

# Capability Statement Institute for Sensible Transport



A photograph of a dark blue brick wall. At the top, there is a window with a light brown wooden frame. The window looks out onto a red brick wall and some green foliage. A curved, polished metal railing is visible on the right side of the image, curving from the bottom towards the middle. The overall scene is brightly lit, suggesting daytime.

# Who we are and what we do

‘a city is judged  
by the quality  
of its streets.’

Jane Jacobs

**The Institute for Sensible Transport is an Australian transport consultancy focused on helping cities become more vibrant and sustainable. We develop creative transport strategy, rigorous analysis and carefully designed plans, all focused on helping to make cities more liveable, sustainable and vibrant.**

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As the urbanist Jane Jacobs said, a city is judged by the quality of its streets. We are committed to the application of evidence based, best practice transport strategy to help make city streets great.

We work with all levels of government, both in Australia and internationally on sustainable mobility, disruptive transport innovation, professional development and policy and strategy formation.

## **Our key capabilities include:**

- Disruptive transport innovation
- Active transport planning, forecasting and cost benefit analysis
- Bicycle plans, strategies, network designs, and 'complete streets' development
- Car parking policy and reform
- Active transport wayfinding strategy and design
- Study tours and seminars on transport innovation
- Electric bike policy and assessment of impacts
- Bike share feasibility and evaluation
- Transport emissions auditing and emissions reduction strategy development
- Place based transport plans
- Shared transport platform policy development



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## Dr Elliot Fishman

As the Director of the Institute for Sensible Transport over the past 13 years, Elliot has played a pivotal role in all our major projects and leads our work on bike share, e-bikes, disruptive transport and professional development. Dr Fishman has extensive experience in the field of integrated transport planning, and was coordinator and lecturer of the Integrated Transport Planning course at RMIT University.

Dr Fishman's ability to inspire cities to think boldly about the city they want to be in 50 years is highly sought after, both in Australia and internationally. Elliot has led investigations for governments around Australia on emerging transport technology and the implications for policy makers.

Dr Fishman is a leading thinking on integrated transport and sustainable mobility planning, having provided advice to the Prime Minister's Office, Transport for London and the NYC Department of Transportation. In recent years he has prepared ambitious, best practice transport strategies for local governments in Victoria and NSW. These have included land use and transport planning elements that have sought to maximise the beneficial components of emerging transport technology, such as MaaS possibilities and the shift from short car trips to active transport. Dr Fishman's innovative work on the possible impacts of driverless vehicles has led governments to rethinking how best to capitalise on the emergence of these technologies.

Elliot has written for the Age, Newscorp publications, the Canberra Times, Sydney Morning Herald as well as many of the world's highest-ranking peer reviewed transport journals. Elliot has undertaken work for the OECD and the National Government of Singapore. Dr Fishman is an experienced communicator and has facilitated a large number of transport planning workshops and has an excellent ability to write technical documents accessible to a wide audience.



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## Liam Davies

Liam is a Senior Transport Analyst and has worked for the Institute for Sensible Transport since late 2015. Prior to his appointment at the Institute for Sensible Transport, Liam was RMIT's top transport planning student, demonstrating his understanding of transport research and strategic principles, emerging issues and best practice transport innovation. He has an in depth knowledge of the Victorian Planning Scheme as well as the NSW DA and LEP process.

Liam's excellent GIS and analytical skills have helped our clients understand their current transport problems and his ability to envision a path towards a more sustainable, less car dependent future has proven tremendously valuable to the government agencies he has worked with. Liam has a deep understanding of all modes of public transport, including their operational and infrastructure requirements. There is always a public transport element in the projects Liam is involved in.

## Vaughn Allan

Vaughn has worked as a Transport Analyst at the Institute for Sensible Transport since 2017. He has also worked at the Department of Premier and Cabinet, and Bicycle Network. Vaughn has a very strong understanding of the Victorian Planning Scheme, transport data analysis, street redesigns, integrated transport, active transport and GIS based analysis and modelling.

