



# FRAMEWORK TRAVEL PLAN

**Westmead Catholic Community**  
Prepared by Frank Turquoise Group

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## Executive Summary

Earlier this year CEDP student travel to school information from Mother Teresa and Sacred Heart Primary Schools was analysed and compared to the enrolled student residential addresses. It was found that many more students have active and public transport options than the use of these options would suggest. Of the total enrolment of 596 students, 470 students responded to the questionnaire. Responses indicate a 90% are driven to school yet 160 (24%) live within walking distance and a further 184 (28%) live within a 5 minute walk of a one-seat public transport journey to school. This gap is *usually* due to lack of awareness of active or public transport options, road safety or “stranger danger” concerns.

In this Framework Travel Plan, CEDP outline and adopt a number of tools to increase awareness of existing transport options and reduce kiss-and-drop travel demand to Westmead including:

- Preparing a Travel Plan with targets to increase active and public transport use
- Preparing a Travel Access Guide with maps, transport offers, timetables and school bus pass information
- Conducting transport programs that promote walking and public transport to school
- Using a Communications Strategy to advertise the transport modes and transport offers through a new starter kit, the school website and social channels.

These tools are more successful when a dedicated staff member is engaged to communicate about and maintain awareness of them. Whilst some travel plans propose the principal or a staff member *volunteer* for this role and duties, this Framework Travel Plan includes a Travel Coordinator role to implement the Communications Strategy.

A Monitoring Strategy is proposed to establish transport use, collect program participation data and feedback from the trip planning sessions. This information will help the Westmead Catholic Community to:

- Report annually on mode share target progress,
- Justify funding to continue successful programs,
- Revise (or delete) unsuccessful programs,
- Provide any transport feedback (gaps, overcrowding, etc) to TfNSW or Parramatta council for resolution

CEDP have selected a Medium mode share target to reduce kiss & drop to 80% which equates to a 30 vehicle kiss-and-drop reduction in 2023 based on current student numbers and propose to achieve this by increasing walking and bus use.

The team anticipate regular transport communications and using the “new starter kit” implementation during the Sacred Heart Primary School move could lead to further, annual improvement on the mode share target beyond the “medium” mode share target.

The Westmead Catholic Community undertake these actions to do our part to contribute to a precinct that is a walkable place for students to live, study and grow.

## Introduction

This Framework Travel Plan (The Framework) sets out the CEDP process to manage school travel demand at the Westmead Catholic Community. The Framework:

- Agrees a site-wide transport policy
- Identifies the mode share baseline, low, medium, and maximum mode share targets
- Outlines the programs CEDP will implement
- Sets the Communications Plan CEDP will follow to share transport expectations with staff, students and parents
- Commits to a Monitoring Strategy to assess progress and (re)evaluate programs

The Framework helps the school principals commit to achievable transport mode share targets and communicate CEDP transport programs with their school community and will be provided to the builder to contribute to the transport programs during the construction of the new facilities.

The Framework will be supported by a Travel Coordinator. The Travel Coordinator will use the Communications Plan to communicate the Westmead Catholic Community transport programs, the Travel Access Guide and the Monitoring Strategy to report to CEDP and the school Principals regarding participation in the programs and progress on the Framework Travel Plan goals. During construction, the Travel Coordinator will be a conduit of transport information between the building contractors and the school community. The role may also provide a central point of contact to coordinate travel-related initiatives with other Westmead health and education precinct partners.

The draft briefs for three encouragement programs are attached. These briefs will be reviewed and, adapted if necessary, by CEDP and school principals to suit the Westmead Catholic Community.

To reach the medium and maximum uptake of active and public transport modes, CEDP and the schools will need to further collaborate with neighbouring universities and hospital entities, the City of Parramatta council and TfNSW.

The submission by TfNSW requested CEDP liaise with Sydney Coordination Office (SCO) within TfNSW. The project team undertook this consultation on 2 July 2020. The SCO requested the Framework demonstrate the following more clearly:

- Already high car occupancy rates of 2.12 students per vehicle, halving potential car trips
  - Expected OOSH enrolment of 264 students, spreading arrivals outside the morning peak
- This Framework has been updated accordingly.

The SCO also asked CEDP to share proposed bus service improvements. This information does not form part of the Framework Travel Plan and will be provided separately.

## Background

School transport access and use varies from school to school, based on the existing state and local government infrastructure, topography, as well as the policies, programs and practices in use at each school.

