Capability Statement Institute for Sensible Transport



Certified B Corporation

Institute for Sensible Transport

www.sensibletransport.org.au

An award winning firm

We won the National Planning Institute of Australia Award for Planning Excellence, awarded jointly to our team and our client, Mildura Rural City Council.

The award recognises sustainable transport innovation in a regional city. This includes the introduction of 30km/h streets, micromobility lanes and recommendations for enhanced bus services. In 2024 Councillors decided to make the 30km/h trial permanent.

2024 AWARDS FOR Planning Excellence

PLANNING INSTITUTE OF AUSTRALIA


GRAN
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GIVE WAY
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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 innovative, data-led transport strategies, rigorous analyses and carefully designed plans, all focused on helping to make cities more liveable, sustainable and vibrant.

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.

Our key capabilities include:

- Integrated transport strategies
- Active transport planning, forecasting and cost benefit analysis
- Bicycle plans, strategies, network designs, and ‘complete streets’ development
- Place based transport plans
- Electric vehicle charging network planning and policy guidance
- Zero emission fleet transition business case and advisory
- Car parking management plans
- Active transport wayfinding strategy and design
- Study tours and seminars on transport innovation
- E-bike policy and assessment of impacts
- Shared micromobility planning, feasibility and evaluation
- Transport emissions auditing and emissions reduction strategy development.



Our Services



Our People



Dr Elliot Fishman

Director

As the Director of the Institute for Sensible Transport since 2005, Elliot has played a pivotal role in all of our major projects and leads our work on integrated transport strategies, electric vehicle charging, stakeholder engagement 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 ranked by Stanford University in the top 2% of scientists globally. He completed his PhD at the Centre for Accident Research and Road Safety and his Post Doc at Utrecht University in the Netherlands.

Dr Fishman has provided advice to the Australian the Prime Minister's Office, Transport for London and the NYC Department of Transportation.

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 Liam Davies

Associate Director

Liam heads up our technical capabilities in public transport, modelling, emissions and the intersection of land use and transport. Liam has worked for the Institute for over a decade and has extensive experience in public transport network design, active travel data analysis, car parking, demand modelling and leading workshops on land use planning and transport.

His ability to solve complex transport and land use challenges is highly sought after. Liam has worked with the Climate Council, ClimateWorks, as well as a wide range of metropolitan and regional councils to enhance the performance of the transport sector.



Billy Fellows

Senior Transport Planner

Billy is an urban planner with experience in active transport strategy development, public transport analysis, project management and stakeholder engagement. Billy helps keep projects on schedule and ensures they help the client achieve their ambition.



Jessie Tran

Transport Planner

Jessie is the first person we go to when we need to translate data into a clean, accurate map. She has five years experience as a transport planner, collecting and visualising data, conducting fleet transition plans and coordinating projects. She works with transport and land use data everyday and creates maps that communicate the key messages to the reader. Jessie ensures our reports contain clear, engaging and informative maps and infographics.



Amelia Poetter

Graduate Transport Planner

With a background in computer science and a strong interest in sustainable mobility, Amelia specialises in analysing transport data and networks to uncover insights that help cities plan more efficient and sustainable transport systems.



Tom McGuire

Transport Analyst

Tom is a transport analyst with the Institute for Sensible Transport, where he contributes to the development of transport strategies and plans. His work includes analysing Census and travel data, developing datasets, and producing maps and visualisations to support evidence-based transport planning.



Henry Cox-Wilson

Transport Analyst

Henry is a transport analyst, supporting our team through his skills in graphic design, visualisation, info-graphics and street design mock ups and cross sections.

Past projects



Active Transport ... p. 12 - 18
Transport Emissions Reduction ... p. 19 - 22
Integrated Transport Strategies ... p. 23 - 26
Public Transport Accessibility Mapping ... p. 27
Electric Vehicle Charging ... p. 28



Project

Bike Network Prioritisation Tool

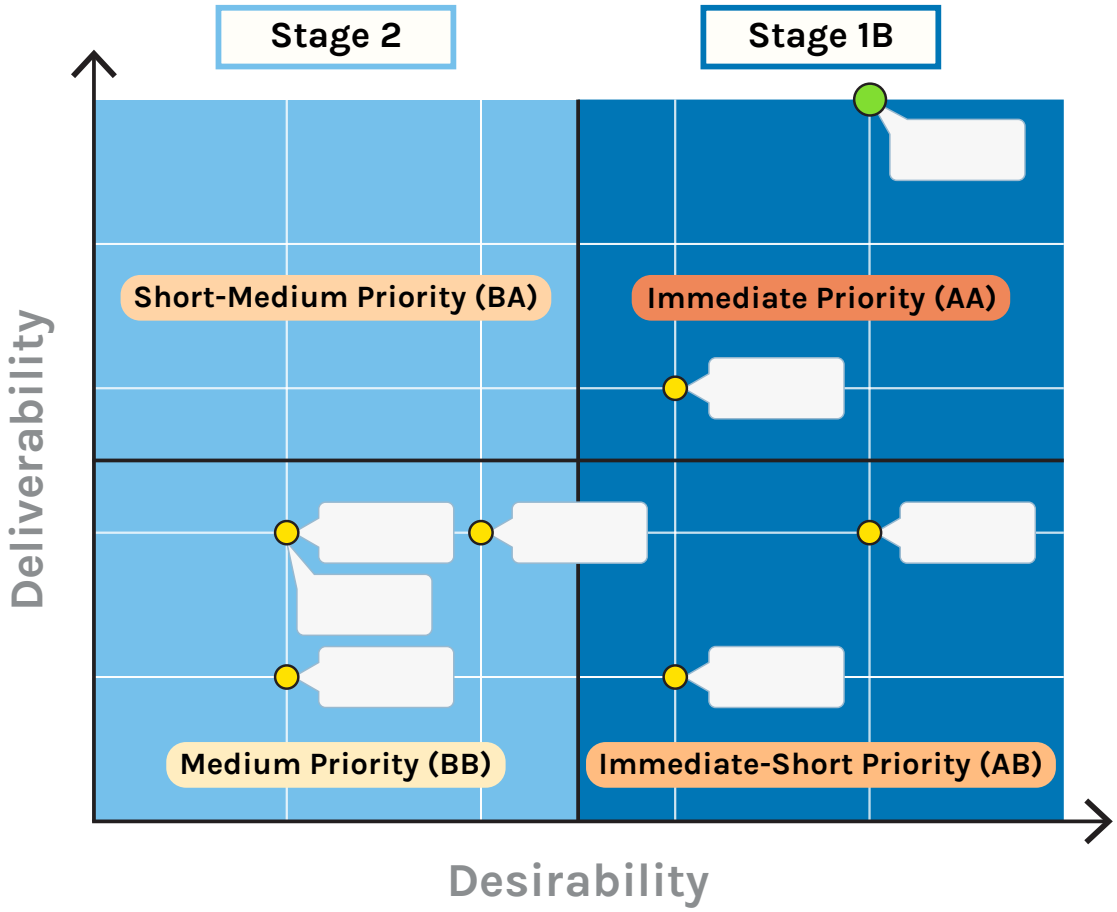
Client

Transport for NSW, 2020

We were commissioned by Transport for NSW to develop a geospatial prioritisation framework to assist in the staging of their proposed Principal Bicycle Network for Sydney and Parramatta. The Framework was able to analyse over 1,300km of future proposed network, providing a score across 16 individually weighted criteria.

Transport for NSW were presented with a representation of their proposed network, in terms of how each element performed across each of the 16 criteria. The 16 criteria were divided into *desirability* and *deliverability* categories. The *desirability* and *deliverability* conceptual framework (as shown below) was used to inform the development of the bike network, such as prioritising links and estimating latent demand for cycling.

Our network tool is also useful for costing the proposed network, and how the use of different designs can influence overall cost.



Desirability and deliverability conceptual framework

Project

Australian Guidelines for Active Travel

Client

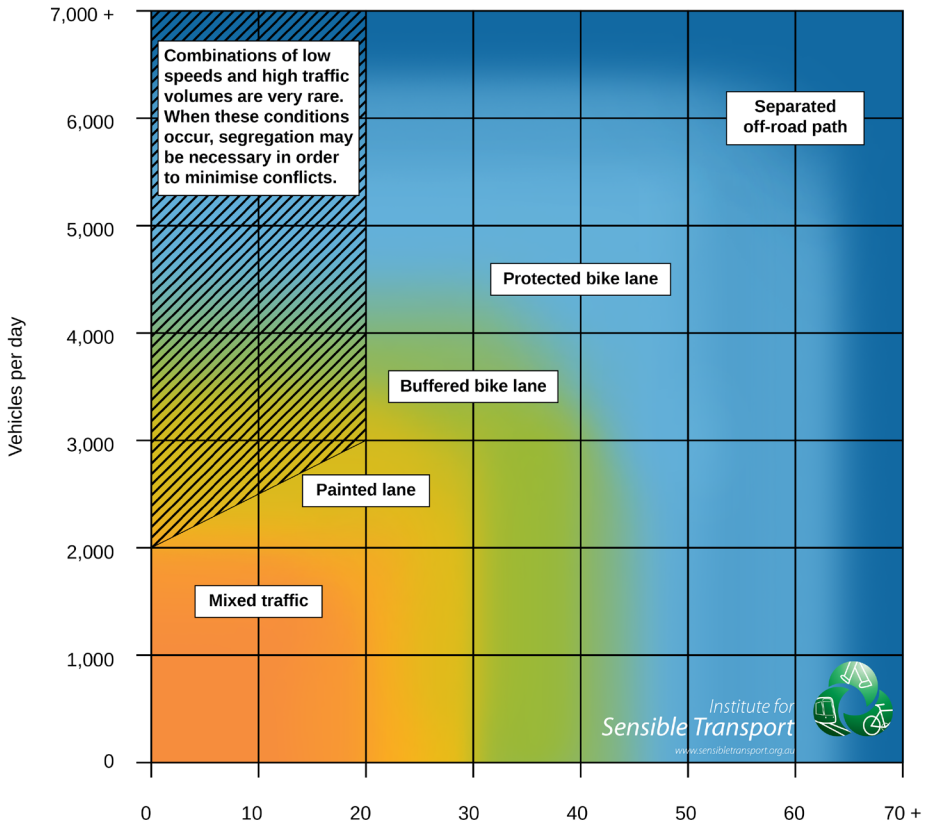
Austroads / Australian Transport Assessment and Planning, 2020

We were commissioned by Austroads/Australian Transport Assessment and Planning (ATAP) to update the national Guidelines for Active Travel assessment and planning. This project has required our team to immerse themselves in the latest data/literature regarding:

- Walking and cycling planning
- Impact and evaluation methodology
- Health impact assessment
- Road safety
- Best practice network design.