# Our People



# Selection of recent projects



# Darebin parking strategy: Issues and Opportunities

Darebin  
City Council,  
2018

**This project involved a detailed policy and data analysis on issues related to car parking, to assist Darebin City Council as it begins the process of car parking policy reform.**

This project enabled our team to demonstrate what can be gained by reforming parking policy, including the opportunity created when unnecessary parking is replaced by wider footpaths, more green space, protected bicycle lanes and public transport priority routes.

The two images below offer an impression of the conceptual proposal we were able to offer the client, highlighting that when kerbside parking is removed, more space is available for protected bike lanes, dedicated tram routes and more reliable and less frustrating general traffic lanes. Creating these multi-modal 'complete streets' is a core part of our work.



High Street, Thornbury, VIC  
(current)



High Street, Thornbury, VIC  
(conceptual proposal)

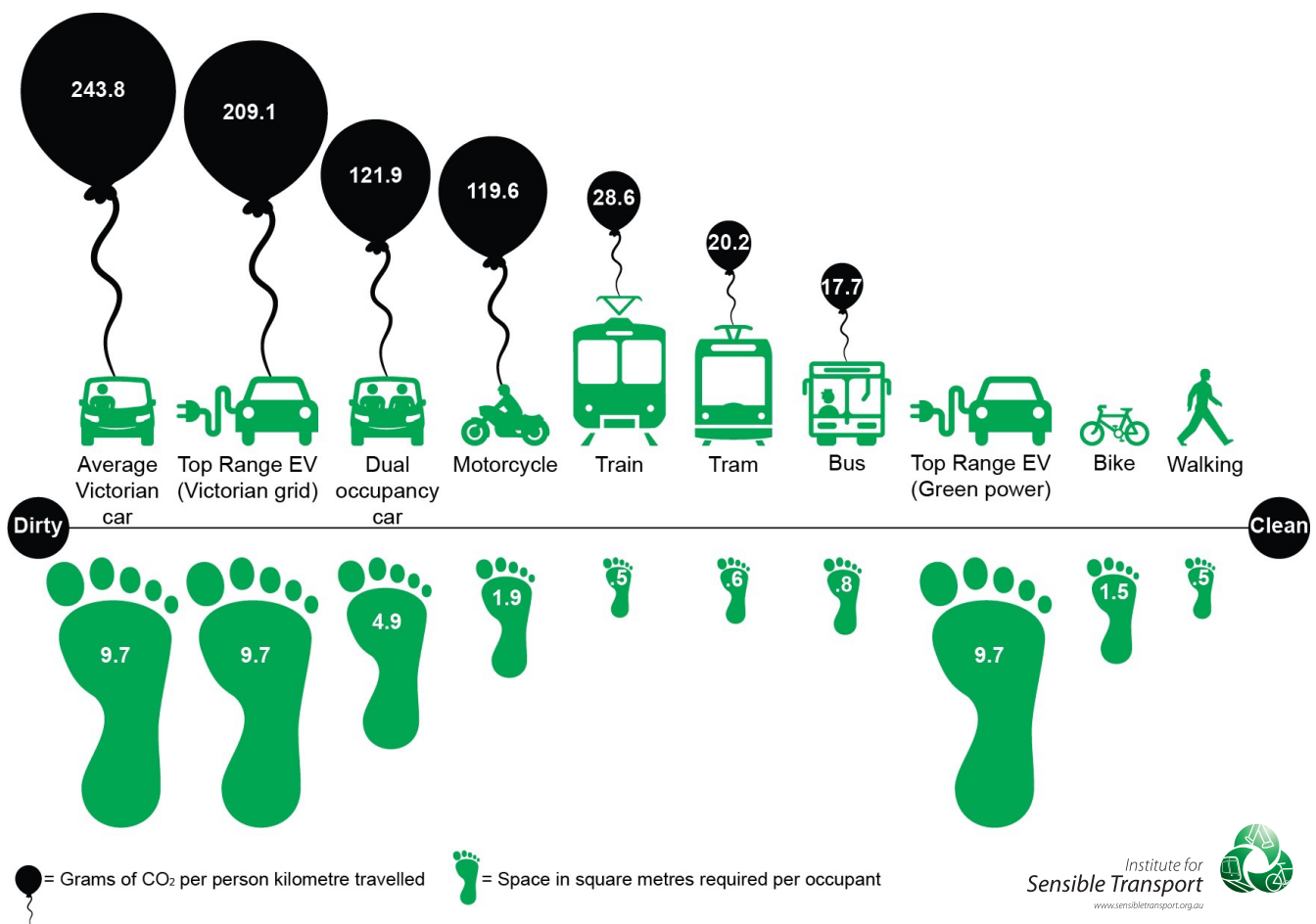
# Transport and emissions

City of Melbourne,  
2018

**We assisted the City of Melbourne in developing a stronger understanding of the emissions within their municipality attributable to transport (air, land, water).**

We were able to provide a snapshot and data led discussion of current trends in transport emissions. We aligned the City of Melbourne's method of calculating emissions with international (GPC) protocols. This project also provided a set of recommendations designed to bring the City of Melbourne's transport emissions in line with climate change commitments.

To help illustrate the relationship between emissions, and space consumption, we developed the infographic shown below, which demonstrates why public and active transport are so important for growing cities seeking to reduce their emissions and congestion levels.



Understand the emissions and space intensity of different transport modes

# Dockless Bike Share Parking Infrastructure Guidelines

VicRoads,  
2017

**Melbourne, like many other cities,  
witnessed the unplanned introduction  
