



## Moving from roads for cars to an integrated transport systems

### The concept

This is about changing the way we think about transport, from private cars being the sole or dominant form of transport to integrating a variety of transport options to travel from one place to another for either work or leisure. It is about increasing vehicle occupancy using transport systems that take up less space per person and are kinder to the environment. Integrated transport systems (ITS) may use public buses, minibuses, ferries, car-pooling, private cars, motorbikes and walking, cycling, scooters etc. depending on the location.

### An example of ITS – City of Bendigo

A good example of ITS is the City of Bendigo that adopted an Integrated Transport and Land Use Strategy (ITLUS) in 2015. The people of Bendigo rejected a proposal by Vic Roads to solve congestion with a big new road and instead opted for a more integrated approach incorporating public buses and trains plus active transport.

Ref. <https://www.bendigo.vic.gov.au/sites/default/files/2016-08/ITLUS>

### From ITS to Mobility-as-a-Service

Integrated transport initiatives have in recent years become based on data analytics under the terminology **Mobility-as-a-Service** (MaaS) where data analytics provides the platform for linking different types of transport into a journey. The city of Columbus, Ohio secured funding to develop and MaaS. Travel in Columbus was characterised by using single occupancy vehicles and low bus use and the aim of the project was to turn this around with data based route and mode planning.

Ref. Intelligent Transport 2022 *Developing an equitable Mobility-as-a-Service system: the Smart Columbus Program*

### On Demand transport

On Demand public transport is designed to improve connections for people so that they can travel when they want rather than complying with scheduled public transport timetables. Technology enables online or App booking which is flexible for both individuals and service operators. It is similar to the services offered by Community Transport Services Tasmania and through Area Connect. Annapolis, Maryland applied On Demand public transport especially for small vehicles

References – Liftango On Demand;  
-Annapolis – *Microtransit is boosting the local economy – and relieving strain on parking lots;*

**Developing car-pooling**

While the concept of car-pooling is simple – you share a car with other people, it is a complex activity to research, plan, implement and operate as a specific mode of transport. Liftango, a data analytic mobility specialist has introduced schemes for Woolworths Head Office, and Monash University. These are very different to the Cool Pool car-pooling initiative that operated in Tasmania in the early 2000s.