



# UNSW Cliffbrook Campus Green Travel Plan

Prepared for:  
University of NSW  
5/10/2017

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# UNSW Cliffbrook Campus Green Travel Plan




Client: University of NSW

Version: V03

Date: 5/10/2017

TTPP Reference: 16002

## Quality Record

Version	Date	Prepared by	Reviewed by	Approved by	Signature
V01	01/09/17	Oasika Faiz	Jason Rudd	Jason Rudd	
V02	15/09/17	Oasika Faiz	Jason Rudd	Jason Rudd	
V03	05/10/17	Oasika Faiz	Jason Rudd	Jason Rudd	

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## APPENDICES

### A. TRANSPORT ACCESS GUIDE

# 1 Introduction

This Green Travel Plan (GTP) has been prepared on behalf of the University of New South Wales (UNSW) to accompany a State Significant Development application for the proposed redevelopment of the UNSW Cliffbrook Campus at 45-51 Beach Street, Coogee.

The proposed development, which is referred to as the Cliffbrook Campus Redevelopment (CCR) Project, is primarily to facilitate the relocation Australian Graduate School of Management (AGSM) MBA (Executive) program from its current home at the UNSW main campus at Kensington.

The Cliffbrook Campus will accommodate AGSM participants in purpose built accommodation with provision of teaching and learning facilities. The key objective of the project is to redevelop the site to allow for the relocation of existing program from the UNSW Kensington Campus to enable a new state of the art facility expected of a leading educational facility for post graduate business studies.

It is also expected that the facility will be used for UNSW Faculty Away days and University related seminars as well as seasonal short-stay academic and visitor accommodation when not in use by the AGSM programs.

This GTP has been prepared in response to conditions of approval given by the Department of Planning in their response to submissions, which states:

*A specific Green Travel Plan (GTP), is to be provided for the proposal, identifying methods to increase sustainable transport levels for students and staff which is to include transport initiatives, actions and targets to be implemented during operation of the proposal to reduce vehicle dependency. Alternatively, a detailed explanation of the wider UNSW Environmental Management Plan (UNSW EMP) can be provided with how specific initiatives of the UNSW EMP will apply to the proposal. Both options should identify methods for review of the implemented initiatives and alternative actions should targets not be achieved.*

This GTP will therefore set preliminary measures to increase sustainable transport levels of participants and staff members accessing the Cliffbrook Campus.

It is intended that this GTP will be a "living document" which will be updated and revised to take into consideration changes including:

- Travel demands of Cliffbrook visitors;
- Effectiveness of travel demand measures;
- New transport infrastructure and services (ie. new bus routes or the Light Rail Project); and
- Operational and / or management plan changes of the Cliffbrook Campus.

Any changes or modifications to the GTP would be consistent with the overall role and purpose of the GTP in addressing the condition of consent set out above.

## 1.1 The Role of Green Travel Plans

The role of a GTP is to encapsulate a strategy to manage travel demand, through a suite of policies and programs encouraging low environmental impact modes of travel such as walking, cycling, public transport and improved management of car use.

This GTP is site specific, tailored to the Cliffbrook Campus location and proposed uses. It will promote transport options by providing transport supportive infrastructure, services and information (ie. footpaths, bike parking, showers and information about bus services) and a transport coordinator to encourage the use of active and public transport modes.

This document presents the following:

- Existing public transport options in the area;
- The existing travel patterns of AGSM residential program participants;
- Outlines strategies for the first year of operation;
- Sets out a management framework for UNSW to implement the GTP and respond to travel demand; and
- Sets out the monitoring framework to track the performance of the GTP.

## 1.2 UNSW Sustainable (Green) Travel Planning

This GTP aims to adopt UNSW's environmental policies as reflected in its *Environmental Management Plan (2016-2018)*<sup>1</sup>.

The UNSW Environmental Management Plan outlines the University's sustainability objectives, targets, indicators, strategies and actions to guide environmental planning and management to 2018 and beyond and includes a range of transport objectives and measures.

In simple terms with regard to transport, UNSW seeks to promote and encourage sustainable forms of travel and transport by staff and students.