of dockless bike share in 2017.**

In this work, we assisted the Victorian government develop an understanding of the parking requirements of dockless bike share and what measures could be taken to enhance the contribution of this growing mode of transport to mobility options in cities.

In this VicRoads commissioned report, we produced a literature review of the approaches taken in different cities that have dockless bike share; examining successful techniques to manage this new form of public transport.



We helped the Victorian government gain an improved understanding of what other cities have done to address issues associated with the introduction of dockless bike share

# Homebush Bay Wayfinding Strategy and Masterplan

City of  
Canada Bay,  
2017

**We led an international consortium to deliver a comprehensive design for a cohesive walking and cycling circuit around Sydney's iconic Homebush Bay, the site of the 2000 Olympics.**

This Homebush Bay Wayfinding Strategy and Masterplan was commissioned by the City of Canada Bay, Sydney Olympic Park Authority and the City of Parramatta, and funded by the NSW Government.

## Testimonial

*"The Institute for Sensible Transport were able to demonstrate an exceptional understanding of world's best practice in balancing the needs of different modes of transport and integrating more walking and cycling into local travel...(They) utilized graphically clear street cross sections and mapping demonstrating that the provision of safe and attractive walking and cycling facilities could be achieved on the Circuit while recognising the needs of motorists"*

**Vincent Conroy,**  
**Place Management**  
**Coordinator, City of Canada Bay**



We developed a comprehensive walking and cycling network, integrated with wider transport opportunities in Sydney

# Bike Plan

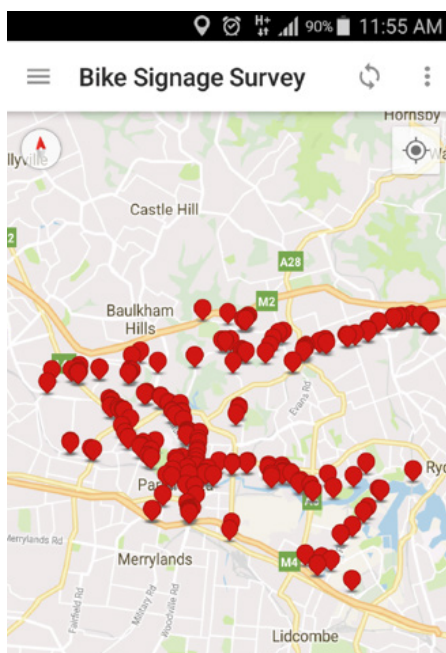
City of  
Parramatta,  
2017

**As Parramatta continues its urban intensification and rapid population growth, we assisted the City of Parramatta in the development of a detailed Bike Plan, designed to boost the contribution of cycling to meeting current and future transport challenges.**