In February 2020, CEDP conducted a Diocese-wide questionnaire with school Principals which established that particularly for Primary schools their major concerns relate to student safety near busy roads and travelling unaccompanied on the footpath or public transport network and consequently it was observed that the predominant mode to meet travel demand is parents driving students to school (kiss-and-drop). The survey also yielded that more could be done to improve Principal and school community awareness of transport options.

CEDP has commenced actions aligned with four approaches to respond to the questionnaire's findings and improve school transport planning with an existing school project:

1. Pilot the Transport Assessment process with new or redeveloping school sites,
2. Draft CEDP's position on transport matters,
3. Communicate the results of the questionnaire and Transport Assessment to principals,
4. Consult and develop the governance arrangements with transport stakeholders.

In April 2020, CEDP analysed depersonalised residential address data for students enrolled at Sacred Heart Primary School, Mother Teresa Primary School, Parramatta Marist and Catherine McAuley which in summary revealed there are existing transport modes which could meet some student travel demand thereby reducing reliance on care-givers driving students to school.

These findings have been incorporated into the development of this Framework Green Travel Plan and CEDP are also now in the process of working through these findings with their school communities. The Framework includes a Communication's Plan and Monitoring Strategy and will be supported by a Travel Coordinator with accountabilities for the delivery of the Travel Access Guide and personalised trip planning. CEDP adoption of The Framework will guide the day-to-day operations of the school to meet travel demand during and after construction.

### Adopt a Westmead Catholic Community Mode Share Target

For term 3 and 4 of 2020, CEDP adopt the "medium" mode share target of 80% kiss-and-drop, this is a reduction of 30 vehicles. This is an aspirational target to meet with active and public transport promotion and the support of a Travel Coordinator. This target can be revised annually based on the Monitoring Strategy if student uptake is higher than anticipated, when construction activities start or when new transport infrastructure or services launch.

#### *Increase peak spreading:*

For the precinct, the highest traffic impact is when students are dropped off and picked up by car, all arriving or departing at the same time. Based on the placements for the Outside of School Hours care, 264 students or 40% of the 2023 primary students are expected to arrive outside peak hours. Regardless of their travel mode, this is a decongestion benefit for the precinct.

#### *Increase active and public transport use:*

In Appendix A Table 1 test the contribution of travel behaviour change opportunities for students by promoting existing active and public transport modes to school. CEDP can promote these modes right away to school leadership, parents and students.

From the survey of existing primary students 28 are pedestrians and 24 are public transport users. Based on the “low” and “medium” uptake scenarios for both active travel and public transport travel totals of between 12 - 38 more students could walk to school from the existing neighbourhood and between 12 – 25 more students could use public transport. Higher mode share shifts may also be possible if parents work in the Westmead Innovation Precinct and they are able to travel together. In order to reach a “high” mode shift target of 75% kiss-and-drop, the Framework would target 55 new walkers and 43 new public transport users – this reach target would seek walking uptake by 60% of students living within the “crow flies” walk catchment and public transport uptake of 34% of students living within a 5 minute walk of bus routes to school. This is an aspiration target.

When students are driven to the Westmead Catholic Community, the schools already achieve high car occupancy rate of 2.12 students per vehicle. Higher car occupancy has a decongestion benefit which also requires transport encouragement programs work harder to reduce car trips, since these programs will need to shift two students for every car trip reduction.

**TABLE 1 ASSESSING FEASIBLE TRANSPORT MODE SHARE TARGETS BASED ON POTENTIAL UPTAKE AND EXISTING ENROLMENT DATA, USING PROJECTED 2023 ENROLMENT**

Uptake	Potential Transport Users				Potential Mode Share		
	Active travel	Public transport	Kiss-and-drop	Kiss-and-drop vehicles	Active travel	Public transport	Kiss-and-drop
Existing	28	24	593	280	4.2%	3.6%	89.8%
Low	40	36	517	268	6.1%	5.5%	86.2%
Medium	66	49	478	250	10.1%	7.4%	80.3%
High	83	67	458	233	12.6%	10.1%	75.0%
Max	160	184	249	142	24.2%	27.9%	45.6%

## School Collaboration

### Cover letter from the Diocese / principal

The Diocese will prepare a cover letter with the Sacred Heart Primary School, Mother Teresa Primary School, Parramatta Marist, Catherine McAuley schools. This letter will set out the initiatives in the Framework Travel Plan and the primary school commitment to the plan. The principal is prepared to participate in a mode shift commitment of 1 day per week.

