

Challenge statement five

Preparing for a brighter transport future

How might we better improve network efficiency through higher vehicle occupancy?

PROBLEM STORY

People living in WA are highly dependent on private vehicles to move around. In addition, the use of on-demand transport (taxis, charter vehicles, Uber, Ola, etc.) has grown recently. Vehicle occupancy rates of private vehicles and on-demand transport vehicles are frequently low, putting greater stress on the transport network. This trend is likely to continue even when automated vehicles join the network.

To prepare for a brighter transport future for WA, the efficiency of travel needs to be prioritised with public transport doing much of the heavy lifting and other vehicles delivering complementary services.

Influencing travel choices is difficult as behaviours are easily ingrained, although there are sometimes key windows of opportunity to lessen dependence on a private vehicle (e.g. moving house, job, when others in the household get their driver's licence) and to encourage increased vehicle occupancy.

How can you use available data to identify segments of the WA community ready for initiatives to increase the sustainability and efficiency of their travel decisions, either by encouraging public transport use or higher occupancy of smaller vehicles?

KEY OUTCOMES

- Analysis of travel patterns to identify where network efficiency could be improved
- Identify interventions that promote higher vehicle occupancy
- Identify interventions to promote better use of road space
- Identify interventions to promote better use of public transport

LONG TERM IMPACTS

- Attract new customers to public transport
- Increase vehicle occupancy
- Support investment in the rail network
- Utilise existing systems to prompt behaviour change