

**Think
Change®**

Working together for effective
travel behaviour change



SCATAC Briefing
20 September 2022

1. Infrastructure & service measures

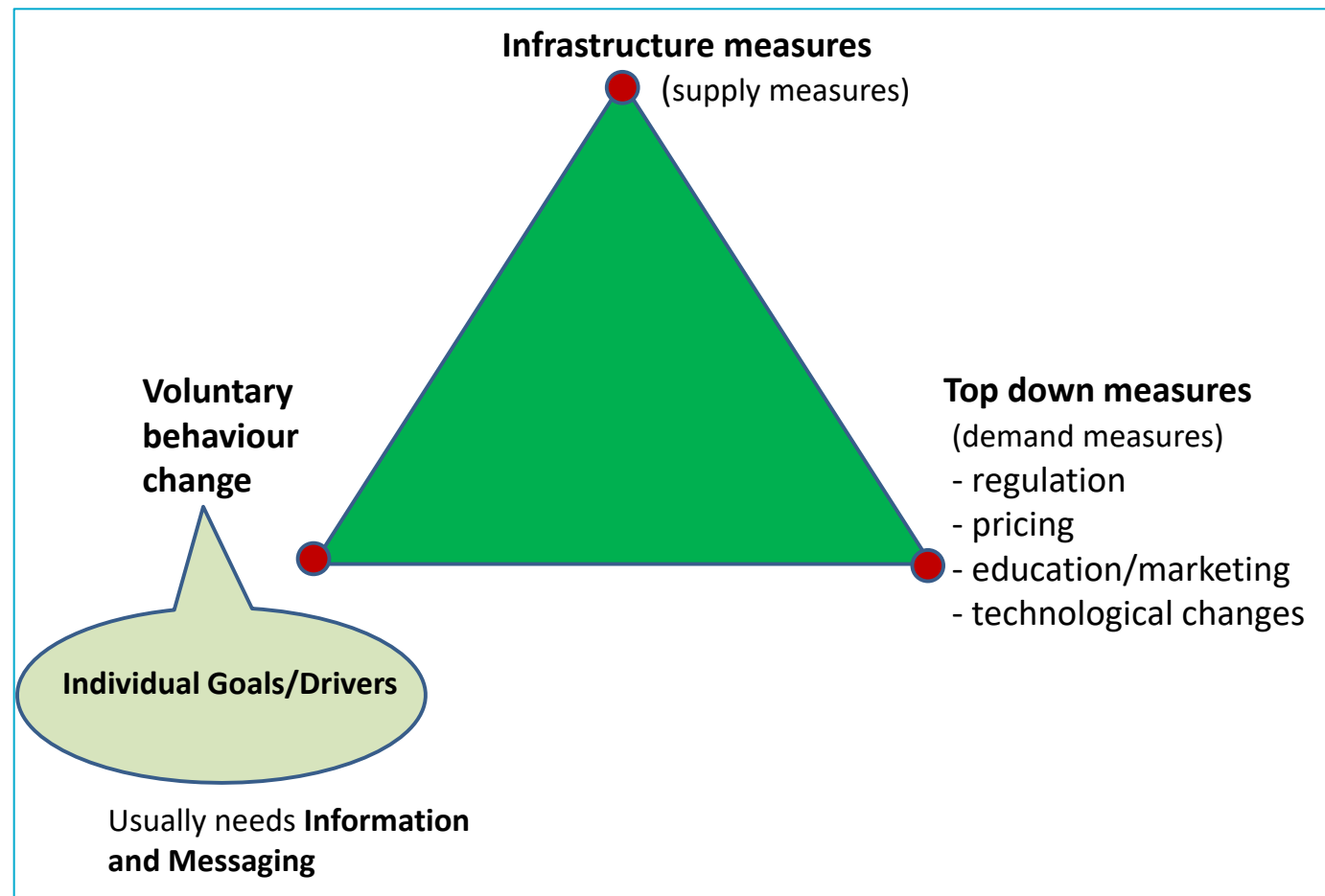
- Bus lanes, bus services, cycleways, pathways etc.

