

Transport Access Guide Case study

Global Green and Healthy Hospital agenda goal

- Transport

Mater goals:

- Transport has been a major theme of the *Sustainability at Mater* program. There is a need to:
 - free up car parking for patients at the Mater South Brisbane campus
 - support *Sustainability at Mater*
 - encourage staff to benefit from greater participation in active transport
 - reduce scope 3 emissions (staff travel to/from work).

Progress achieved

- release of a Transport Access Guide (TAG) to encourage use of active transport by staff (the main users of onsite car parking)
- promotion of the TAG via emails, online stories, presentations, digital screens in several staff cafés, Ride2Work Day (www.ride2work.com.au) launch event and hundreds of visits by staff to the Mater intranet page
- positive response from staff and interest in modifying the TAG for outpatient/visitor use
- planned inclusion of TAG in a smart phone app for new staff
- generation of interest in other initiatives including the car-pooling database, Bicycle User Group (BUG), and way finding
- support from feedback of 2000+ staff who pledged to reduce their number of car trips on Mater's [Environmental Sustainability Pledge](#) ('the Pledge').

The issue

Staff dependence on campus car parking is high, with cars contributing to:

- lack of parking for patients and visitors
- missed physical activity opportunities
- local air pollution and scope 3 greenhouse gas emissions.

There is a compelling rationale for promoting active transport. Benefits are diverse including improved health and wellbeing, environmental benefits, and in some cases, cost savings.

Background research/scoping

A review of Mater's transport infrastructure, existing



Above: sample digital screens in several staff cafés

transport information sources, and published literature was undertaken. It was found that there are strong opportunities for staff to participate in active travel at Mater.

The published literature suggests that a well-planned TAG can provide a useful tool for promoting alternatives to single-occupant private vehicle use: public transport, walking, cycling and car-pooling. Web research uncovered samples of TAGs produced by other trip generators, including healthcare organisations in NSW, where TAGs were first promoted via workshops offered by the NSW Roads and Traffic Authority.

Internal consultation identified potential stakeholders could include:

- marketing and communications staff, intranet managers and graphic designers
- Mater Bicycle User Group
- human resources management staff (e.g. for orientation of new staff)
- way-finding committee
- staff who committed to less car use when they completed ‘the Pledge’
- all managers who induct and/or support staff.

Following consultation, it was decided not to attempt a full [Active Travel Plan](#), at this time, due to various resourcing and policy limitations. No full evaluation is planned due to the complexity of travel choices and methodology challenges. For example, external factors and personal factors impact on individual travel patterns.

Implementation

- Sustainability staff collaborated with marketing and communications staff about the scope of the initiative. A graphic designer was then commissioned to draft the TAG, with reference to the existing corporate look and feel of *Sustainability at Mater*, and in line with budget limitations.
- A launch event coincided with Ride2Work Day —riders were provided with a copy of the TAG and encouraged to help spread the word about the TAG (in their roles as internal advocates).
- Presentations by the sustainability team incorporated information about the TAG’s features, evidence-base and availability. Presentations also highlighted the value of the content including URL links to the smart phone app by public transport provider ([Translink](#)), the Mater car-pooling database, and Mater Bicycle User Group.
- Human Resources personnel are working towards including the TAG in corporate orientation and a smart phone app/online portal.

Challenges, lessons learned, and potential future complementary strategies

- Transport is a contentious issue at the site as staff highly value the low cost parking provided to them (particularly given the hospital’s proximity to the city). So messaging included the notion that they need not give up driving every day, rather to consider changing their travel patterns on some days. This also links in with the previous pledge behaviour to reduce car trips.
- There was some concern that the TAG may have sent the wrong message to Mater’s many staff shift-workers, given there may be issues regarding personal safety for some staff who travel after hours. This however is addressed through multiple ‘face to face’ presentations about the *Sustainability at Mater* program.

- Anecdotal evidence suggests this has been a low cost, simple and successful initiative to assist with the promotion of the *Sustainability at Mater* program within its current resources.

Contextual information about Mater

Mater Health Services comprises several hospitals, health centres, a world-class medical research institute and pathology and pharmacy businesses, all with one aim—to provide exceptional care. Our concerted pursuit of innovation—to discover, improve, adopt and adapt—differentiates Mater as a leader in the areas of health, education and research. By integrating these fields into the delivery of exceptional healthcare services, Mater is committed to the development and maintenance of healthy communities.

Mater is dedicated to providing healthcare services through a sincere commitment to our core Values of Mercy, Dignity, Care, Commitment and Quality. A Catholic not-for-profit ministry, we are committed to a holistic approach to healthcare in response to ever changing community needs. We continually strive to improve how we deliver patient care, keep our knowledge and skills relevant, advance our understanding of illness and health and manage resources effectively.

Ngaire McGaw Environmental Sustainability Project Officer, Mater Health Services
Email: Chris.Hill@mater.org.au

Keywords

Transport, active transport, staff travel, transport access guide

Mater Health Services—South Brisbane Campus
Transport Access Guide

It's easy to choose car alternatives at Mater! Depending on your situation, you could save time and money, increase your physical activity and protect our environment.

Further information about Sustainability at Mater, please visit <http://links.mater.org.au/sustainability>

Mater
Exceptional People. Exceptional Care.

Mater Health Services—South Brisbane Campus
Transport Access Guide

Walk
There are a number of walking options available to Mater People and if you live close by it is a great option to increase your physical activity.

- 10 minutes walk to/from South Bank or Park Road Train Stations.
- 10 minutes walk to/from Maritime Museum Ferry Terminal.
- 15 minutes walk to/from Woolloongabba Bus Station.
- 20 minutes walk to/from Cultural Centre South Bank Promenade.

Bicycle
Three free secure bicycle locks ups are situated around the South Brisbane Campus. Showers and lockers are available for Mater People. Please contact your manager for your closest option.

Mater BUG
Those interested in cycling are invited to join the Mater Bicycle User Group (Mater BUG). The Mater BUG intranet site is a resource for anyone at Mater looking to find information and resources about cycling to and from work, and cycling in general. [Register Now!](#)

CityCycle
CityCycle is a public bicycle hire scheme.

Go cards
The go card allows you to travel seamlessly on all TransLink bus, train and ferry services. Plus, it entitles you to travel savings and discounts. Go cards can be purchased from the Mater Hill newsagency, next to the busway.

Bus
Mater Hill Bus Station is on the Southern Busway. Buses run every 1-10 minutes to and from the city. The stop is located on Stanley Street and is less than 100 metres from the hospital. The station is located on the boundary between zones one and two and has disabled access. The station provides timetable information on digital screens and in poster format.

Train
Mater is a 10 minute walk along Stanley Street from South Bank or Park Road Train Stations and trains run frequently to the north, south and bay side.

Ferry
There are three ferry terminals located along South Bank, with the CityHopper approximately 500 metres from Mater. The CityHopper service provides free ferries running every 30 minutes between 6 am and midnight, seven days a week.