## Westmead Catholic Community Policy

The Diocese adopt the following school transport policies:

- CEDP prioritise active and public transport to school
- CEDP promote active and public transport to Westmead
- CEDP communicate active and public transport to the Westmead Catholic Community
- CEDP support active and public transport to school with fit-for-purpose infrastructure

## The Travel Access Guide

The Diocese are preparing a Travel Access Guide to promote modes which already serve the school and communicates transport expectations with students, parents and staff.

CEDP are preparing transport information to promote in the guide:

- Active transport networks
- Public transport networks and operations
- Bicycle parking on-site
- Nearby bicycle shop promotional code
- Bicycle NSW membership and insurance coverage sign up code

The Travel Access Guide will:

- Consolidate all transport policies and transport access information
- Map active and public transport access for the CEDP community
- Demonstrate site transport infrastructure, including footpaths to bus stops and stations, on-site scooter, bicycle and car parking
- Showcase transport offers and benefits negotiated by CEDP for staff and students
- Direct transport feedback to Send Snap Solve and links to Council's Cycleways Advisory Committee

To help parents navigate the complexity, the TAG will include the links for public transport passes for students:

- Students living over 1.6km from the school entry are eligible for a free public transport pass: <https://www.service.nsw.gov.au/transaction/apply-school-travel-pass>
- Students living within 1.6km of the school entry are eligible for a discounted public transport pass: <https://apps.transport.nsw.gov.au/ssts/termBusPass#/termBusPass>
- ☐ Launch the TAG on the school website and provide to staff, parents and students as students return post-COVID.
- ☐ Promote each term with the school community in e-newsletters, social media posts and cover letter to the SSD.
- ☐ Provide *travel training* on transport access modes to the school for new starters – for kindergarten enrolments, this is prior to the start of Term, for new enrolments or mid-term new starters, provide as part of a New Starter Kit

## Communications Plan

With the Travel Access Guide documenting transport options to site and a Travel Coordinator regularly communicating transport options it is possible to shift transport behaviour from kiss-and-drop to active travel.

The Communications Plan sets out how to communicate the Framework Travel Plan and transport options currently available to staff, students and parents. CEDP will use this plan to clearly communicate transport options for staff and student travel behaviour change.

The schools currently communicate with staff, student and parents through these “channels”:

- School website “how to get here” page
- E-newsletter
- School Facebook page and other social channels

#### Introducing the Travel Plan:

4-5 short news items for distribution in the school e-newsletter, social media channels and school website

- Communicate the available transport modes for staff and students to use
- Communicate bus pass sign up options for the SSTS and School Term Bus Pass
- Share information about the Outside of School Hours care placements for 264 students, which helps spread travel demand outside of the morning peak period and afternoon peak period.
- Promote the active transport options to Westmead, including through Parramatta Park, the Queens Road Cycleway and the T-Way Cycleway
- Promote public transport options to Westmead, especially along the T-Way and T1 rail line

#### Timeline:

- Communicate the available transport modes for staff and students to use, starting in Term 3
- Scope transport programs in Term 4 2020 and Term 1 2021
- Prior to and during construction, promote the active and public transport options for existing Westmead Catholic Community staff and students (Mother Teresa Primary School, Parramatta Marist and Catherine McAuley)
- During the relocation from Sacred Heart Primary School, promote active and public transport options for these “new” Westmead Catholic Community staff and students

At the moment, just 2 staff use public transport to travel to Westmead. The available transport options can be communicated with staff and the Westmead Catholic Community through the Communications Plan and Travel Access Guide (TAG).

### Monitoring and Evaluation Plan

#### Travel Coordinator Trip Planning Sessions

The Travel Coordinator will provide personalised trip-planning assistance to staff, students and families who are not easily able to find a transport option that meets their requirements. The coordinator will document:

- Total sessions provided
- How many staff, students were able to be matched with a suitable transport option
- any reported barriers to uptake

The team will note if a suitable route available that was unknown to the person:

- Was the information too hard to find?
- Were no competitive transport modes which met travel demand (ie interchange required at Parramatta or backtracking)
- No route at all. ie. Gaps between where people live and the transport modes they wish to use.

This feedback will be collated and provided to the City of Parramatta council, bus operators and TfNSW.