The Guidance document is designed to assist practitioners responsible for the planning, design and evaluation of active transport infrastructure.

As part of this project, we developed a conceptual framework designed to assist government agencies decide on the most appropriate bicycle infrastructure, based on the speed and volume of traffic.



Tool to determine appropriate bike infrastructure design

Project

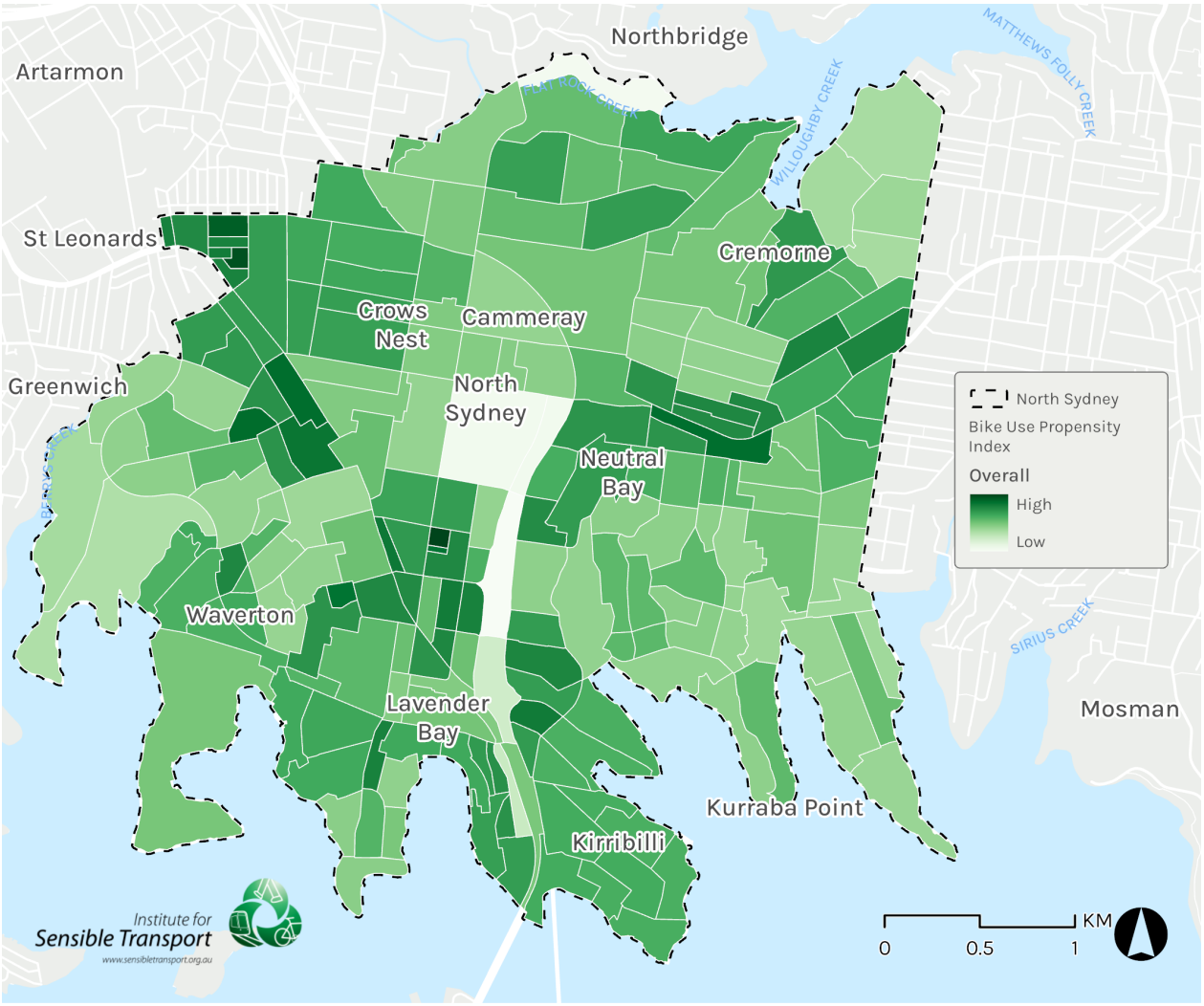
North Sydney Bike Plan

Client

North Sydney Council, 2025

In 2025 we delivered a Bike Plan for North Sydney that seeks to create a safer network in which more people cycle. The Plan included a fully redeveloped cycling network that focuses on connecting people and prioritises the areas of highest latent demand. We used a customised geospatial analysis to help determine priority routes.

We developed a Bike Use Propensity Index using seven Census collected variables that are all predictive of latent demand for future cycling. This helps government focus their investment in the areas likely to result in the largest increase in cycling.



Bike Use Propensity Index

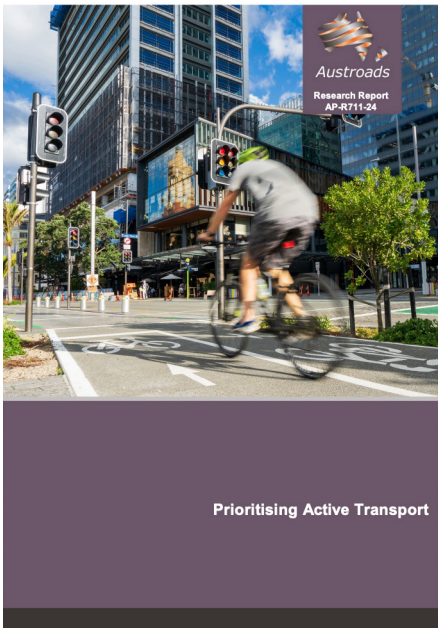
Project

Austroads Prioritising Active Travel

Client

Austroads, 2024

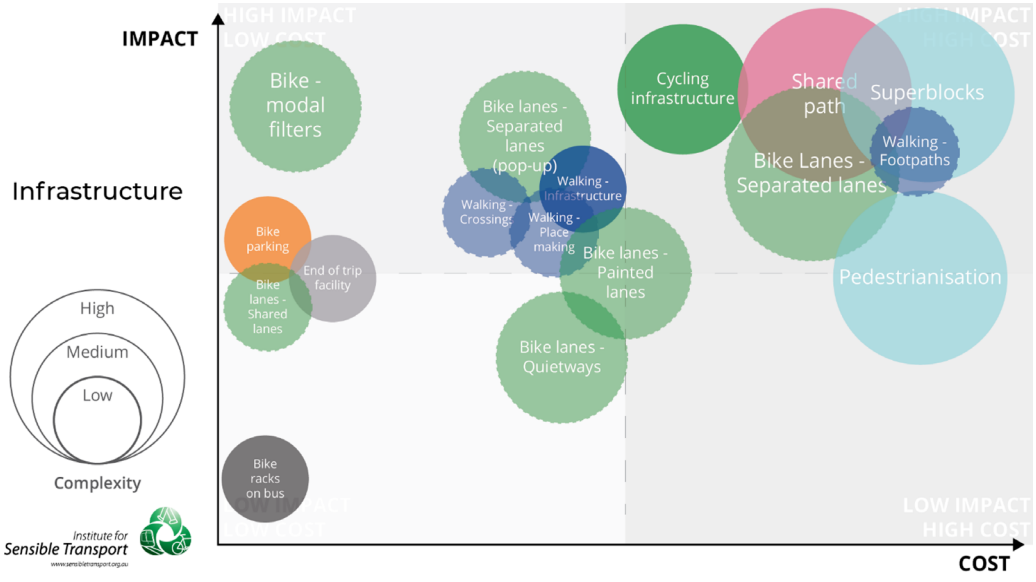
Commissioned by Austroads, this project focused on evaluating the effectiveness of different interventions to increase active transport mode share in both Australia and New Zealand.



This project principally focuses on interventions to grow active transport and provides coverage of the effectiveness of different intervention types to increase walking and cycling mode share. Importantly, these interventions cover both incentives (measures intended to make active transport more convenient, safer etc) as well as disincentives for car use (e.g. car parking management, road user pricing).

A prioritisation framework was developed to select the interventions that are most impactful in boosting active transport mode share. Significant increases in mode share are likely to require ambitious initiatives. Two decades of policy support for increasing active transport mode share may have stopped or slowed falls in walking and cycling levels but has not yet succeeded in achieving widespread and large increases.

In addition to impact, an intervention's cost, and complexity was also included within the prioritisation framework. For each of the prioritised actions, guidance on their suitability to different geographical contexts has been offered (e.g. inner city, suburban, regional etc.)