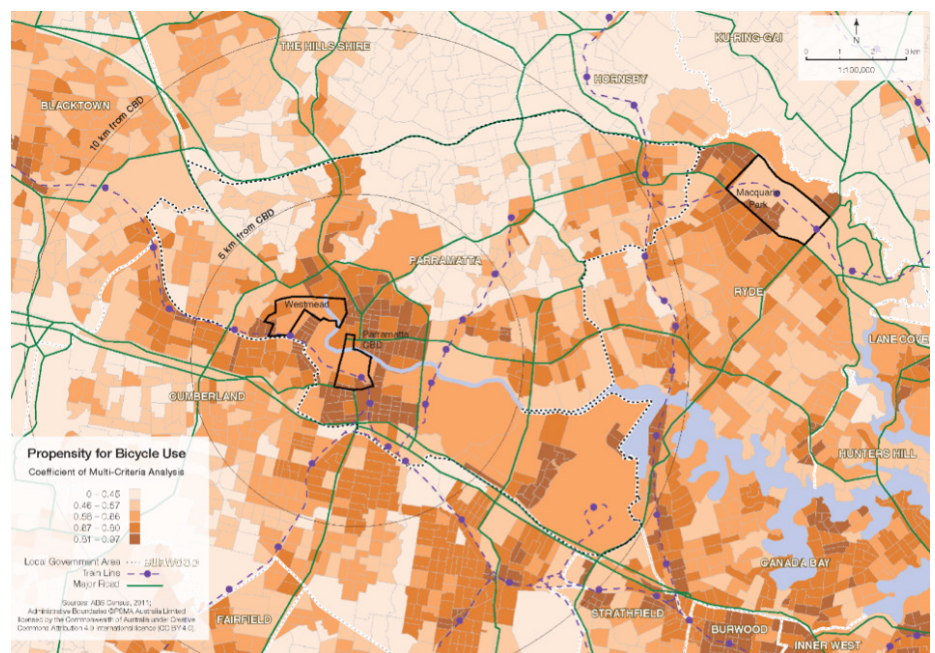
This project involved a 'saddle survey' using HD handlebar mounted video and a specially designed mobile App to document existing conditions and potential improvements (see snapshot of data overview below).

A detailed network of bicycle lanes and paths were recommended, costed and usage forecast provided over the next 30 years, taking into account government estimates of population growth rates.

We were able to provide Parramatta with a cost benefit ratio, offering an indication of the long-term return on investment in building their bicycle network. To ensure that the bicycle infrastructure was being recommended in the areas with the highest latent demand, we developed a data led Bike Use Propensity Index, utilising Census and bicycle count data, the results of which are shown below. This helped to ensure the infrastructure recommended was being placed in the areas most likely to be used.



The collection of detailed, local data in a GIS format is essential to our approach