2. Top-down measures

- Regulating (1 garage space/unit)
- Pricing (parking prices)
- Education/marketing (telling people what's best)
- Technological changes (apps for shortest route)

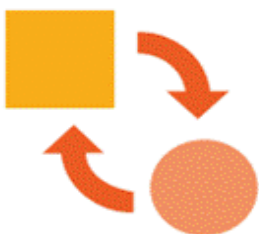
3. Voluntary behaviour change

- Starting with individual goals
- Helping people to help themselves make changes





People thinking about their activities and planning ways to make life easier by doing things differently



Remode



Retime



Reduce



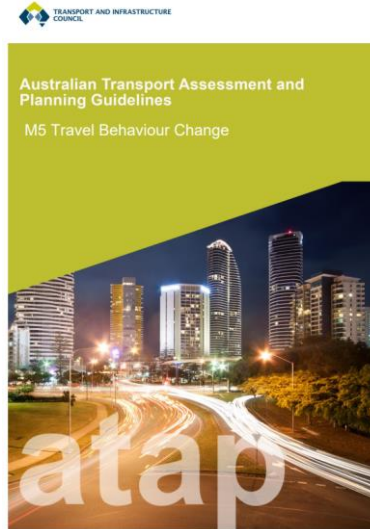
Reroute

Global



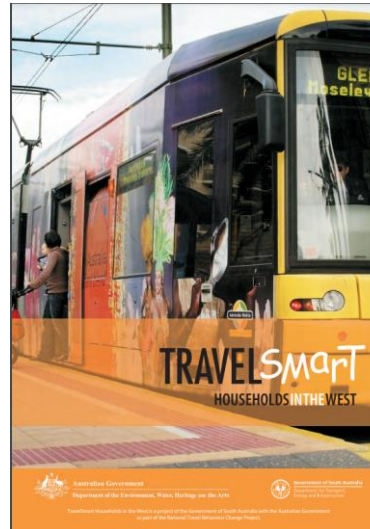
20% reduction in car kilometres, by 2030.

Commonwealth



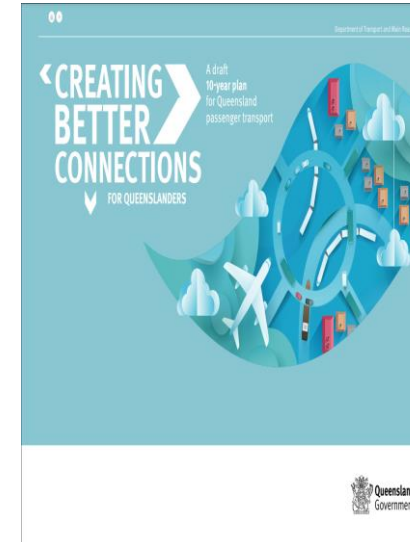
Guidance on assessing travel behaviour change initiatives.

State



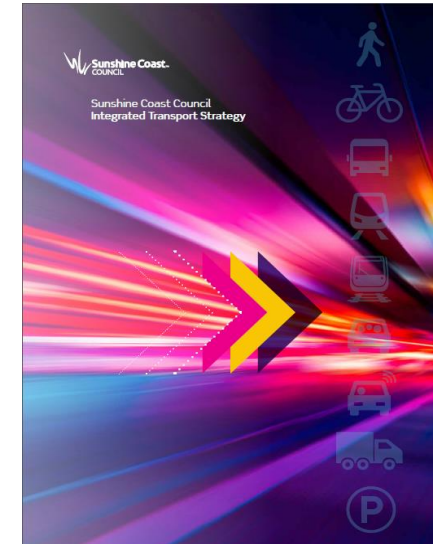
Adelaide (66,000 households) achieved 18% reduction in kms travelled.

QLD Government



'Implementing a rolling program of travel behaviour change activity' as one of its 20 actions by 2030.

Council



Goals are mode shift and reduce private car trips.

Travel behaviour change is a **'strategy for success'**.

Developing a **Travel Behaviour Change Program** is a key action.



PURPOSE

- **Develop and deliver** a coordinated multi year **Travel Behaviour Change Program of initiatives**
- that can **lead to a sustained change** in resident and **visitor travel habits**.



GOAL & OBJECTIVES

- **Reduce reliance on private car trips and kilometres travelled**
- **Achieve a shift to increased passenger and active transport as network matures.**

Aligned with ITS objectives:

- Safe, secure, and sustainable access for everyone
- A cleaner and healthier environment and better amenity
- Better community health and individual wellbeing
- Maintain and enhance efficiency of the transport network
- Ensure value for money.