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<sup>1</sup> UNSW Environmental Management Plan 2016 – 2018.  
([http://sustainability.unsw.edu.au/sites/all/files/news\\_file\\_attachments/UNSW\\_EMP\\_2016-18.pdf](http://sustainability.unsw.edu.au/sites/all/files/news_file_attachments/UNSW_EMP_2016-18.pdf))

The transport related strategies and programs set out in the UNSW Environmental Management Plan include:

- Develop sustainable transport strategy to reduce car dependence;
- Improve bike facilities including establishment of a Bike Hub within the Kensington Campus;
- Review, improve and promote sharing services (Carpooling, GoGet);
- Develop transport emissions reduction and offsets plan;
- Establish annual data collection and reporting processes for relevant transport data;
- Develop a communication plan to promote active transport; and
- Organise and participate in Ride to work/Uni and Walk to Work day events.

The Cliffbrook Campus would be expected to be bound by the guiding objectives, principles and measures set out in the UNSW Environmental Management Plan.

It is noted that the Cliffbrook campus has different accessibility levels to non-private vehicle modes of travel compared with the Kensington Campus. Furthermore, the operational characteristics of participants at Cliffbrook will be very different to student travel demands for the Kensington Campus.

However, UNSW will have a high degree of contact with course participants at the Cliffbrook Campus and thus will have the ability to influence travel behaviour and encourage the selection of non-private motor vehicle travel to and from the site.

## 2 Background

### 2.1 Cliffbrook Campus Location

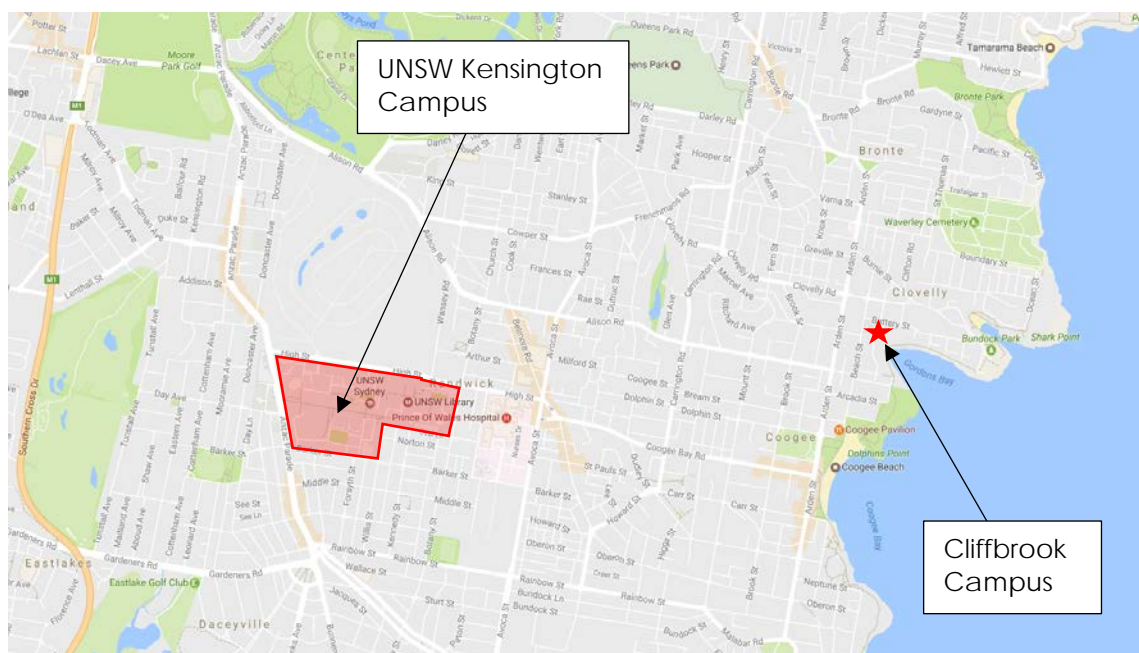
The CCR Project site is located at the Cliffbrook Campus at 45-51 Beach Street, Coogee as shown in Figure 2.1. The site is located some 3 km from the UNSW's main Kensington Campus.

The site has road frontages to Beach Street and Battery Street (see Figure 2.2).

The Cliffbrook Campus most recently housed the UNSW Press whose main activities were book publishing, representation and distribution services, and retail bookselling on the UNSW campus in Kensington.

The UNSW Press facility has been recently relocated and the site used for limited administrative activities associated with UNSW.