A data-led illustration of where latent demand exists for future cycling

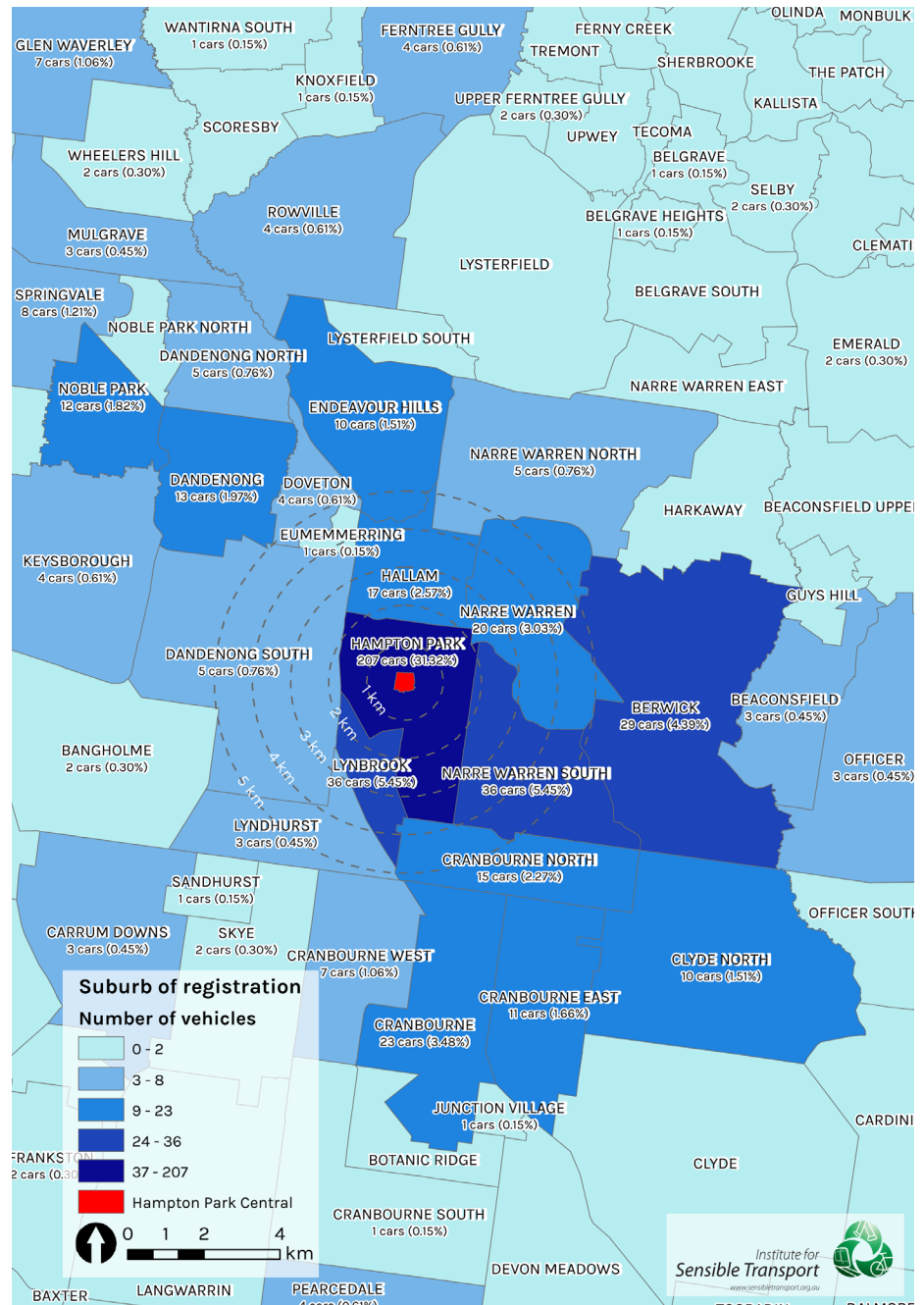
# Hampton Park Central Access and Movement Study

Casey  
City Council,  
2017

**We recently completed this place-based transport plan for Casey City Council.**

The focus was on people, rather than vehicles and this led to a design process in which priority was offered to pedestrians, cyclists and public transport users, as these are the modes that are current under-represented within this Activity Centre.

As with all our work, a data-led approach was taken and this included an analysis of the address of registration for the vehicles parked within the study area (see image below). This provided our team with insights as to the likely distance people may have been travelling to arrive at the Activity Centre. Most vehicles were registered at the same, or an adjoining postcode to the study area itself.



