



CLIENTS PEOPLE PERFORMANCE

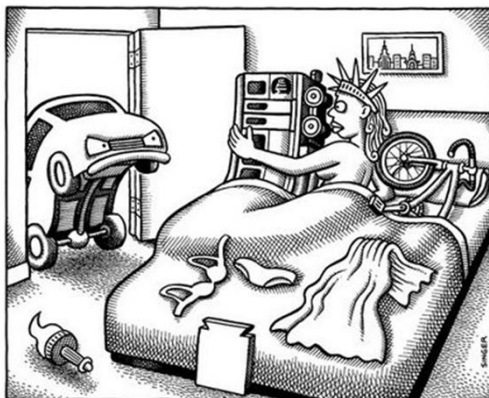
AITPM National Conference Creating a Transit Community Culture

Melbourne, Victoria

Thursday 11 August 2011



Where is the Love for Public Transport?

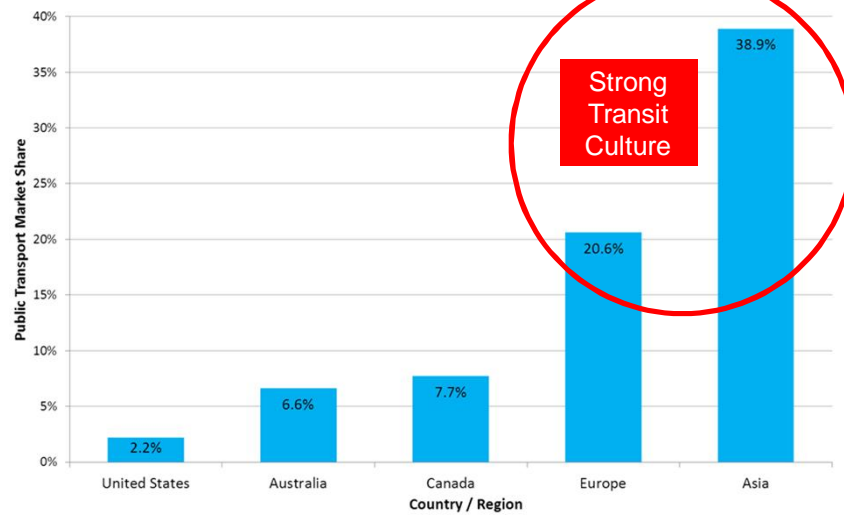


The End of the Love Affair with the Car



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The Challenge



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Transit Community

People with No Choice



People with Selective Choice



People with a Lifestyle Choice



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Transit Community Culture

A transit community culture exists where the majority of people in a city **understand** the public transport network, have a **positive view** of the system and use the services as a **genuine alternative** to car-based trips.

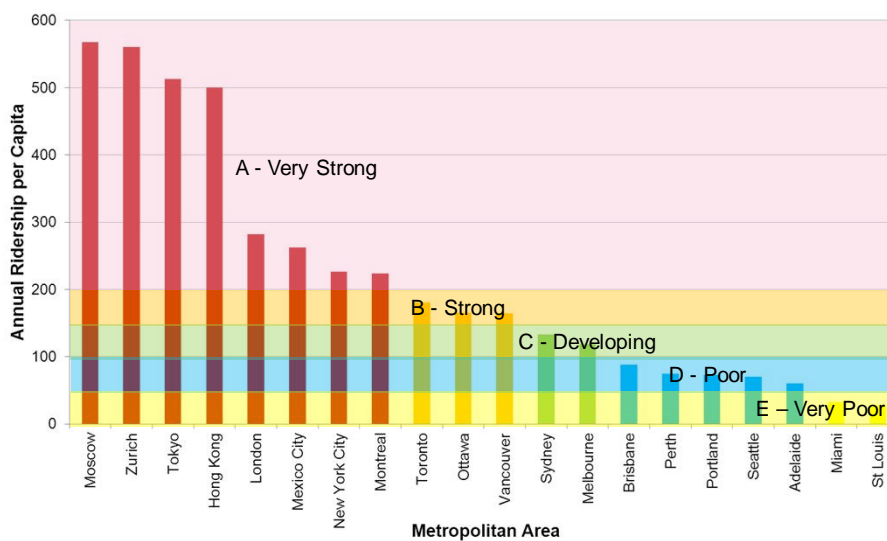


Annual Ridership per Capita =
Total Annual Boardings / Metro Population

Class	Transit Culture	Annual Ridership per Capita
A	Very Strong	Greater than 200
B	Strong	150 to 200
C	Developing	100 to 150
D	Poor	50 to 100
E	Very Poor	Less than 50