OUTPUTS

- ✓ **A multi-year Travel Behaviour Change Program**
- ✓ **Region-wide marketing and communications campaign**
- ✓ **Inform and guide Council's priorities** regarding travel behaviour change initiatives
- ✓ **Enable coordination** and development of future initiatives
- ✓ **Monitor and evaluate success**

**AIM**

ThinkChange® aims to sustain and enhance the unique lifestyle and environment on the Sunshine Coast



By facilitating a shift towards more sustainable travel choices

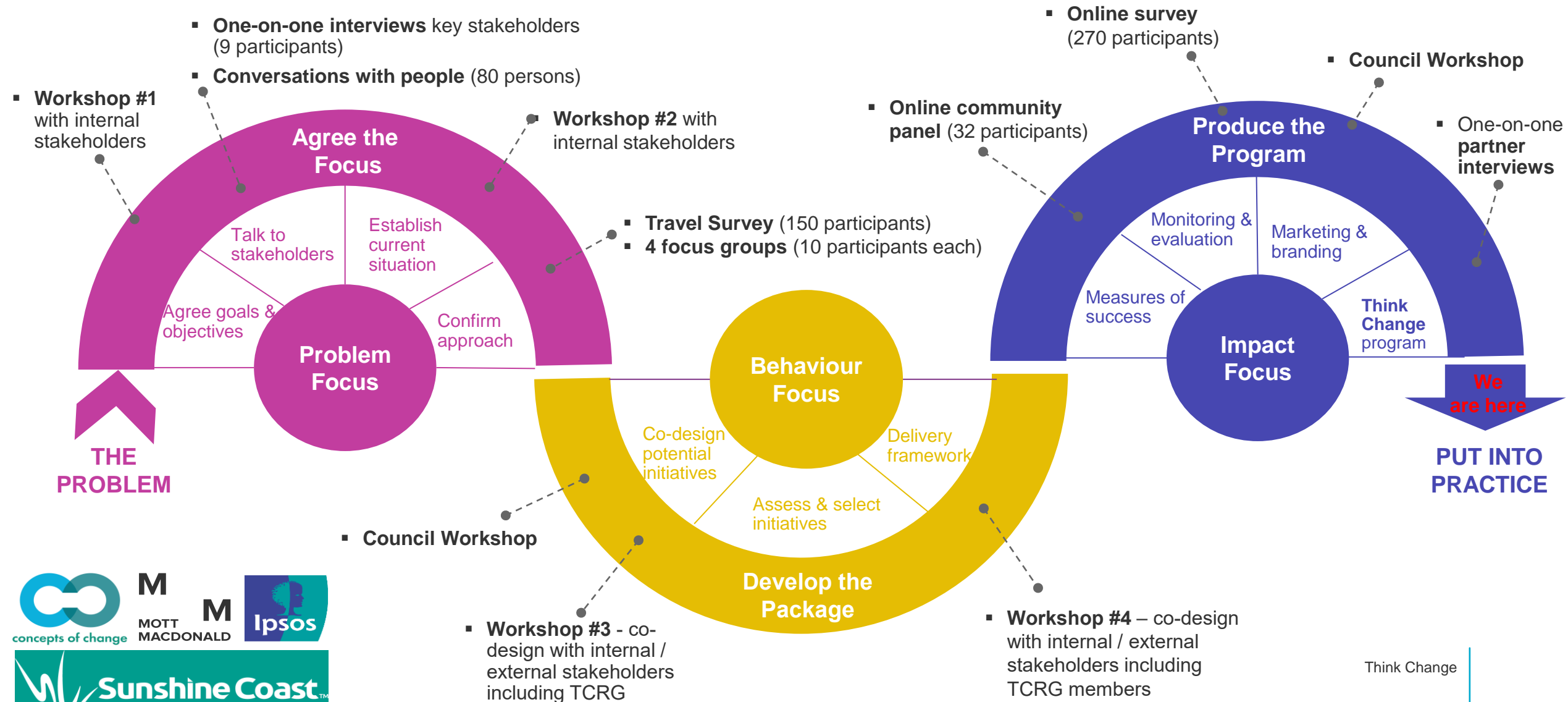


Support people to think about and plan ways to make their life easier by doing things differently, now and into the future

Where people who will use a particular service or product are involved in the design of that service or product

Meaning

- Listen to people rather than tell them what to do
- People identifying the behaviours they want to change
- Needs support of stakeholders at all levels
- Needs support of the people who the initiatives are targeting





Findings

What it means

Most people can quickly say what they **love about** living, working, studying and playing in the **Sunshine Coast**.