Assessing the impact, cost and complexity of infrastructure actions to increase cycling

Project

Clarance Valley Active Transport Strategy

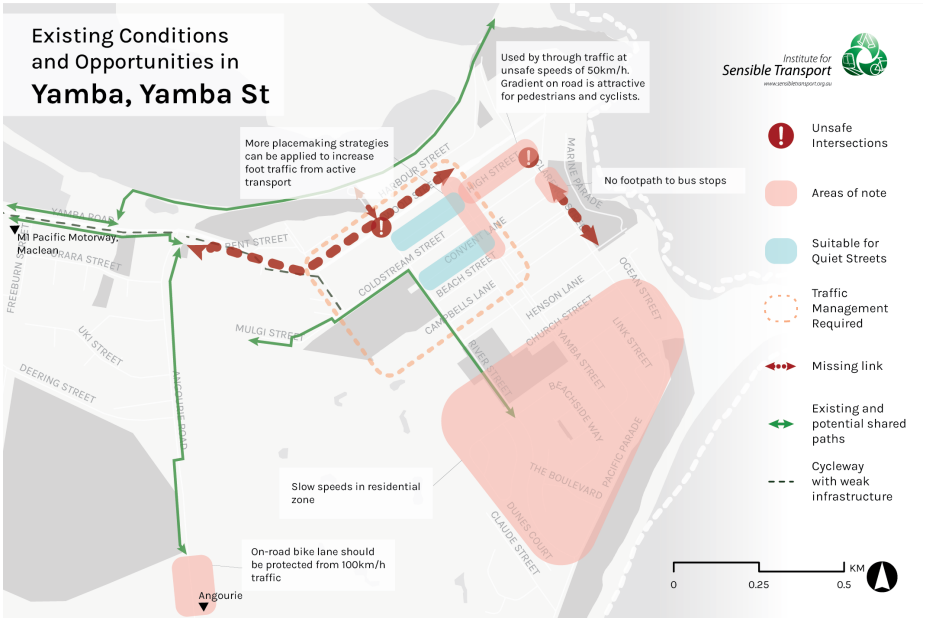
Client

Clarence Valley Council, 2024

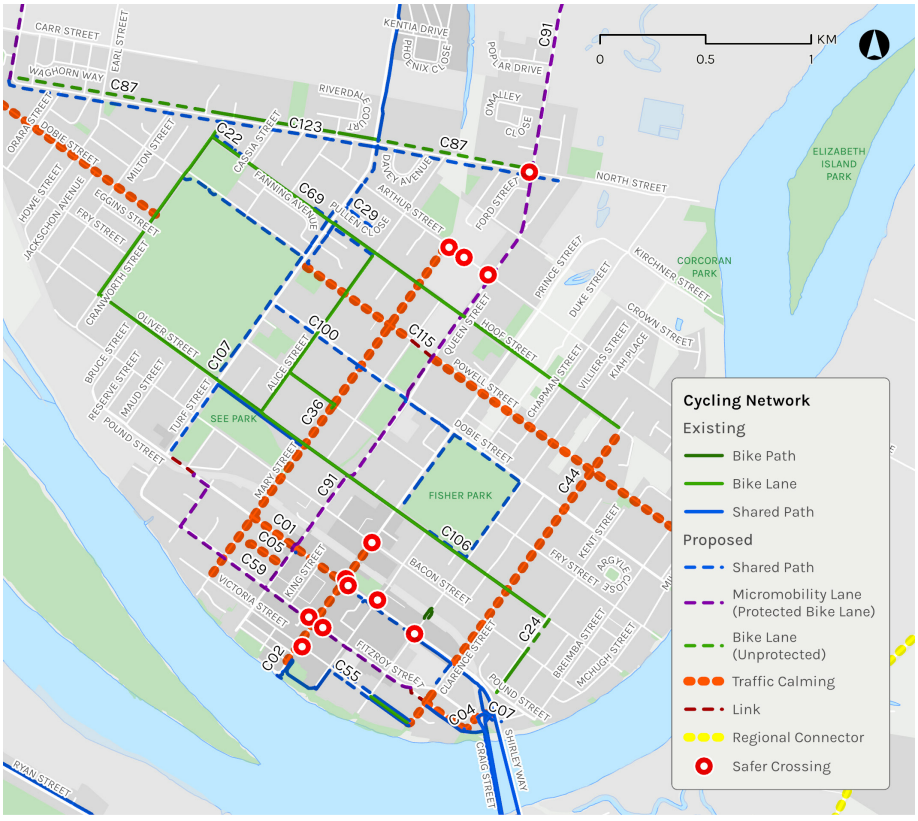
We worked with this northern NSW council to prepare a blueprint to guide Council's investment in walking and bike riding infrastructure. This included a detailed set of interlinked, prioritised, and costed actions to build a comprehensive walking and bike riding network.

The Active Transport Strategy details Council's plan to provide more sustainable transport options. It covers upgrades to infrastructure, such as footpaths, shared paths and bike lanes. The Strategy also provides guidance on policy changes, education and promotion activities intended to give more people the freedom to choose to walk and ride a bike.

A multi-stage process, involving various engagement activities, was used to develop the Active Transport Strategy. This included engagement with Councillors, direct conversations with locals and visitors, and online community engagement. Active transport experts conducted a technical assessment of barriers and opportunities for greater levels of active transport in the Clarence Valley.



Yamba Street Issues and Opportunities



Cycling network, Grafton

Project

Potential for electric bike use in Melbourne

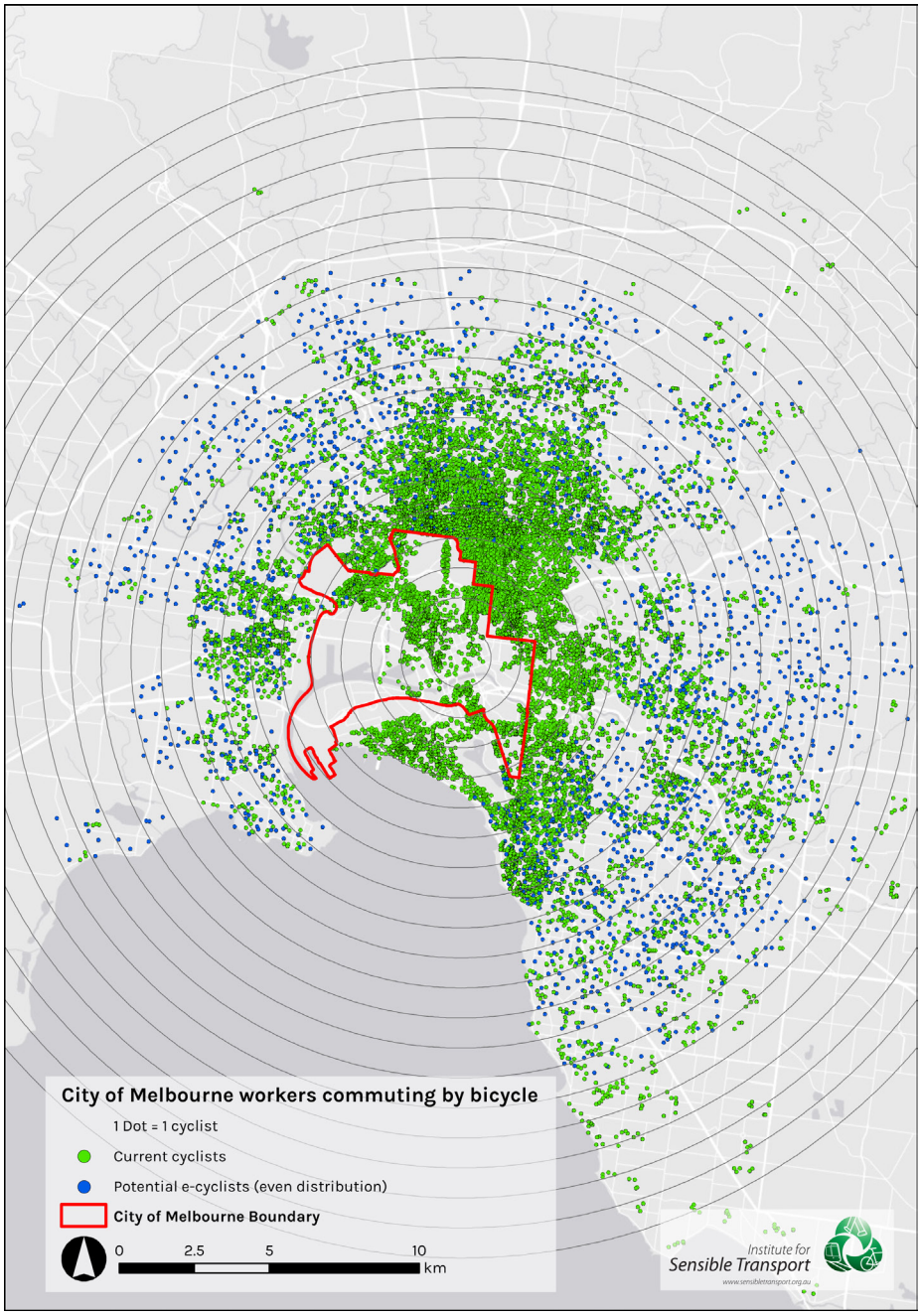
Client

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.

This map provides an indication of the growth and distribution of people on two wheels, based on the increased avaliability of e-bikes.