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Metropolitan Transit Community Culture



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Place-based Transit Community Culture

1 - CBD



2 - Major Regional Centre



3 - Suburban Retail Centre



4 - Inner Urban



Transit-oriented
Development Typologies



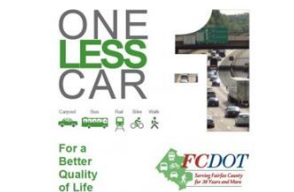
5 - Outer Suburban



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Activity-based Transit Community Culture

Business



BEST
Workplaces
for Commuters™



Educational

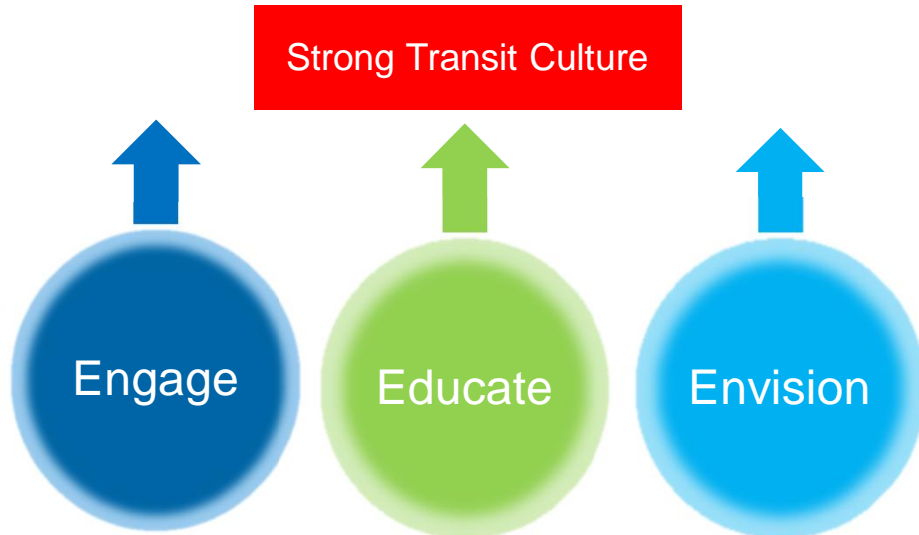


Recreational



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Creating a Strong Transit Culture



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Innovative Community Engagement



Metro Vancouver

Be part of the Plan



The screenshot shows the TransLink 'LISTENS' website. At the top, it says "TRANS LINK LISTENS Have your say". Below this, there's a section for "Dear Regional Resident" and "Be a part of TransLink's on-line advisory panel and get directly involved in the future of transportation in your region." There are two main steps: "1. Sign up to be a panelist" and "2. Participate in surveys". A "Join Now" button is prominent. Below the steps, there's a section for "I'm already a TransLink On-Line Advisor" with a "Log In" button. At the bottom, there's a "Participate" section with details about the survey process, including a "Results" section and a "Rewards" section.



The screenshot shows the "It's Your Move: Consultation Exercise" interface. It features a progress bar at the top indicating "STEP 1" and "TOTAL". Below the progress bar, there's a section for "Step 1: Tell us your priorities". This section includes a table with five categories: "1. Customer Services", "2. Transit Services", "3. Regional Cycling", "4. Roads and Bridges", and "5. Rapid Transit". Each category has a list of options with associated point values. For example, under "1. Customer Services", there are three options: "0 points" for "No funding for implementation of improved wayfinding...", "3 points" for "Implementation of improved wayfinding...", and "4 points" for "Expansion of customer support services such as...". The table also includes a "Maintaining What We Have" column and an "On Track Towards Transport 2040" column.

