.com.au">http://www.translink.com.au</a>         |
| BCC website:       | <a href="http://www.brisbane.qld.gov.au">http://www.brisbane.qld.gov.au</a>   |
| QT website:        | <a href="http://www.transport.qld.gov.au">http://www.transport.qld.gov.au</a> |



*Transport Information Centre*

## Case Study – Transport Information Centre

[www.healthypaces.org.au](http://www.healthypaces.org.au)

### Transport Information Centre



*Personalised journey planning service*



### Route information



4