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

Project

Shared micromobility and e-bike planning, evaluation

Client

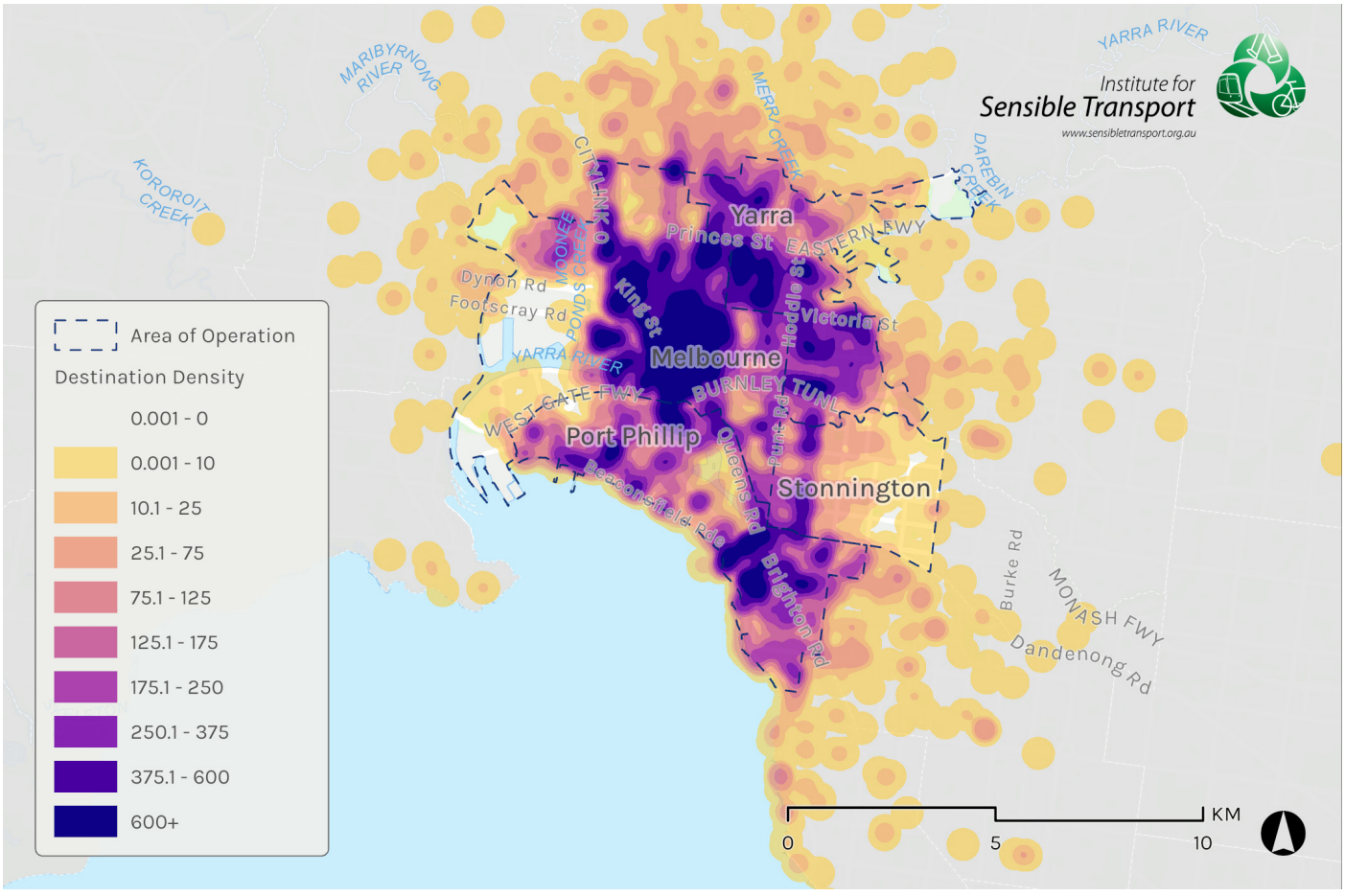
Inner city Melbourne LGAs

A growing number of cities have introduced e-bike and e-scooter share programs.

We have prepared feasibility studies and program evaluations for several cities.

Our shared micromobility services include:

- Program design
- Policy development to reduce unintended consequences
- Geospatial analysis of demand and priority parking locations
- Evaluation/performance auditing
- Expansion analysis
- Stakeholder engagement
- Cost benefit analysis
- Contract advice for government seeking to negotiate with the commercial sector



Bike share drop off hotspots, Melbourne, 2022

Project

Transport emissions audit and modelling

Client

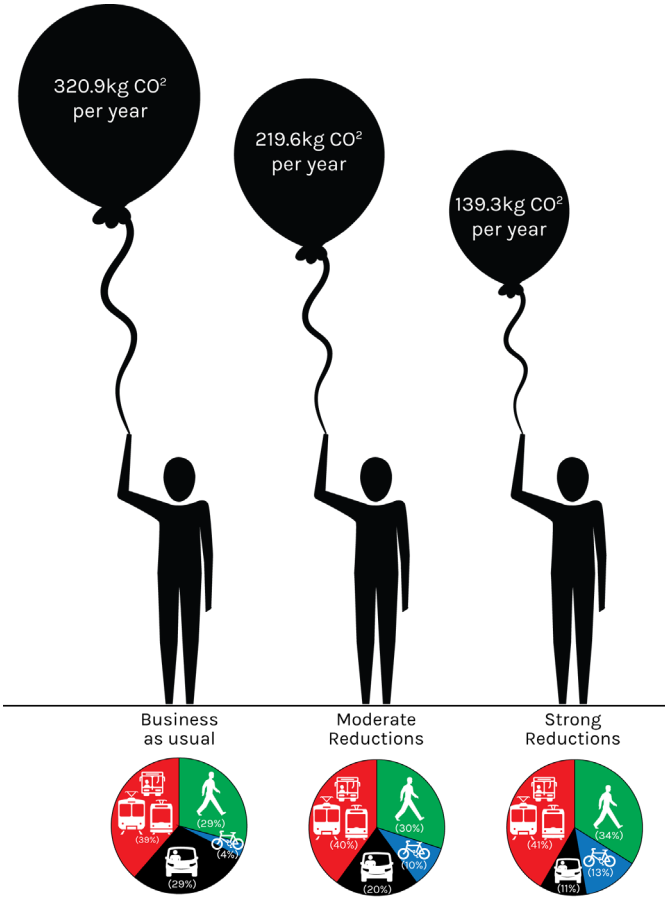
City of Melbourne, 2018

A growing number of governments have made a commitment to reducing transport emissions. We have created a tool that provides local government with a GPC compliant method of calculating the emissions that occur within their boundary, across private vehicle, freight and public transport.

The graphic at the bottom of the page was created as part of our work on transport emissions for the City of Melbourne. The black balloons illustrate the emissions, on a per person, per kilometre basis. The space consumption (shown as footprints) from different modes illustrates the space requirements of different modes.

As part of the emissions audit and modelling for the City of Melbourne, three scenarios of change were offered:

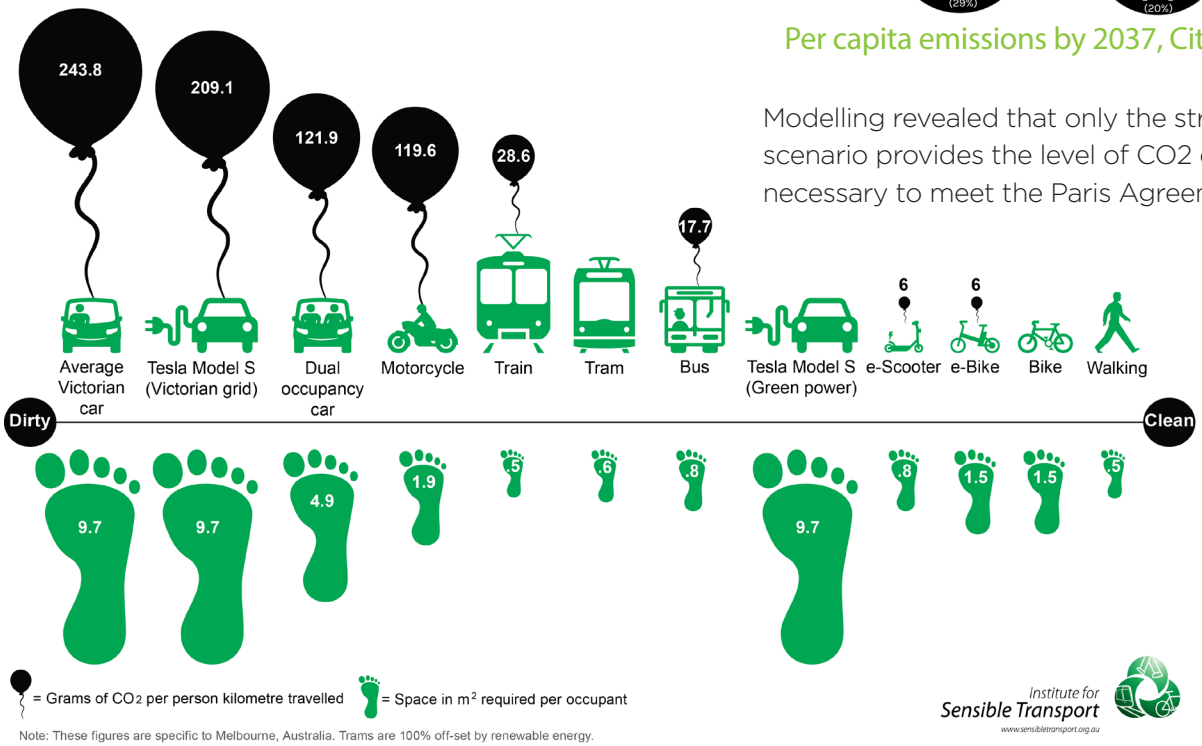
1. Business as usual, 2. Moderate change, 3. Strong change.



Per capita emissions by 2037, City of Melbourne

Modelling revealed that only the strong change scenario provides the level of CO2 emission reduction necessary to meet the Paris Agreement.

The three scenarios can also be expressed in terms of per person emissions and mode share, as shown in the figure. This figure compares the projected per capita GHG emissions and transport mode share in 2037.