**Figure 2.1: Cliffbrook Campus Locality**



Basemap Source: [www.maps.google.com](http://www.maps.google.com)

### 2.2 Proposed Operation

The primary purpose of the redeveloped Cliffbrook Campus is to facilitate the relocation of the AGSM residential program from the UNSW Kensington Campus to a new facility commensurate with the expectations and demands of a leading educational facility for post graduate business studies.

Figure 2.2: Cliffbrook Campus Location



Basemap Source: [www.maps.six.nsw.gov.au](http://www.maps.six.nsw.gov.au)

The CCR Project will deliver, at the Cliffbrook Campus, a facility capable of providing on site accommodation, teaching and educational activities for the AGSM residential program.

It is proposed to provide a total 50 residential accommodation rooms to provide short stay on site accommodation for AGSM participants. An additional 2 residential accommodation units will be provided for teaching staff and another unit provided for the on-site manager of Cliffbrook House. The redevelopment will include the provision of on-site car parking facilities (providing a total of 37 parking spaces), loading and service vehicle facilities and internal vehicle circulation.

The typical operation of a residential program at the proposed CCR project will include:

- Short term accommodation of up to 50 participants engaged in the AGSM residential program. Participants will only be on site when the program is run. The residential program is run periodically through the year. Thus, participants will not be present on the site continually;
- Up to 20 staff on site at any one time, comprising:
  - Teaching staff not staying on site = 6 staff
  - Staff staying on site = 2 staff
  - Other staff (ie. catering, office etc) = 12 staff
- On site manager (full time).

The AGSM program run a variety of residential courses with some being held over a 3-5 day period with some occurring over a weekend period while others are held during week day period. As such when courses are being held, the Cliffbrook Campus will be occupied both during the week and weekends.

However, it is noted that the residential courses are not held consistently throughout the year and thus the Campus may be vacant of participants and teaching staff for some periods of time.

When residential courses are held, the typical operation of the site are that participants arrive at the start of the course and then stay on site till the end of the course.

It is also expected that the facility may be used occasionally for UNSW Faculty Away days and University related seminars as well as seasonal short-stay academic and visitor accommodation when not in use by the AGSM programs.

## 3 Existing Transport Conditions

### 3.1 Public Transport Services

While Cliffbrook Campus is within close proximity to public transport routes, neither Beach Road nor Battery Street are designated bus routes (see Figure 3.1).

Cliffbrook Campus is serviced by the following bus routes:

- 360 – Clovelly to Bondi Junction
- X39 – Clovelly to City (Martin Place)
- X40 – Clovelly to City (Museum)
- 338 – Clovelly to Railway Square (Central)
- 339 – Clovelly to City
- 353 – Eastgardens to Bondi Junction

Connections to the UNSW Kensington Campus are provided by routes:

- 370 – Leichhardt Market Place to Coogee
- 374 – Coogee to Circular Quay

The closest bus stops are located on Clovelly Road at the intersection of Beach Street (150 metres from the Cliffbrook site's main gates) and on Arden Street near Alison Road (350 metres from the site's main gates).

Figure 3.1: Bus Routes



Source: <https://transportnsw.info>

Currently under construction, is the CBD and South East Light Rail project which will connect the Sydney CBD with the UNSW Kensington Campus. The proposed light rail line will improve connectivity and public transport capacity to the UNSW Kensington campus.

Paved footpaths exist along both sides of Beach Street and both sides of Battery Street within the vicinity of the CCR Project site.

Both Beach Street and Battery Street form part of the designated “on road” cycle route which makes up the Coastal Cycleway running from Tamarama Beach to La Perouse (see Figure 3.2).

No formal on-site bicycle parking or end of trip facilities are currently provided on site. At least one bicycle was observed to be parked on site, chained to a fire hydrant, indicating that there is low demand for cycling modes to access the site for the existing UNSW users.

Figure 3.2: Cycle and Pedestrian Routes



Source: <http://www.randwick.nsw.gov.au/services/transport/bicycles>

## 3.2 Travel Demand of AGSM Residential Participants

The nature of the AGSM residential program is that participants are attracted from Sydney and non-Sydney areas, including a proportion of inter-state and international locations.

The modes of travel by participants currently accessing the residential program at the UNSW Kensington Campus currently include:

- Car with access to on campus parking provided by UNSW;
- Taxi;
- Drop off / pick up with private vehicles;
- Public transport - primarily bus with connections to transport (rail) interchanges; and
- Limited (if any) bicycle and / or pedestrian trips.