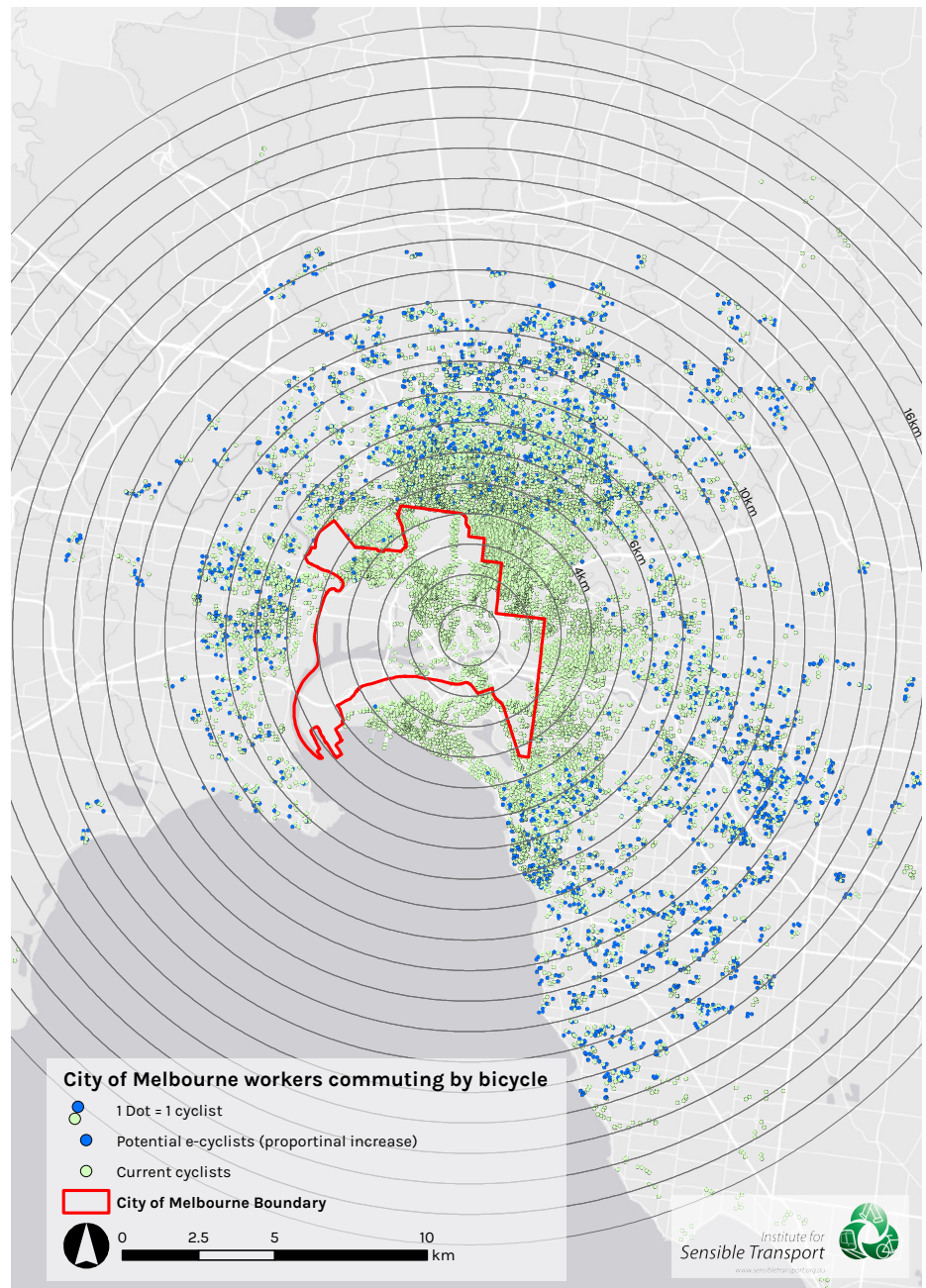
Understanding where cars are registered

# Potential for electric bike use in Melbourne

City of Melbourne, 2018

As part of the City of Melbourne's Transport Strategy Refresh, we provided an analysis of the potential for e-bikes to contribute to the growing transport task facing a fast-growing Melbourne.