Understanding the emissions and space intensity of different transport modes

Project

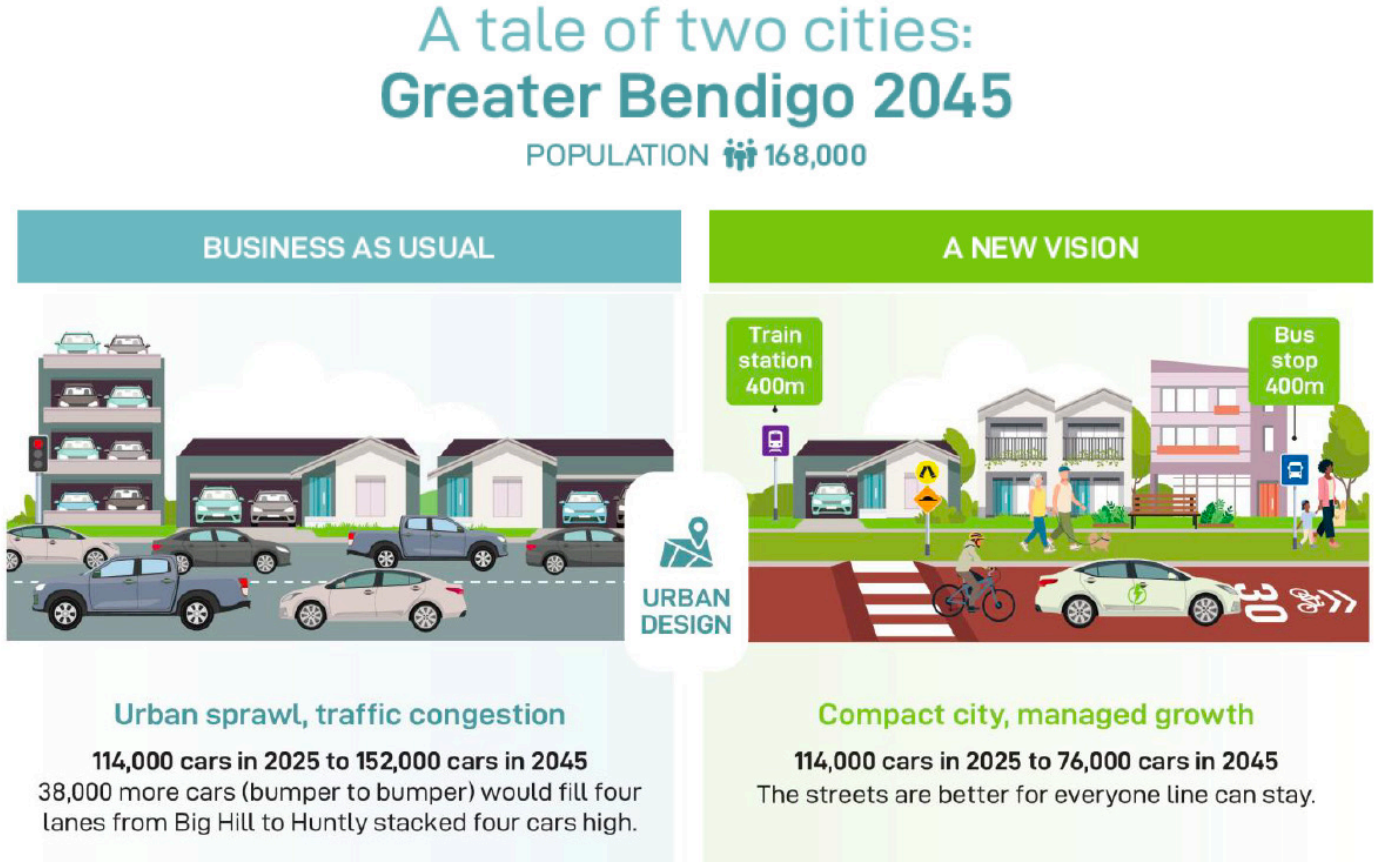
Bendigo zero emissions discussion paper

Client

City of Greater Bendigo, 2025

We were privileged to be able to assist the City of Greater Bendigo envision what it would take to achieve a net zero transport system. As part of this Discussion Paper, we explored the streetscape, active transport and public transport interventions that may be required to achieve net zero for Greater Bendigo. While transport change will be essential, the report also found that population growth will need to be focused in the areas close to existing services, town centres and public transport nodes.

The challenge Council provided us was how to achieve a radically different mode share by 2045. The pie chart on the left depicts current mode share and the right offers an illustration of Council's target for net zero. It is difficult to overstate the scale of the challenge; car use drops from 86% to 33%, active travel increases from ~10% to 33% and public transport increases from 1.3% to 33%. Moreover, the target for 2045 is for all car travel to be EV, up from around 1% today.



Two scenarios of change were presented; business as usual and sustainable change.

Project

Zero emission transport plans

Client

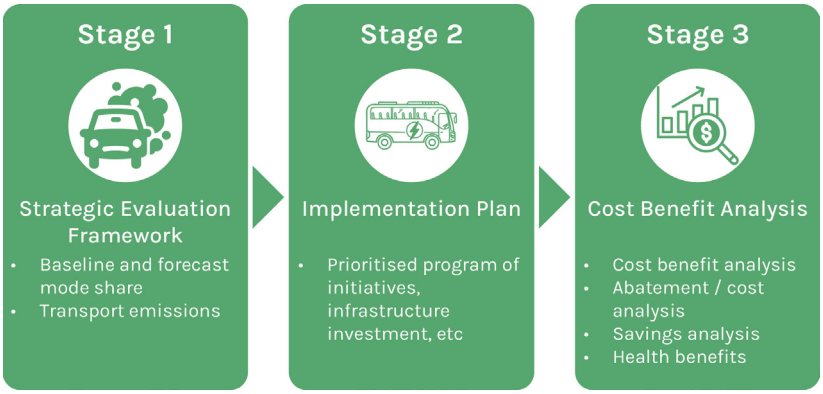
City of Greater Bendigo, 2025

Transport is the fastest growing source of emissions.

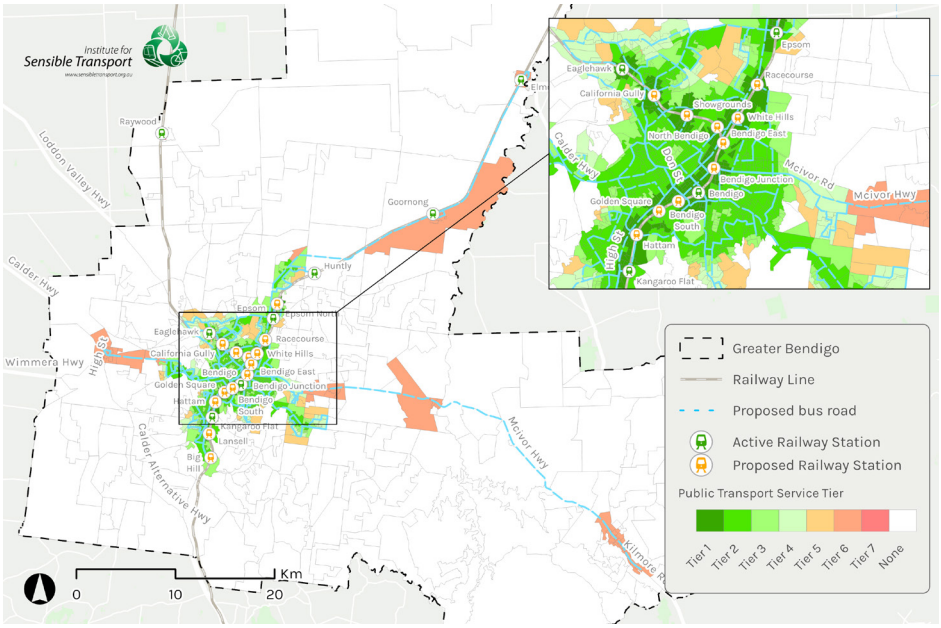
A growing number of governments are seeking to align their transport investment with their ambition for net zero.

In 2025 we assisted the City of Greater Bendigo by envisioning what it would take to achieve a net zero transport system.

We explored the streetscape, active transport and public transport interventions that may be required to achieve net zero for Greater Bendigo. While transport change will be essential, the report also found that population growth will need to be focused in the areas close to existing services, town centres and public transport nodes.



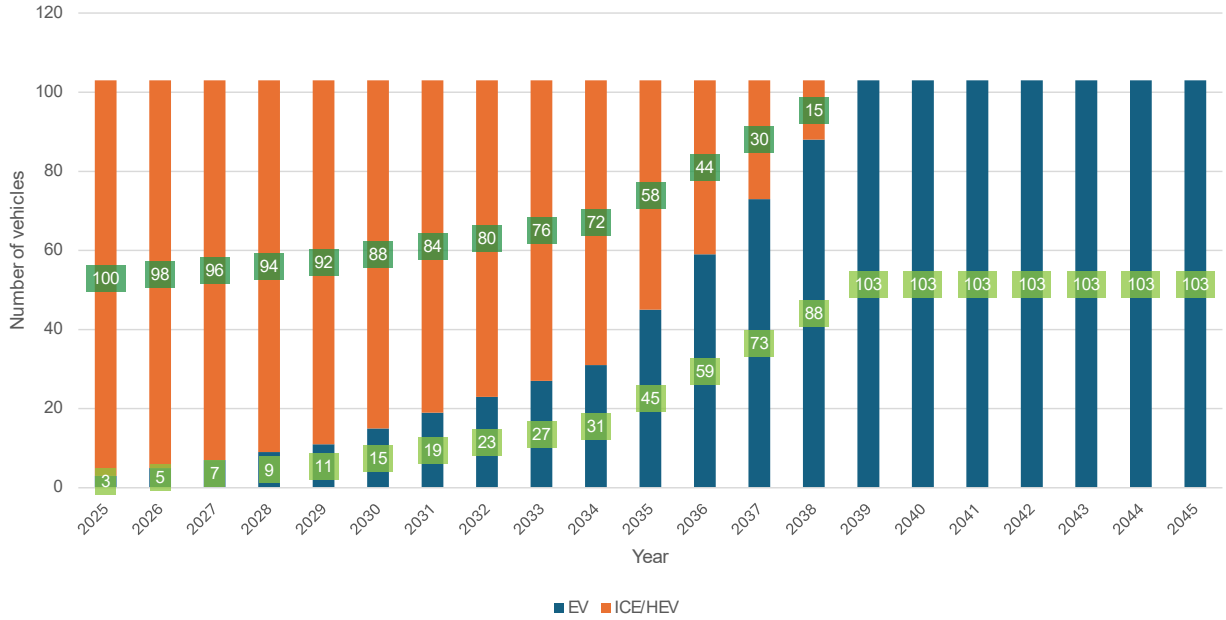
Key stages in the development of a Net Zero Transport Strategy