An analysis of the rates of parking pass take-up for AGSM residential courses for 2015 / 2016 indicated a wide range in demand for on-site parking. Typically, the allocation of parking passes was in the order of between 20-50% of participants.

A key determinate in the level of parking demand is the proportion of Sydney based participants attending in one residential course with higher demand for car parking with higher proportions of Sydney based attendees.

Notwithstanding the above, it was considered that the peak take-up of parking passes was up to 50% (1 in 2) of the residential program participants. This rate has been utilised in the assessment of proposed parking provisions, with 37 parking spaces provided for 50 participants, 20 staff and one on-site caretaker.

As part of the objective of this GTP, it is intended to at the least, maintain the car use mode share as per the existing AGSM residential program, and ideally reduce the mode share of car usage.

## 4 Methods of Encouraging Modal Shift

### 4.1 Target Modes

To achieve the objectives of the GTP, measures will be put in place to influence the travel patterns of participants and staff at Cliffbrook Campus, with a view to encouraging modal shift away from cars.

To encourage change, the influence over alternative travel modes will be aimed including, walking, running, cycling, public transport use and car-pooling/ car share use. Influence over these modes can be achieved through the following:

- Provision of supporting facilities e.g. showers, lockers and bike parking;
- Promoting and increasing awareness of local facilities e.g. bus stops and routes, bicycle facilities; and
- Promoting car-pooling between staff.

To set an achievable target for the first year of occupation of the redeveloped Cliffbrook Campus, the following mode share target will be set as a starting point:

- Car drivers equating to 50% of Campus population.

The remaining population would travel via public transport, walking/ cycling, taxi/ Uber and as vehicle passengers.

It would be then necessary to identify the actual travel mode share of the Campus following occupation and amend the GTP strategy as required to achieve the desired mode share.

### 4.2 Actions

UNSW will implement the following site-specific measures to encourage sustainable travel use by staff, participants and visitors:

- **Pre-Booking Car Parking System**

As per the existing arrangements, AGSM participants in the residential program can, subject to availability, pre-book an onsite parking space to use while attending the program. Use of such a system will allow control and management of participant parking demand on the site.

Details of how to book a car space on-site will be provided to participants and staff as part of their introductory information package. The introductory package should also inform them of the limited availability of the parking on-site and external to the

site and thereby emphasise the importance of pre-booking a car space. Participants, staff and visitors will be similarly advised of limited on-street and on-site parking availability.

- **Cycling Facilities**

UNSW will encourage participants, staff and visitors to arrive by bicycle by the provision of end of trip facilities including racks accommodating eight bicycles and staff shower facilities within the lower ground level. For participants and staff accommodated on-site, shower facilities will be available within the residential accommodation rooms.

While bicycle and pedestrian modes do not currently represent a significant proportion of the travel demand for residential participants of the AGSM program, the provision of formal on-site bicycle parking and links to external bicycle/pedestrian paths may encourage a greater proportion of travel by bicycle and foot.

A cycleway map or Transport Access Guide will be readily available on-site (at reception or pinned on a notice board) to raise awareness of cycling as a suitable travel option.

- **Public Transport**

The Cliffbrook campus is well serviced by public bus transport with several bus routes surrounding the site.

- **Transport Access Guide**

The information provided within the GTP will be provided to staff and participants attending the AGSM program in the form of a package of easy to understand travel information known as a Transport Access Guide (TAG).

This will be included in the information pack provided to participants and staff prior to arrival at the site.

TAGs provide customised travel information for people travelling to and from a particular site using sustainable forms of transport – walking, cycling and public transport. It provides a simple quick visual look at a location making it easy to see the relationship of site to train stations, light rail stations, bus stops and walking and cycling routes.

TAGs can take many forms from a map printed on the back of business cards or brochures. Best practice suggests that the information should be as concise, simple and site centred as possible and where possible provided on a single sheet. If instructions are too complex, people are likely to ignore them.

UNSW has already taken steps to commence the formulation of a TAG, within its campus maps and by detailing transport options on the University website. Campus maps provide information on the location of cycling facilities, bus stops and other facilities.

The TAG for the Cliffbrook Campus, will detail site-specific transport options to the Campus in one simple information brochure. A draft TAG has been prepared as attached in Appendix A.