This project included an overview of the latest developments in the e-bike market, the influence e-bikes are having on travel behaviour in other markets and what the City of Melbourne can do to maximise the contribution of e-bikes to provide safe, efficient mobility.



Helping the City of Melbourne understand the potential for e-bikes to meet the growing transport challenge

# Transport innovation study tour to the Netherlands, 2018

**The Institute for Sensible Transport uses its extensive network of Dutch transport and land use experts to curate a week-long tour of transport innovation in the Netherlands.**

An emphasis is placed on translating best practice examples into the Australian context and past attendees have included representatives from Infrastructure Australia, Transport for NSW and local government transport planners and Councillors from around Australia.

Our study tours look at the Dutch transport and land use system as a whole, with a focus on lessons that can be translated into the other, more car dependant contexts. Whilst it is impossible to ignore cycling in the Netherlands, our study tours take a broader view, encompassing the full set of transport options in the Netherlands and what it means for Australian cities.



The 2018 study tour delegates learning about street transformation and vibrancy from the chief landscape architect, City of Amsterdam

# Professional development seminars

2010  
- ongoing

**The Institute for Sensible Transport have, for over eight years, held professional development seminars on a range of emerging transport topics.**

These include seminars on:

- Innovations in parking policy and practice, with the world's foremost authority on the topic, Professor Donald Shoup.
- App and ride sharing services and the impact on mobility, with Professor Allan Fels, Uber and the taxi industry.
- The Psychology of Transport Behaviour with New York Times best selling author, Tom Vanderbilt.
- Road user pricing and autonomous vehicles with former Victorian Premier John Brumby, Reserve Bank Board Member Professor Ian Harper, and the then Productivity Commission Chairman Peter Harris.



The former Premier of Victoria, John Brumby AO, delivering his Keynote address at our seminar on road user pricing in 2017.

# Moonee Valley Integrated Transport Strategy

Moonee Valley  
City Council,  
2015/16

**This project provided Moonee Valley with a 25-year blueprint to reform transport policy in in this inner northern Melbourne LGA and provide closer alignment with Council's overarching strategic objectives.**

A Safe Systems approach was applied that served to reduce the risk of serious and fatal collisions and had an emphasis on boosting safety outcomes for sustainable transport users. A multi-criteria analysis was used to ensure the actions contained in the Strategy supported Council's ambition to be a health, sustainable community in the future.



**We helped Moonee Valley City Council by developing a 20-year transport blueprint to meet their wider city objectives**

# Sydney Bike Share Feasibility Study

Inner Sydney  
Councils,  
2017

**We assisting a group of inner Sydney Councils understand the global context regarding the rapidly changing international bike share industry.**

Our work included:

- Bike share case studies from London, NYC, Washington, D.C., San Francisco, Melbourne, and Brisbane.
- Key benefits and opportunities for bike share in Sydney.
- Integration of a future Sydney bike share program with public transport, including options for Smartcard compatibility.
- Bike share propensity index: This was developed as a map of Sydney, indicating areas of high and low forecast bike share use.
- Design principles for the placement of docking stations.
- Assessment of suitable bike share hardware for Sydney.
- Optimal process for user sign up and customer interface.
- Consideration of helmet requirements and potential measures to mitigate lower usage levels due to existing legislation.
- Bicycle infrastructure network and impact on usage
- Potential funding sources and program costs.
- Governance and contract management.



# Sydney Bike Share Feasibility Study

## Operational Recommendations

Prepared by Dr Elliot Fishman, Institute for Sensible Transport with a assistance from Dr Lorelei Schmitt, Senior Sustainable Transport Consultant and Louise Baker, Principal Sustainable Transport Consultant, both of Opus International Consultants.

August 2016

*Institute for*  
**Sensible Transport**

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



# Institute for Sensible Transport

ABN 28 949 292 163

102/1 Silver Street Collingwood,  
Melbourne, Australia VIC 3066

E: [info@sensibletransport.org.au](mailto:info@sensibletransport.org.au)

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

T: 1300 952 759



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