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Engagement with the Wider Community

Give a Minute
Hey Chicago, what would encourage you to walk, bike and take CTA more often?
What's your idea? [POST](#)

Y4 Youth For Public Transport
because we believe in **youth!**
NLINE FORUM ON PUBLIC TRANSPORT
Y4PT Online Forum
Register for Free and Share your Ideas on Public Transport and Related Issues - www.youthfortp.org

Connecting Communities
BC YOUTH SUPPORT FOR SUSTAINABLE TRANSPORTATION

cuta youth l'actu jeunesse
We're inviting B.C. youth to a conference in Vancouver from August 19-21, 2011 — all expenses paid!

Crowdsourcing FOR CITIES

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Innovative Education

TRANS LINK Getting you everywhere you want to go in Metro Vancouver

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[Home](#) > [Rider Info](#) > [Transit 101](#)

Transit 101
Get the inside scoop on travelling by transit. Our short videos will tell you about transit zones, how to buy tickets, where the security phones are and lots of other handy hints, like using your mobile phone to find out when the next bus is coming. So sit back, press play and get ready for some useful tips for your next transit trip!

Sarah's Vlog
Part 1 - Transit 101 - 03:08
Meet Sarah as she travels from downtown to Metrotown and back by bus and SkyTrain.

Buzzier Blog
Join in a frank, fun, and ongoing conversation about transit and more!

Next Bus

Transit Alerts

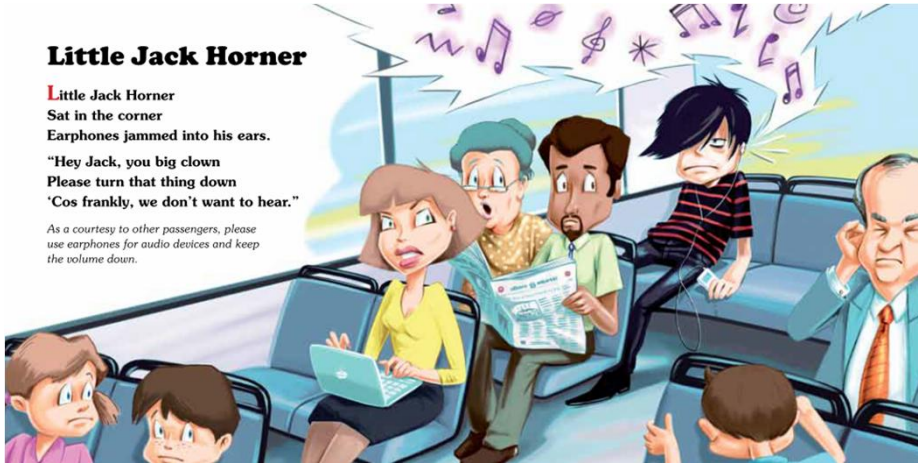
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Changing Behaviour on Public Transport

Little Jack Horner

Little Jack Horner
Sat in the corner
Earphones jammed into his ears.
"Hey Jack, you big clown
Please turn that thing down
'Cos frankly, we don't want to hear."

*As a courtesy to other passengers, please
use earphones for audio devices and keep
the volume down.*



Transperth 

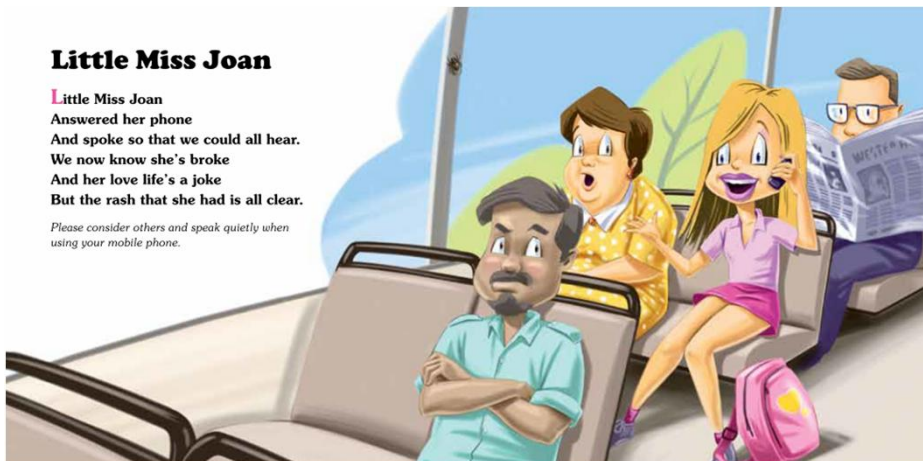
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Changing Behaviour on Public Transport