This TAG should be available for pick up at various locations at the University such as, at front entrances, library etc and online through the UNSW website. It is noted that this TAG would be prepared for the AGSM program. Additional or alternate event specific measures would be developed and implemented to manage travel demand for other UNSW events at Cliffbrook.

▪ **Other UNSW Users**

As discussed in Section 2.2, the Cliffbrook Campus may occasionally be used by other UNSW activities. In this regard, event specific measures to influence travel modes to the site will be implemented. This may vary depending on the type of event. Retreat programs with over-night participants will likely involve similar measures to the regular AGSM program. One-day events, courses, conferences etc. may require additional measures, for example:

- ▶ Event-specific shuttle bus from the Kensington Campus or some other key location;
- ▶ Detailed transport instructions to guests via email or invitation; and / or
- ▶ Enforcing event registration and a cap of attendance numbers.

## 4.3 Information and Communication

Connecting participants and staff with transport information to help facilitate their travel planning and raise awareness of the options available to them, will be key to implementing an effective GTP.

It is noted that as part of the CCR Project, UNSW has committed to updating the current travel information relating to the Cliffbrook Campus on the UNSW "Getting to Uni" website (<http://www.estate.unsw.edu.au/getting-uni>).

The update will include information about how to get to Cliffbrook using the following modes:

- Bus services and connections to rail and ferry services;
- Bicycle routes and available on-site end of trip facilities;
- Walking; and
- Carpooling, car share and taxi services.

The TAG will be provided to course participants with their enrolment information packs such that participants will have the opportunity to research and select their mode of travel.

Links to other transport information websites would be provided within the TAG and university website to provide participants and staff comprehensive travel planning tools, including:

- Transport NSW info

Bus, train and ferry routes, timetables and a point to point Trip Planner are provided by Transport for New South Wales through their Transport Info website: <http://www.transportnsw.info/>

- Randwick City Area Cycling Map

Randwick City Council has a detailed map of allocated cycling routes in the Randwick City area. The map provides details on route types, to allow people of various cycling experience to choose the most appropriate route. <http://www.randwick.nsw.gov.au/services/transport/bicycles>

## 5 Management and Monitoring of the Plan

### 5.1 Management and Monitoring

In order for the GTP to be effective it will need to be monitored on a regular basis, to ensure that it is achieving the desired benefits. The mode share target identified in Section 4.1 will therefore form a goal for the GTP.

The monitoring of the GTP will require travel surveys to be undertaken during the peak occupation of the Campus, on an annual basis, with an objective to establish travel patterns of people travelling to and from the Campus throughout the day.

The implementation of the GTP will need a formal Travel Plan Co-ordinator (TPC) to be allocated. The TPC will have responsibility for implementing, monitoring and developing the GTP. The appointed TPC could be a staff member of UNSW or an independent expert.

The survey is suggested to be carried out over one week (survey of 12-hour days), each year. The week would be as advised by UNSW when the Cliffbrook Campus is at its peak usage. The survey would aim to measure the following modes.

- **Car drivers**

A survey of car drivers to the Campus recorded by the number of passes issued via the pre-booking system.

- **Taxi/ Uber/ Passengers**

The number of people being dropped off by taxi/ Uber or friends via a survey of the site drop-off area.

- **Cycling**

A movement count of cyclists walking in and out of the Campus or a survey of the occupancy of on-site bicycle parking will establish bicycle mode share.

- **Public Transport and Walking**

A survey of pedestrians walking in and out of the Campus will identify those who are walking from a public transport stop. Where the on-site car park is indicated to be at capacity, walk-ins might also be related to on-street parking. In this regard, an interview survey of pedestrians walking into the Campus is suggested to distinguish the mode share between walking, public transport and driving. Whether an interview survey is required will be easily identified through the car park booking system, as participants and staff will be required to book before starting their course.

## 5.2 Remedial Actions

An annual review of the GTP will include an update of the GTP, to present the results of the travel survey and more importantly to update the GTP strategy as required to achieve the appropriate mode shift away from car usage.

Following the first year, the actual mode share for the Campus can be identified through the travel survey and mode share targets for each key travel mode may be set as a goal for future GTPs.

As part of development of the GTP, remedial actions will be identified should the modal share target not be achieved. The appropriate remedial action will be governed by obtaining understanding of why people are choosing certain travel modes over others and which modes should be more effectively encouraged. The initial survey will assist in obtaining this understanding.