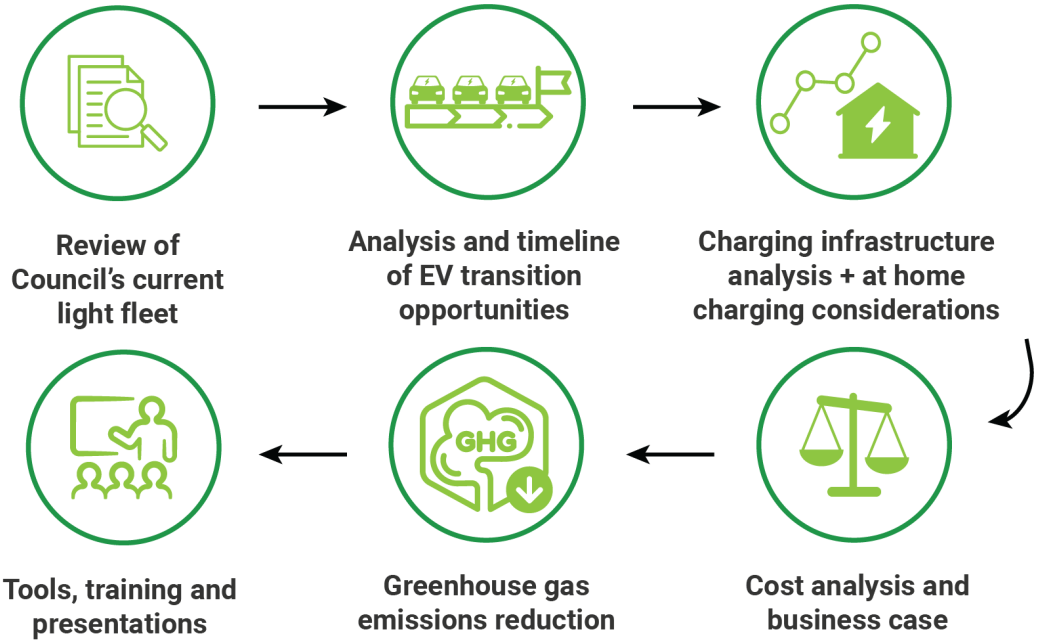
Bendigo's future public transport network – proposed changes

Zero Emission Fleet Transition Business Case

A growing number of government agencies have committed to achieving a net zero fleet by 2030 or 2035. We have created fleet transition plans for over 30 local governments, detailing a vehicle by vehicle replacement plan that includes costs, benefits and charging infrastructure.



A fleet transition schedule that replaces Internal Combustion Engine (ICE) vehicles with EVs



Fleet Transition Business Case – Key project stages

Project

Yarra Ranges Integrated Transport Strategy

Client

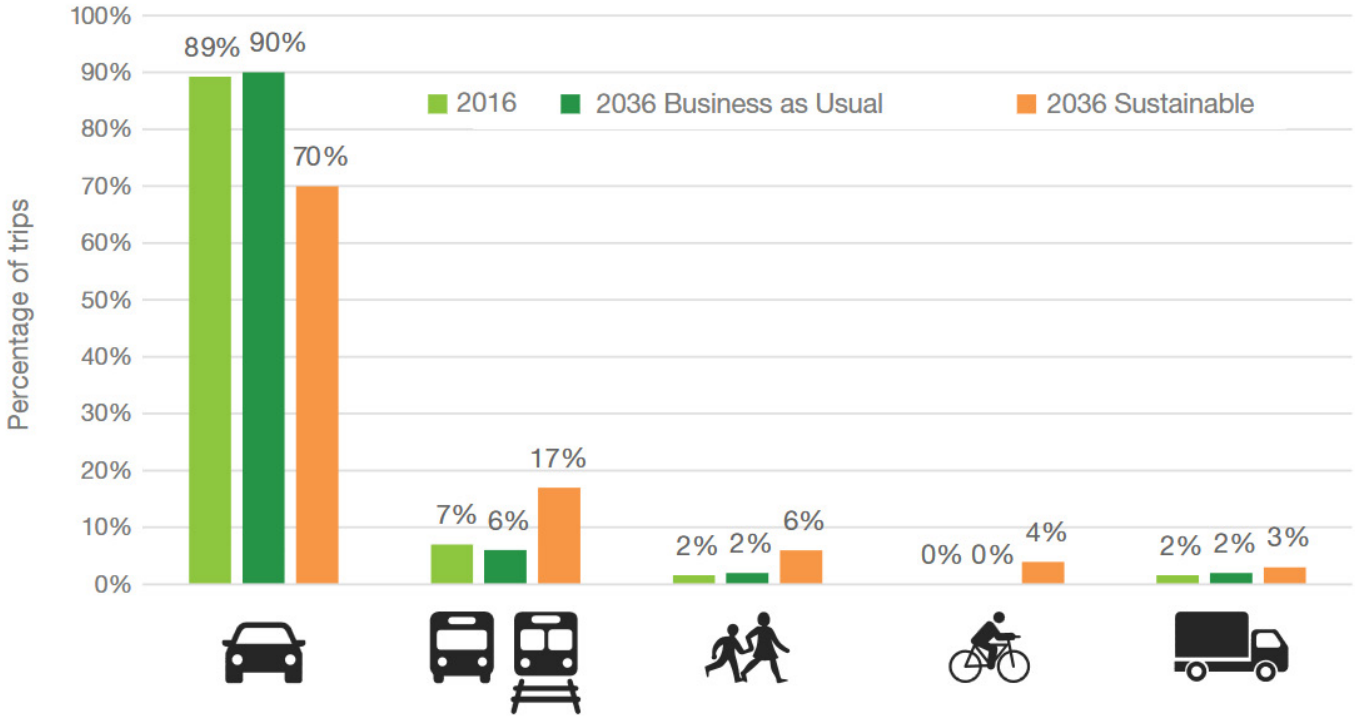
Yarra Ranges Council, 2019/2020

We prepared a 20-year Integrated Transport Strategy for Yarra Ranges, a peri-urban and partly rural municipality on the eastern fringe of Melbourne. The Strategy was endorsed by Councillors in May, 2020.

Community consultation was an important element in the development of the Strategy, and this included pop up sessions, online surveys and interactive online maps of both the strengths and limitations of the transport system.

A detailed analysis of existing travel behaviour was undertaken, and this found that over half of all car trips were under three kilometres, partly dispelling the myth that most car trips are too long to do by foot or bike. Our analysis of land use patterns also found that 90% of the population lives in just 9% of the land area.

A series of mode share scenarios were developed as part of the Strategy, using a Business as Usual and Sustainable Change scenario.



Journeys to work, now and in the future, 2016 data based on Australian Bureau of Statistics (2017)

NB: Truck symbol is 'other' and includes, in addition to trucks, taxis, motorbikes etc

Project

San Remo Access and Movement Study + Car Parking Strategy

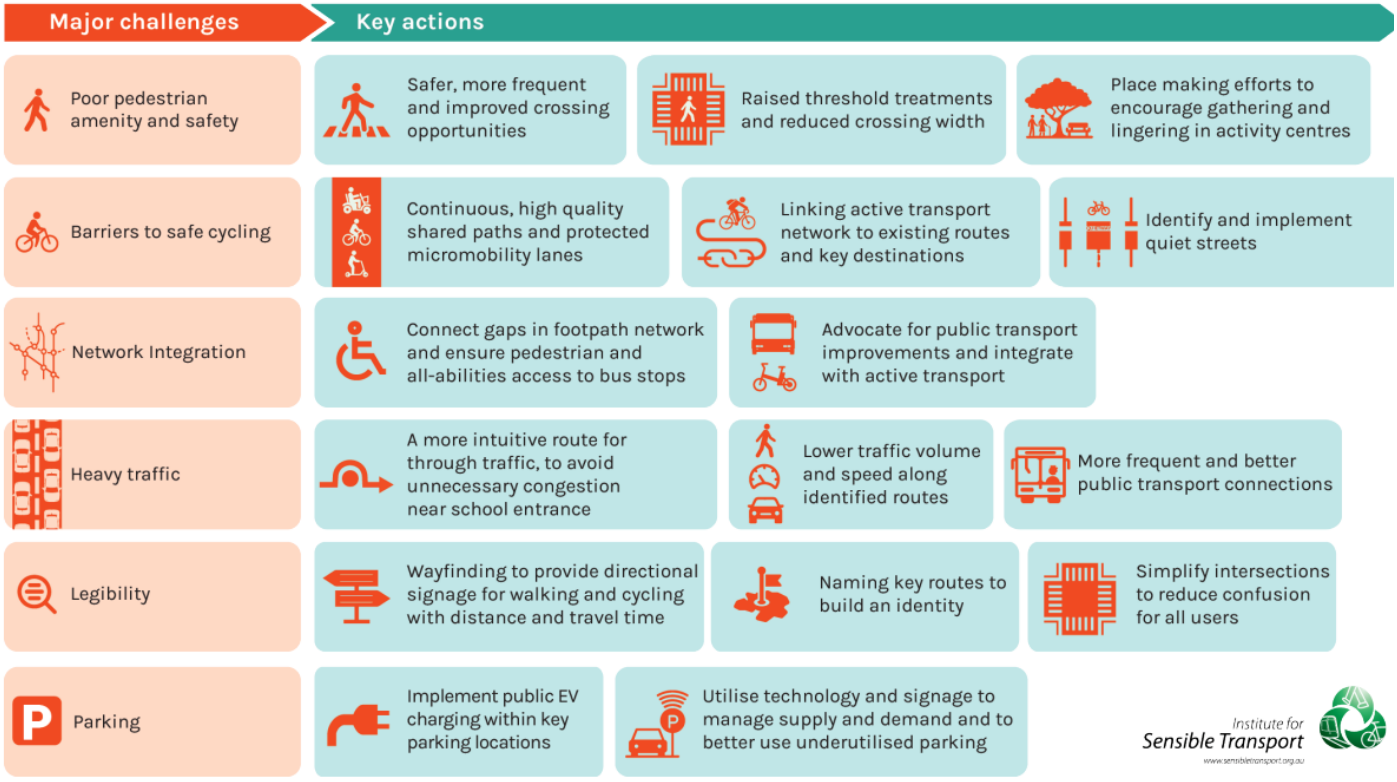
Client

Bass Coast Shire, 2024/2025

We were commissioned to undertake a detail analysis of the transport network and mobility patterns in San Remo, a small coastal town in Victoria. The San Remo population is growing and Council required a plan to make better use of the existing transport network. A Car Parking Strategy was also required, to help better manage car parking assets, especially during perk periods.



