
CONSIDERATIONS FOR HIGHER EDUCATION TRAVEL PLANS

The needs of educational institutes differ to businesses, hospitals and schools due to their distinct roles as places of learning and research, as major businesses and as key community players.

A higher education institution travel plan could deliver a range of benefits including:

- accommodating future growth
- providing better site access for staff and students
- helping improve quality of life on campus
- helping achieve sustainability goals.

Travel plans have been implemented widely by higher education institutions in Australia, the UK and New Zealand.

University Technology Sydney (UTS)

At University Technology Sydney (UTS), the 2013–2020 Transport Plan is part of the overall university Sustainability Strategy.

A major objective of the transport plan is to reduce the number of people driving. UTS promotes the use of public transport as a preferred mode of travel through marketing and information.

Walk to UTS Day has helped raise awareness of walking as a travel option, facilitated shifts from other transport modes to walking and generated long term behaviour change. This work won UTS the Transport for NSW Travel Choices Awards for Transport Initiative of the Year.

Sustainable Transport Plan 2013–2020, UTS

Developing a travel plan for a higher education institution should consider several specific issues.

Issue	Description
Semesters, holidays and exam periods	Demand for travel to higher education institutes is not evenly spread across the year. There are times (e.g. exams) when having reliable journey times will be critical. The travel plan will need to reflect this and the travel survey will need to be carried out during a standard semester.
Staff, students and on-site private sector providers	<p>The travel plan will need to accommodate the needs of all four customer markets (staff, students, visitors (conferences) and on-site private sector contractors and providers such as cafés), all of whom will have different travel behaviour and travel needs.</p> <p>It is possible that a separate travel survey may be needed for each group, potentially with different questions and administered in a different way. Depending on the size of the student population, a sample survey may be more appropriate and offer better value for money. Given the proportion of students in Dunedin who live on or very close to campus, their travel patterns and needs will differ largely to staff and other customer groups.</p> <p>The channels needed to communicate with each customer market may also differ. They may include working through faculties, student bodies, sustainability networks and facility management.</p>
Constant movement	Unlike workplaces where travel will be concentrated in the peak hours, higher education institutions will have people arriving and departing throughout the day and evening (with evening classes, bars, restaurants and accommodation on site).
Sustainability	Many higher educational institutions have clearly stated sustainability goals. A travel plan offers a way of achieving these goals.
Deliveries	Vehicle movements into and around the site, servicing and delivering are likely to be significant. The travel plan offers an opportunity to consolidate some of these deliveries and reduce the related carbon emissions and congestion impacts.