Little Miss Joan

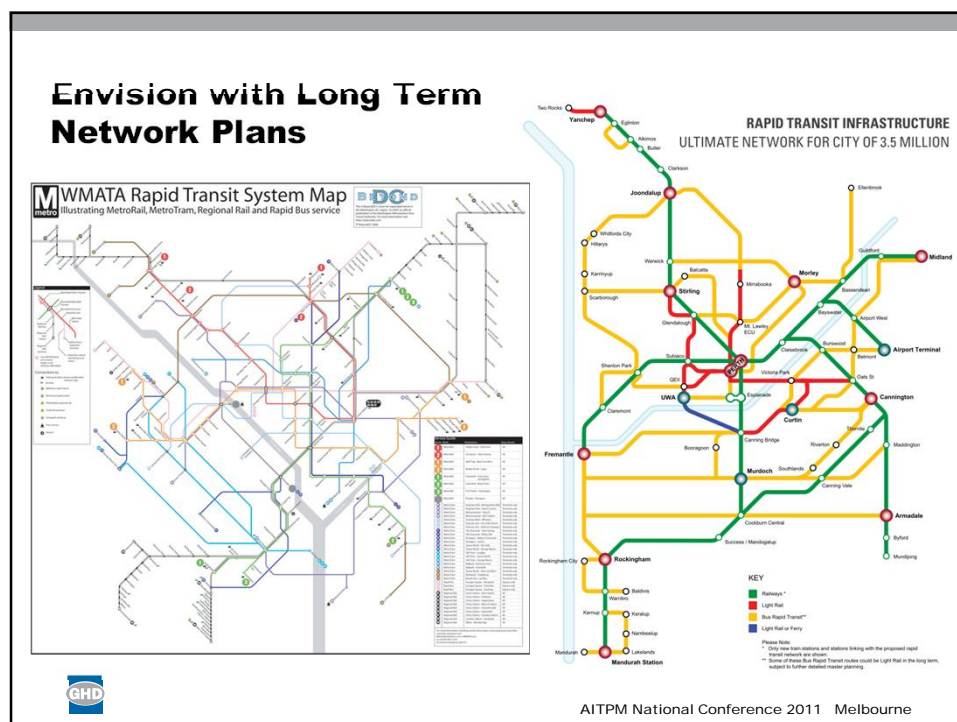
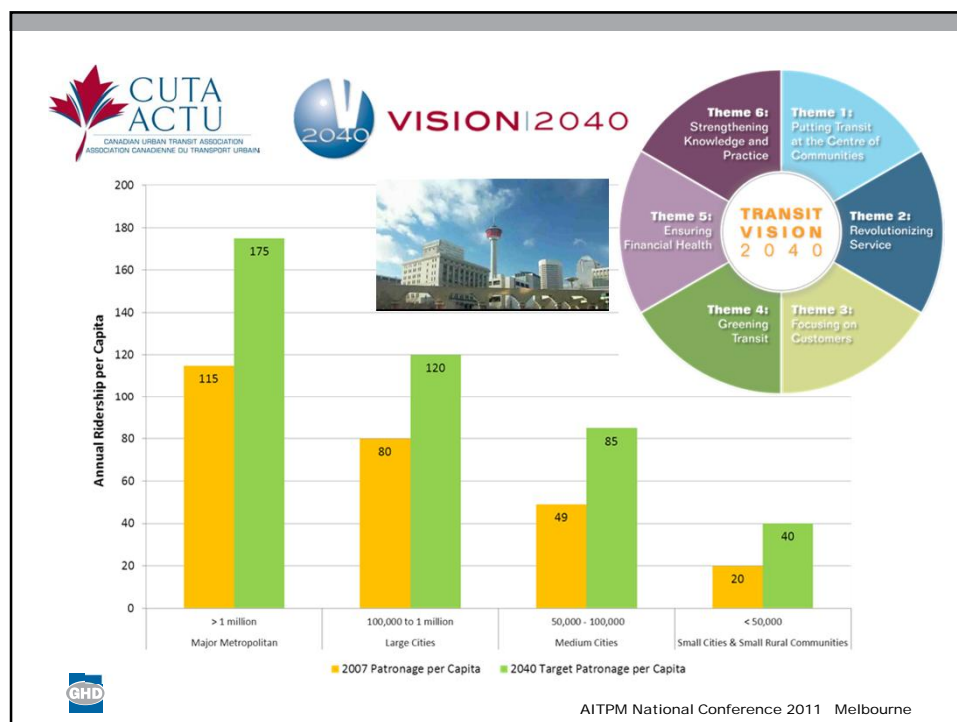
Little Miss Joan
Answered her phone
And spoke so that we could all hear.
We now know she's broke
And her love life's a joke
But the rash that she had is all clear.