San Remo car parking occupancy, peak period



San Remo's major challenges and key actions

Project

Frankston Access and Movement Plan

Client

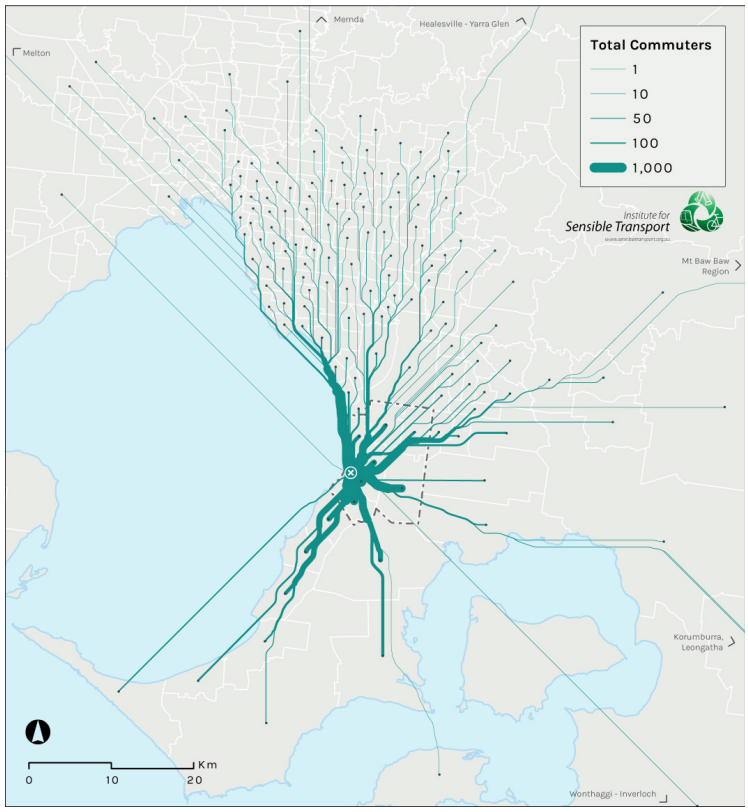
Frankston City Council, 2021

As Frankston embarks on an ambitious plan to significantly grow their CBD, a new Structure Plan was required.

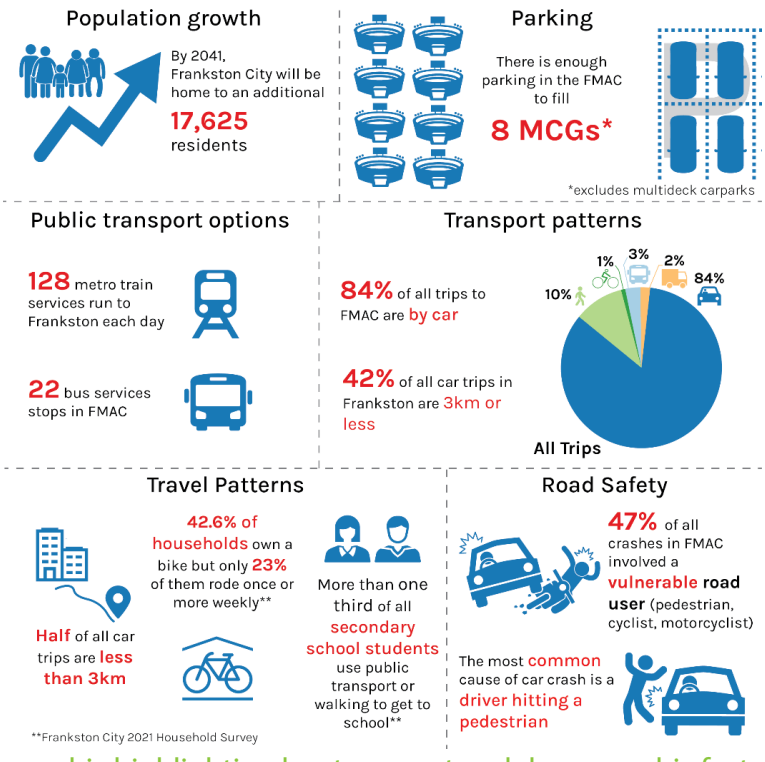
We prepared a *Transport and Movement Plan* to inform the new Structure Plan.

This included a detailed examination of:

- Transport networks
- Transport patterns
- Car parking analysis
- Crash analysis
- Bus interchange assessment
- Movement and Place – develops and implements a framework for understanding the movement and place values of Frankston streets



Commuting patterns for workers in central Frankston



Infographic highlighting key transport and demographic facts

Project

Sustainability Mobility Plan

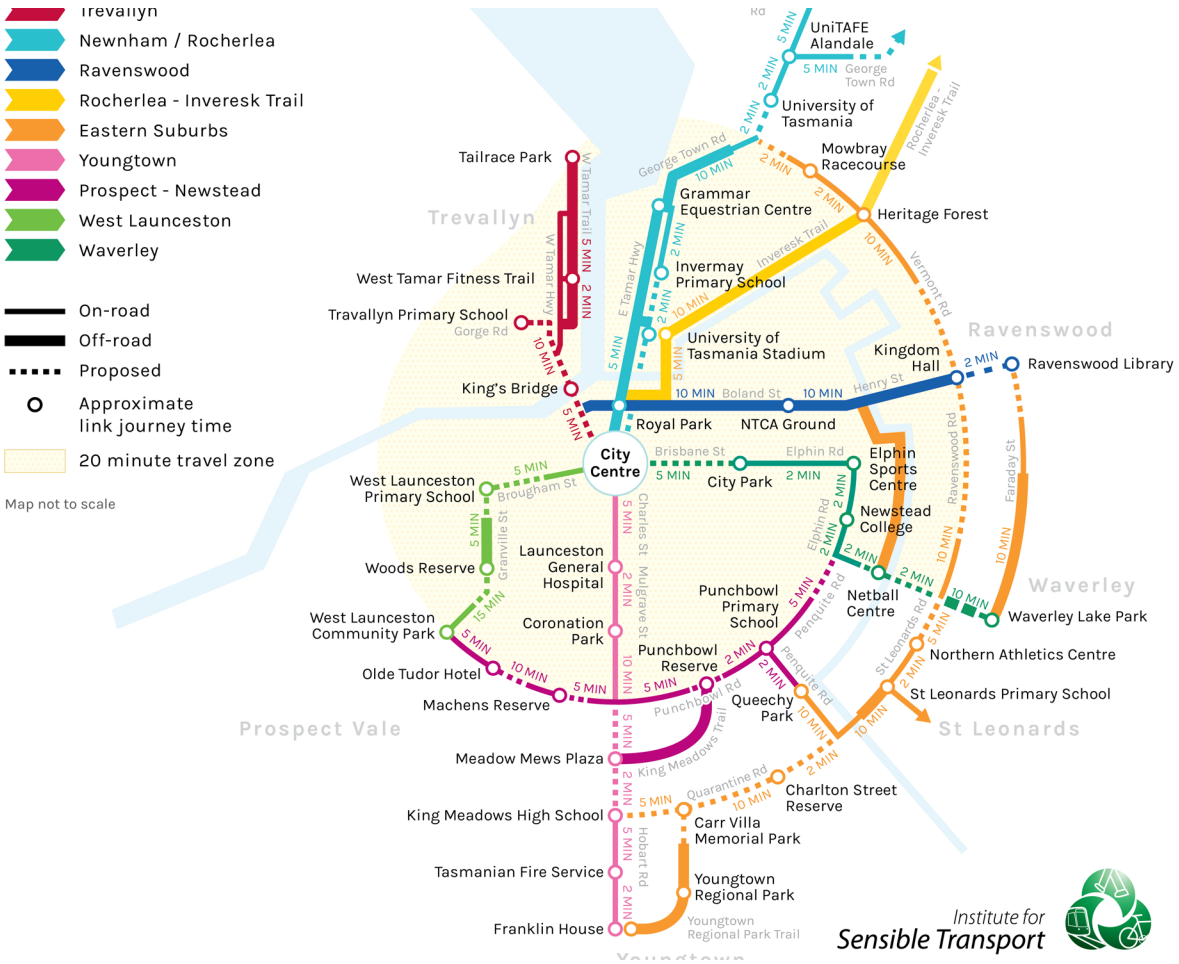
Client

City of Launceston, 2020

In partnership with SAGE Automation, we developed the Launceston Sustainable Mobility Plan. We worked as part of a larger consortium on a Smart Cities project designed to help Launceston take advantage of changes to transport technology (e.g. on demand transport, micro mobility) to support Launceston's ambition to become Australia's most liveable regional city.

The development of the Sustainable Mobility Plan included consideration of all modes of transport, as well as measures that take advantage of emerging technology to maximise the efficient use of space and resources.