Potential measures that could be implemented in successive GTPs include:

- Improved or additional end-of-trip cycling facilities (showers, lockers, bike parking);
- Signage and wayfinding to key bus stops and locations;
- Provision of a bicycle share scheme where participants/ staff may book a site bicycle for use during their stay or for a particular period of time; and / or
- A car pooling program for staff.

Once the GTP has been adopted, it is essential to maintain interest in the scheme. Each new initiative in the GTP will need to be publicised to users of the Campus by appropriate methods, e.g. via email, flyers, update of the TAG etc.

# Appendix A

## Transport Access Guide



Source: Land and Property Information



## UNSW CLIFFBROOK CAMPUS

45-51 BEACH STREET  
COOGEE NSW

### TRANSPORT ACCESS GUIDE



### ABOUT UNSW

Established in 1949, The University of New South Wales (UNSW Sydney) is one of Australia's leading research and teaching universities. With over 50,000 students from 128 countries, UNSW is committed to making a difference through pioneering research and preparing the next generation of talented global citizens for career success.

The UNSW Cliffbrook Campus provides teaching and learning facilities and associated accommodation for course participants of the Australian Graduate School of Management (AGSM) Residential Programs in a prestigious, contemporary executive retreat environment (including both teaching, learning and associated accommodation).



Contact:  
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# TRANSPORT TO UNSW CLIFFBROOK



Source: Randwick City Council

## BUS

The closest bus stops are located on Clovelly Road & Beach Street (150 m) and Arden Street & Alison Road (350 m). These stops service the following buses:

- 360 - Clovelly to Bondi Junction
- X39 – Clovelly to City
- X40 – Clovelly to City
- 338 – Clovelly to Railway Square
- 339 – Clovelly to City
- 353 – Eastgardens to Bondi Junction

Please refer to [transportnsw.info](http://transportnsw.info) for all bus route timetables.

Please refer to **UNSW Facilities Management (02 9385 5111, [www.estate.unsw.edu.au](http://www.estate.unsw.edu.au))** for scheduled shuttle bus times.

## PRIVATE VEHICLE/DROP-OFF

UNSW Cliffbrook Campus has limited on-site car parking spaces for resident participants. Resident participants seeking to park onsite during their stay are required to pre-book parking via **UNSW Facilities Management (02 9385 5111, [www.estate.nsw.edu.au](http://www.estate.nsw.edu.au))**.

Taxi and private vehicle pick-up/drop-off facilities are available on site via the Beach Street entrance.

## TRAIN

The Sydney Trains network is accessible via Bondi Junction train station. Services have a frequency of 3 minutes during the on-peak and 10 minutes in the off-peak. Bus routes 360 and 353 provide transport from Bondi Junction train station.

Please refer to [sydneytrains.info/timetables/](http://sydneytrains.info/timetables/) for up-to-date train timetables.

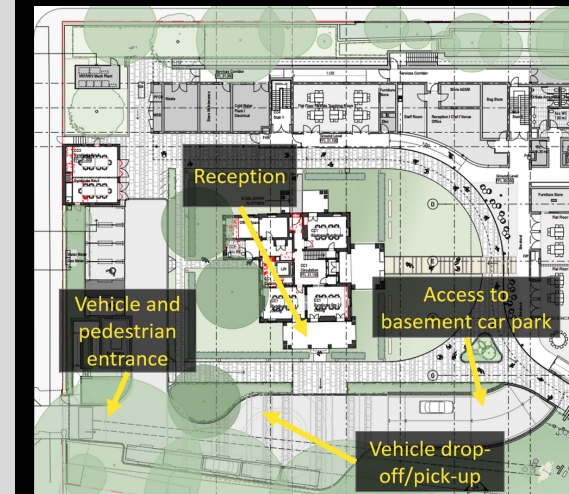
## CYCLING

Cycling to UNSW Cliffbrook Campus takes approximately 11 minutes from Bondi Junction, 17 minutes from UNSW Kensington and 25 minutes from Bondi Beach via designated bicycle routes. Bicycle parking and end of trip facilities are available.

Please refer to [www.randwick.nsw.gov.au/services/transport/bicycles](http://www.randwick.nsw.gov.au/services/transport/bicycles) for more information.



Source: Transport for NSW



Source: Francis-Jones Morehen Thorp Pty Ltd

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