#### Launch the Travel Access Guide

Collect data to identify if / demonstrate that students, parents and staff are exploring their potential journey to school by walking, riding or public transport

- Document clicks from the newsletter
- Hits on the website



### Annual Travel Questionnaire

- ☐ Conduct an all-staff and all-student travel questionnaire to understand the transport mode choices for the Journey to School.

Sample scenarios that CEDP will collect data to analyse are:

- Changes in the transport modes students use due to Covid-19, after the launch of the Travel Access Guide or during construction
- If students are dropped off by car, where does the driver go next (ie onto work nearby or to another student drop-off)?
- If students are walking to Westmead Station or T-Way bus stops– is this to access train services, regional bus services (ie T-Way) or local bus services (ie local routes with existing bus services or different bus contract regions)?
- Are students turned away from the existing school buses?

The findings indicate future transport priorities for the school that can be addressed by CEDP or should be raised with council or Transport for NSW for signal improvements, road safety audits, way-finding and road safety improvements.

### Demonstrate interest and participation in school transport programs

Interest and participation can be monitored daily / weekly:

- Clicks / links through the TAG to service providers
- Clicks / links from newsletters to service providers
- Use of the bicycle parking
- Use of the scooter parking

The Travel Coordinator will use this information to identify transport programs for CEDP to review, revise or abandon in lieu of other, potentially more effective travel behaviour change programs.

- Program results and [any / regular] adjustments made to programs throughout the year should be reported annually as part of the school's annual report. Annual report from service providers regarding participation
- Intercept surveys about travel modes or the Journey to School questionnaire in August
- Annual analysis of student residences, provide to bus operator to inform updates public and school buses to school by August / September

The results justify future SSD application mode share targets and inform the funding, revision or removal of (un)successful programs and interventions:



## Appendix A Current Enrolment Transport Analysis

Figure 1 below shows both the 5, 10 and 15-minute actual “on path” walk to school for existing students (orange highlighted paths) and the theoretical 5, 10 and 15-minute catchment “as the crow flies” for existing students (dashed concentric circles). At this time, CEDP can promote walking to the students up to the actual 15 minute walk. Improving pedestrian connections will clearly and substantially increase the number of children who are able to walk safely to school.

Westmead schools have public transport bus connections to the enrolment areas east and northwest using the T-Way. Figure 2 shows the applicable bus routes and the 5-minute actual walk to bus stops inbound to Westmead (green shaded areas). The black dashed circle shows the 1.6 km (primary) and 1.9 km (secondary) exclusion zone for the free Subsidised School Transport Scheme (SSTS).

### Potential for walking as a transport mode

Based on the maps and data for the 2 primary schools, Table 2 below shows **160** (27%) of primary students live within the theoretical “crow flies” walking distance or “too close to school” to be eligible for the SSTS (within 1.6km) however only half of these (80) are within an actual walking time of 15 minutes or less. The data for secondary schools shows that **340** (15%) live within the theoretical “crow flies” walking distance or “too close to school” to be eligible for the SSTS (within 1.9km).

### Potential for taking public transport as a transport mode

The numbers of existing students who live within a five-minute walk of a reasonable, one-seat public transport trip to Westmead are **184** (31%) primary students and **504** (22%) secondary students. Of these:

- **123** primary students and **218** secondary students *are* eligible for free public transport travel using the Subsidised School Transport Scheme (SSTS)
- **61** primary students and **286** secondary students are eligible for the \$55 / term School Term Bus Pass

TABLE 2 EXISTING CONDITIONS, USING EXISTING STUDENT ENROLMENT PLACE OF RESIDENCE (CEDP, 2020 ENROLMENT DATA)

	Mother Teresa and Sacred Heart (590 students)				Parramatta Marist and Catherine McAuley (2,264 students)			
	Crow flies	Actual	Crow flies	Actual	Crow flies	Actual	Crow flies	Actual
0-399m	15	14	3%	2%	14	13	0%	0%
400-799m	44	24	7%	4%	46	17	1%	
800-1199m	34	28	6%	5%	76	50	2%	
1200-1599m	67	14	11%		204		6%	
Eligible for SSTS		456		77%		1,924		85%
Transport option		184		31%		504		22%
<i>but excl/ from SSTS</i>		61		10%		158		7%
<i>and eligible SSTS</i>		123		21%		218		20%

This data informs the Framework Travel Plan, which promotes active and public transport use with students, seeking to capture the highest proportion of enrolled students within the walking catchment and public transport catchment.