Cycling was one component of this Plan and included an enlarged network of bicycle infrastructure. The map shown below was developed for this project and indicates both the type of bicycle infrastructure proposed and the estimated travel time to travel between key centres.



Launceston conceptual bike network showing existing and proposed routes with estimated journey times

Project

Public transport accessibility mapping

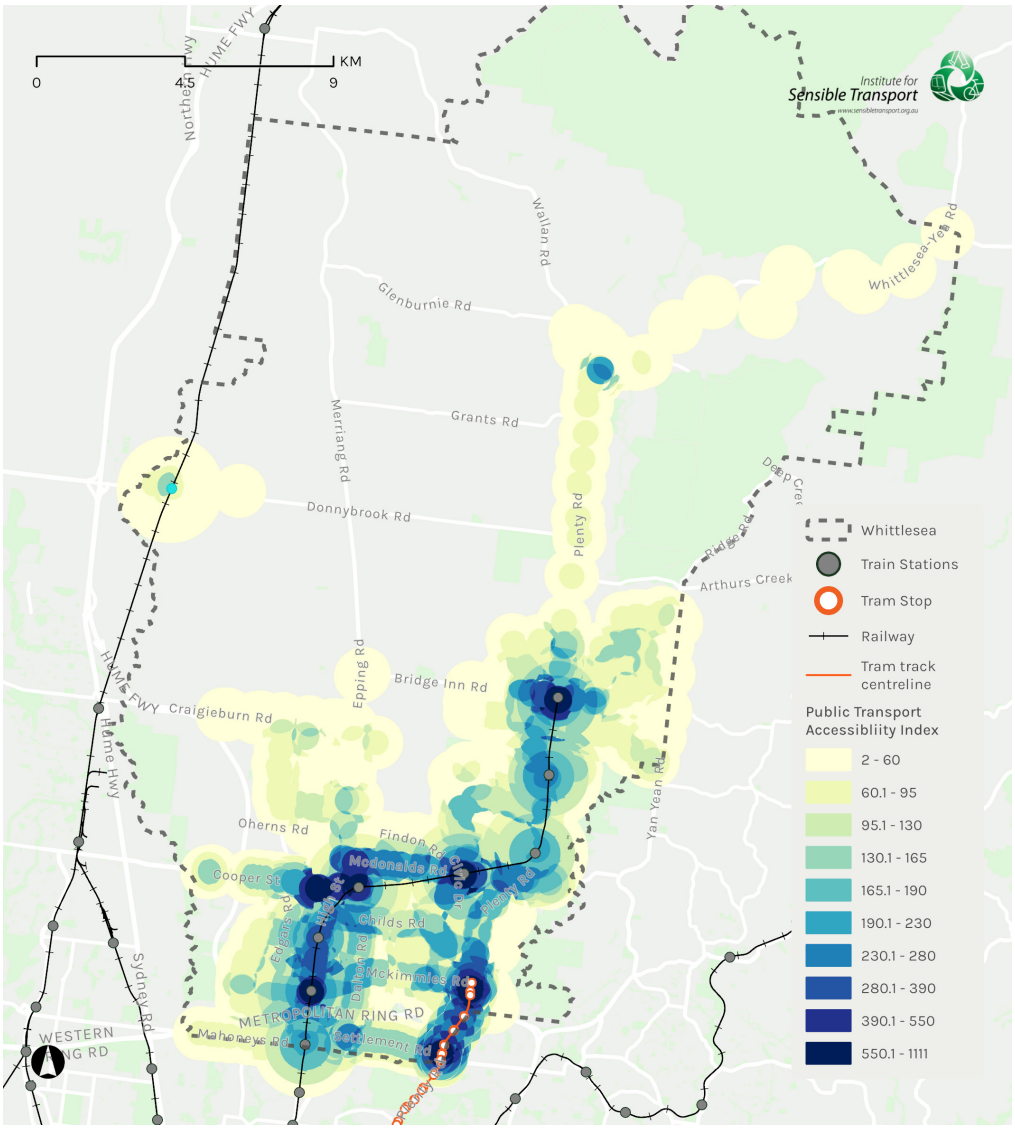
Client

City of Whittlesea, 2023/2024

The quality of the public transport network varies across a city.

We use GTFS data to visually represent the service quality of public transport. This can focus on one local government area, or take a wider view, of a region or entire city.

Maps like these help a city know where improved are required and also where to house future populations, focusing on the areas with the best public transport access.



Public transport accessibility map, Whittlesea City Council

Project

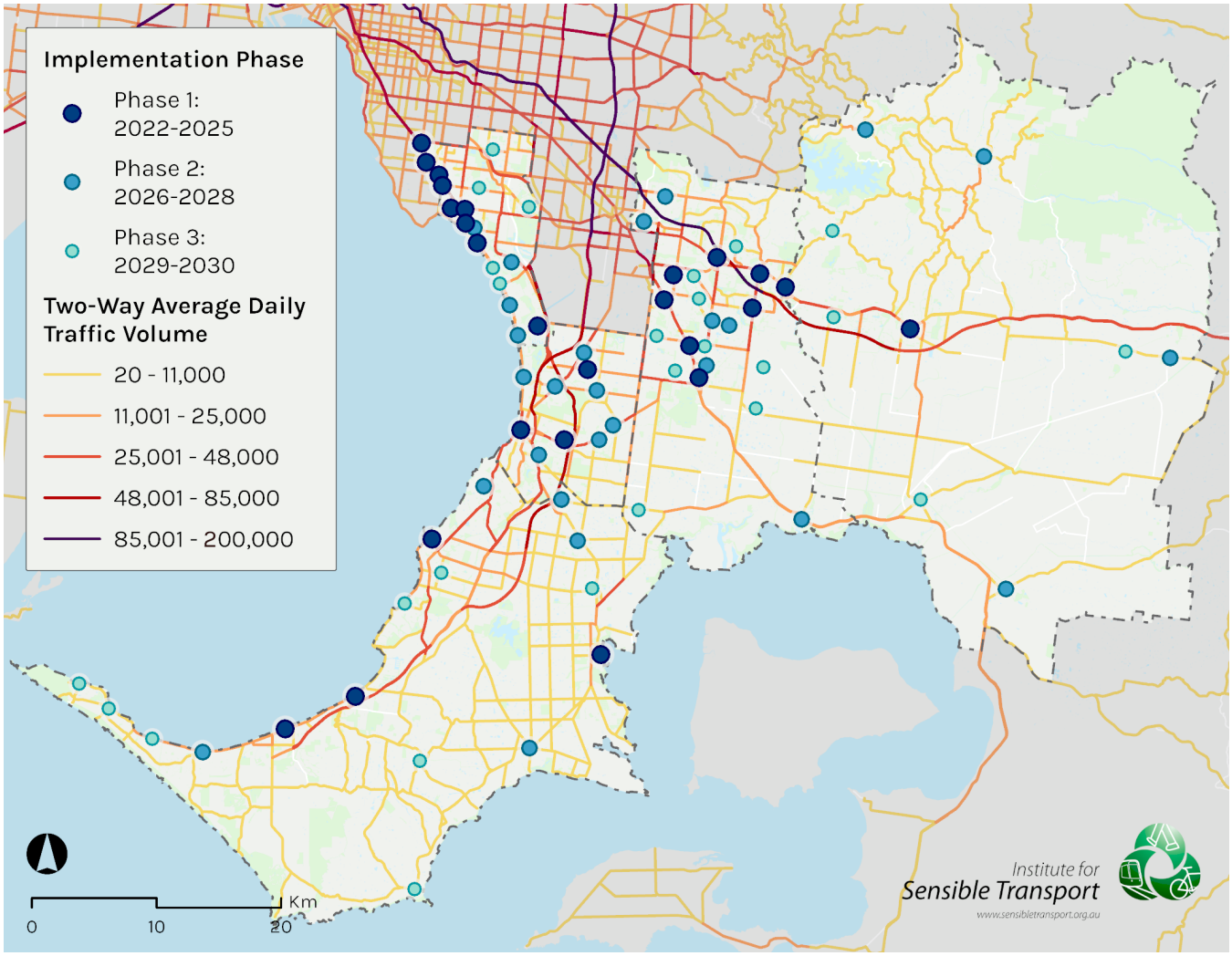
Electric Vehicle Charging Roadmap

Clients

South East Councils Climate Change Alliance, 2022

We were commissioned by the South East Councils Climate Change Alliance (a coalition of south eastern Melbourne councils) to prepare an Electric Vehicle Charging Roadmap. This project provided an implementation pathway for councils, to build a network of charging infrastructure.

Our Roadmap included a detailed set of prioritised locations for future charging infrastructure. This included a combination of medium to fast chargers, as well as Ultra Fast Chargers at Baxter and Koo Wee Rup, to service high-volume roads with vehicles traveling large distances. The locations are colour coded, based on their implementation phase.



Electric Vehicle Charging Roadmap

Project

Transport innovation study tour to the Netherlands

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 more car dependent 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

Project

Professional development seminars

2010
- ongoing

We have held professional development seminars with leading transport thinkers on cutting edge topics since 2010.

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, Professor Graham Currie, 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

Integrating sustainability

Creating more sustainable cities and towns through transport innovation underpins everything we do. Naturally, our commitment to sustainability also covers our own business practices.

We lower our environmental footprint everyday through the following actions:

- Our office is powered by 100% certified Greenpower (wind)
- Walk, cycle and use public transport as our default mode of transport to the office, meetings and site visits. Use an electric vehicle when traveling beyond the active or public transport network
- Only use 100% post consumer waste recycled paper in the office
- Offset our emissions from air travel and only choose to travel by air when there are no other options
- Use green/biodegradable cleaning products in the office

Certified B Corporation

In 2025, we became a certified B Corp organisation. B Corps are companies verified as meeting B Lab Standards for social and environmental performance, transparency, and accountability. As a B Corp in the transport advisory industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy.





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