When people realise that continuing growth in car use is affecting the quality of life, they can easily understand the need for **ThinkChange**.

When people are asked about the **main negative** about living on the Sunshine Coast – **traffic** is the answer in over 80% of cases.

ThinkChange targeted at reducing car use can be framed as addressing this issue in the short term.

People and organisations can **readily identify a problem or issue that would be reduced** if people used cars a bit less.

These problems and the benefits achieved by overcoming them, forms the basis of **ThinkChange**.

People can readily answer how they can **reduce car trips and kilometres travelled**.

Travel behaviour change focussed on getting people to mode shift is unlikely to succeed until there is investment in the network to be a viable choice.

However, **bus or train is rarely mentioned**. Walking and cycling is occasionally mentioned.

More frequent are other options – going to a closer activity, doing something as part of another trip, using online services, sharing a ride.

A program **getting people to think of ways to avoid car kms or trips** is likely to be more successful and is the focus of **ThinkChange**.

Current barriers to mode shift







Lack of viable public transport options and barriers to active transport network mean mode shift is currently difficult

→ Longer term focus

Opportunities for reduced car trips and increased car efficiency

Many other ways to change travel behaviour and people are keen to use these to retain their lifestyle.

→ Early years focus

Current		2041	
Trend		Target	
Private vehicle 	85% ↓	70%	Private vehicle 
Active 	12% ↑	20%	Active 
Passenger transport 	3% ↑	10%	Passenger transport 

ITS goals: mode shift and reduce single occupant car trips

ThinkChange is a comprehensive program to guide future travel behaviour change investment

1. Initiatives

- Co-designed and underpinned by voluntary behaviour change

2. Branding and messaging

- The overarching message is **ThinkChange** and will comprise linked messages for each initiative