*Please consider others and speak quietly when
using your mobile phone.*



Transperth 

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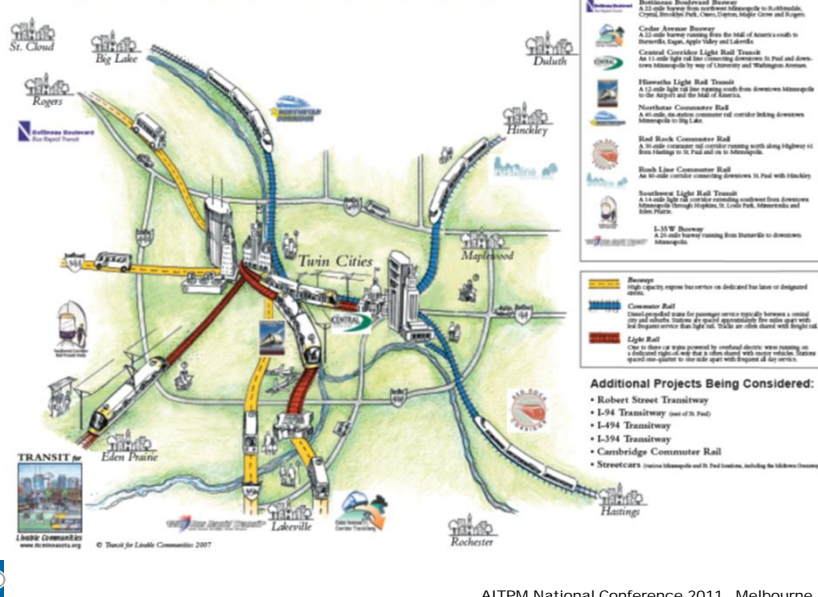


Toronto "Fantasy" Transit Plan



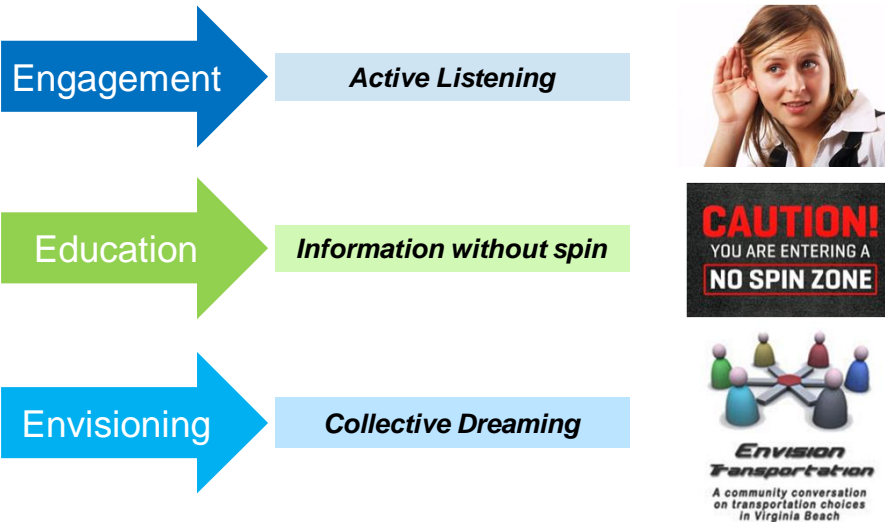
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Envision More Transportation Choices Let's Build a System of Transitways by 2020



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Strategic Policies for a Stronger Transit Culture



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Creating a Transit Community Culture

The Challenge



Questions?



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