FIGURE 1 WESTMEAD CDP STUDENTS COVERED BY THE ACTUAL AND THEORETICAL 5, 10 AND 15 MINUTE WALK OF SITE ENTRIES (400, 800 AND 1200 METRE WALK)





FIGURE 2 CEDP STUDENTS COVERED BY AN “ACTUAL” 5 MINUTE WALK TO AN INBOUND BUS STOP STOPPING AT WESTMEAD

In **Table 3** and **Table 4** the scenarios test low, medium and high uptake scenarios based on existing Primary student residential data. This is a modest increase in *existing* use of active and public transport and the relative contribution these modes can make to reduce kiss-and-drop demand. These scenarios are capped at a 'maximum' or the total students living within the catchment of these modes.

**TABLE 3 WALK MODE SHARE SENSITIVITY TESTING, BASED ON 2020 ENROLMENT DATA AND 2019 TRAVEL TO SCHOOL QUESTIONNAIRE – PRIMARY STUDENTS**

Potential Uptake	Assumptions	Walkers	Potential Walk Mode Share	Kiss-and-drop Mode Share	Fewer Vehicles
<b>Existing Students</b>		28	4%	90%	
<b>Low</b>	Existing + 5 minute walk,	40	6%	88%	6
<b>Medium</b>	Existing + 5 and 10 minute walk	66	10%	84%	18
<b>High</b>	Existing + 5 10 and 15 minute walk	83	12.6%	81.5%	26
<b>Max</b>	Maximum	160	24%	70%	62

For walking, Table 3 tests a small increase in active transport mode share from the existing baseline of **26** students walking to school and **4** students reporting riding a bicycle home out of **470** students who completed the CEDP questionnaire in 2019. The 2020 enrolment data shows **15** students live within the 5 minute walk to campus, if 80% of these students walk to campus – this would increase the school transport mode share to **40** walkers or a **6.1%** mode share to active transport. A high walking uptake would be capped at the **83** students living within the actual 1.2 kilometre or 15 minute walk of the Westmead Catholic Community.

The sensitivity test does not consider walking participation rates of more than the 160 primary students living within 1.6km “as the crow flies”. This is the theoretical maximum based on current student enrolments and severed by the T1 rail line.

To reach for the maximum, CEDP will install supportive infrastructure on-site, including rideable parking for bicycles and ped scooters and conduct school programs to train new bicycle and scooter riders and promote transport policies and programs through the Communications Plan.

**TABLE 4 PUBLIC TRANSPORT MODE SHARE SENSITIVITY TESTING, BASED ON 2020 ENROLMENT DATA AND 2019 TRAVEL TO SCHOOL QUESTIONNAIRE – PRIMARY STUDENTS**

Assumptions		Potential Uptake	PT Users	Potential Mode Share%	Kiss-and-drop Mode Share	Change to Kiss-and-drop Vehicles	Fewer Vehicles
<b>Existing Students</b>		100%	24	4%	90%	280	
<b>Low</b>	Existing + low uptake (eligible for SSTS)	10%	36	6%	88%	274	6
<b>Medium</b>	Existing + medium uptake (eligible for SSTS)	20%	49	7%	84%	262	12
<b>High</b>	Existing + high uptake (eligible for SSTS)	50%	67	10%	78%	242	20
<b>Max</b>			184	28%	55%	172	75

470 students completed the CEDP Travel to School questionnaire in 2019. This set the existing baseline public transport mode share at **5%** with **22** students using the bus, **1** using the train and **2** using a combination of bus + train.

For public transport, this tests a small increase in public transport mode share from. The maximum is capped the **123** primary students living within a 400m walk of bus stops and train stations serving Westmead.

CEDP are also exploring supportive way-finding from the bus stops and station and will investigate personalised trip planning to help parents and students identify an active or public transport option and travel time that supports their travel needs.

This proposed travel behaviour change requires on-going promotion. The disruption due to Covid-19, pending school construction and re-locating Sacred Heart Primary School students to the Westmead Catholic Community are key opportunities to refine the transport promotion messages and to robustly promote active and public transport through the Travel Access Guide. A Travel Coordinator, shared between the 4 schools is proposed to facilitate this on-going process. Re-running these analyses annually will form part of the Monitoring Strategy.

These measures cannot achieve more than the “maximum” because of current gaps in the footpath network coverage and the lack of public transport connectivity.