3. Tools of change

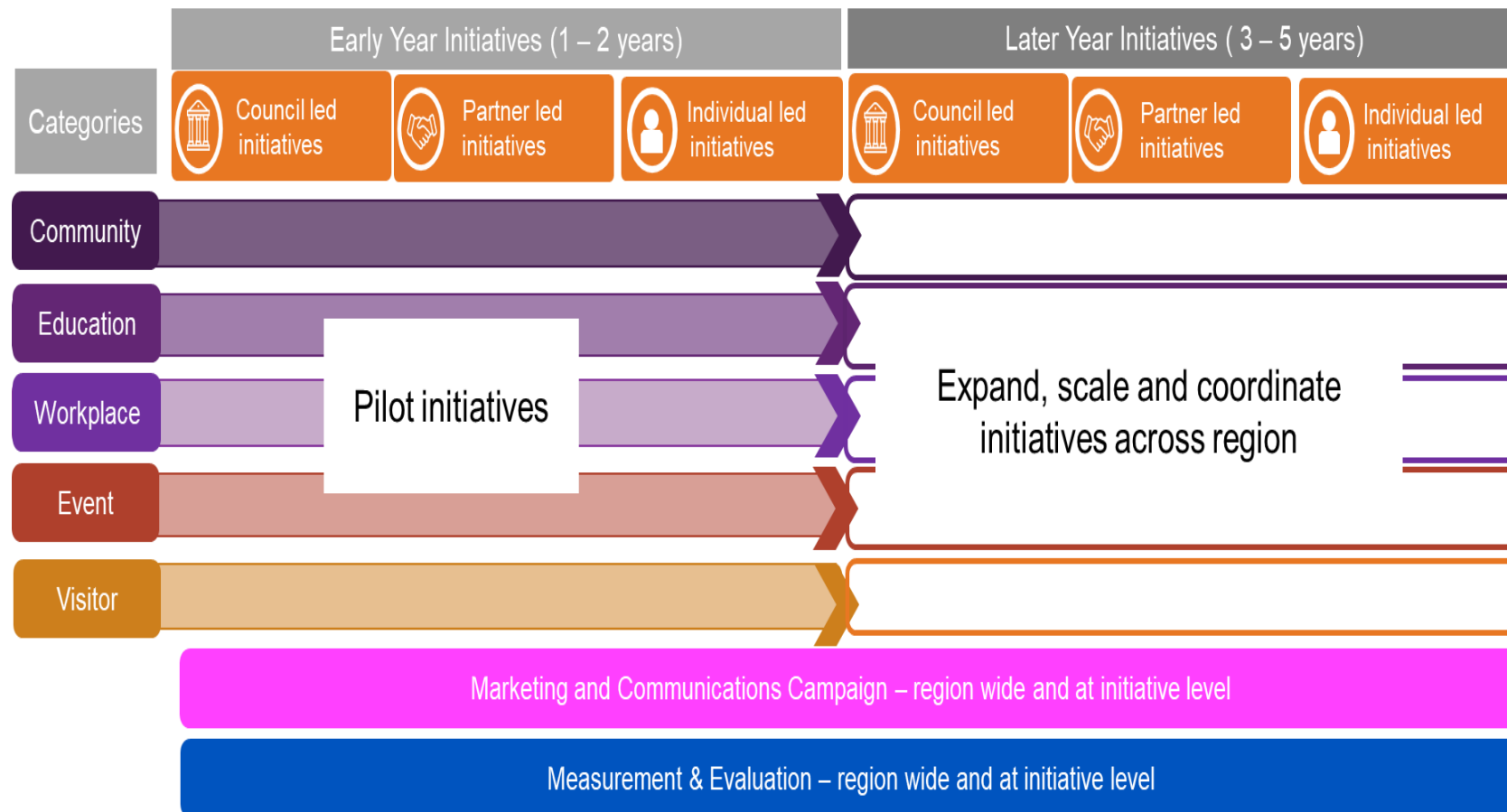
- For all initiatives there will be tools of change – things that make it easier to change

4. Measurement and evaluation

- At the initiative and region-wide level

5. Implement, learn and adapt

- Be nimble – and adapt as needed



ThinkChange focus is on five early year pilot initiatives co-designed with willing partners



Council led initiatives

Reducing dependency on the car

1. Maroochydore PDA (workplace category)
2. Sunshine Coast Stadium (event category)



Partner led initiatives

Congestion at schools

3. Palmview State Primary School (education category)
4. Bli Bli State Primary School (education category)

Linking locals - a better community with less cars

5. Aura Stockland (community category)



And a long list of potential initiatives developed through the co-design process for consideration in outer years



Individual led initiatives

Everyone can get involved, with small changes adding up to something bigger - Rethink, Reroute, Retime, Reduce, Remode.

Group discussion: What small changes can you make?



People thinking about their activities and planning ways to make life easier by doing things differently



Remode



Retime



Reduce



Reroute

Assist the community look for existing opportunities to reduce car use by rethinking their activities and plan ways to make life easier by doing things differently.

- **ThinkChange** name and logo is a registered trademark within Australia
- Council's website updated including **ThinkChange** digital brochure
- Messaging and communications i.e. social media, media releases, advertising, radio, print, email contact address
- Broader incorporation of **ThinkChange** branding and communications across Council transport related projects over time.





- Continue discussions with potential interested partners
- Work with our partners to prepare for delivery of pilot initiatives
- Secure project specific resources to facilitate program management, monitoring and evaluation of **ThinkChange** initiatives
- Majority of **ThinkChange** initiatives will likely comply with the **Transport Levy Policy**, with a funding allocation of revenue from **Transport Levy** included in 2022/23 Budget
- Implement the marketing and communications campaign.

The background of the entire image is a photograph of a person walking on a beach at sunset, carrying a surfboard. The sky is a mix of purple and orange, and the water is calm. Overlaid on the center of the image is a large white rectangle containing the 'Think Change' logo. To the right of the white rectangle are three overlapping chevron arrows pointing to the right, colored pink, yellow, and blue.

Think
Change®

sunshinecoast.qld.gov.au/ThinkChange



Our region.
Healthy. Smart. Creative.