

Creating a better public transport system even when the 'C' is taken out of CBD



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Introduction



- Background
- Issues of supply and demand
- The new direction
- Accessibility
 - Key Activity Centres
 - Employment Hubs

Location



*“If an organisation does not
measure what it values,
it will end up
valuing what it measures”*

– UK Audit Commission 2000

**Traditional Transport Modelling
("Would")
Extending reach**

VS

**Accessibility Modelling
("Could")
Reach by all people**

Measuring Accessibility



Accessibility

How far would you walk to get to a bus stop?

Measuring Accessibility

Bus stop within 500m

Within 10 minutes

Employment hubs
Opportunity
KACs

Accessibility



12.51pm
February 22, 2011

abley 
transportation consultants



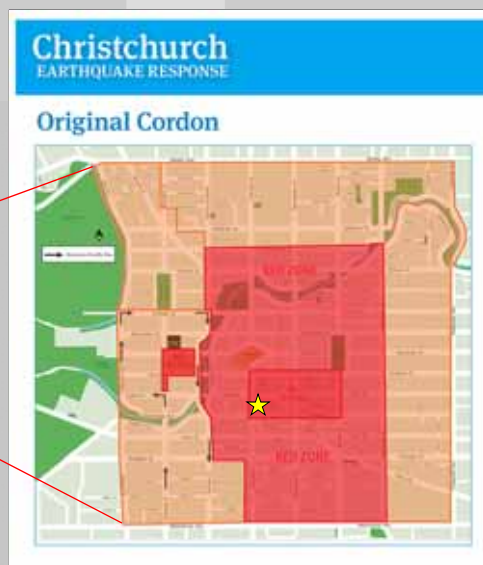


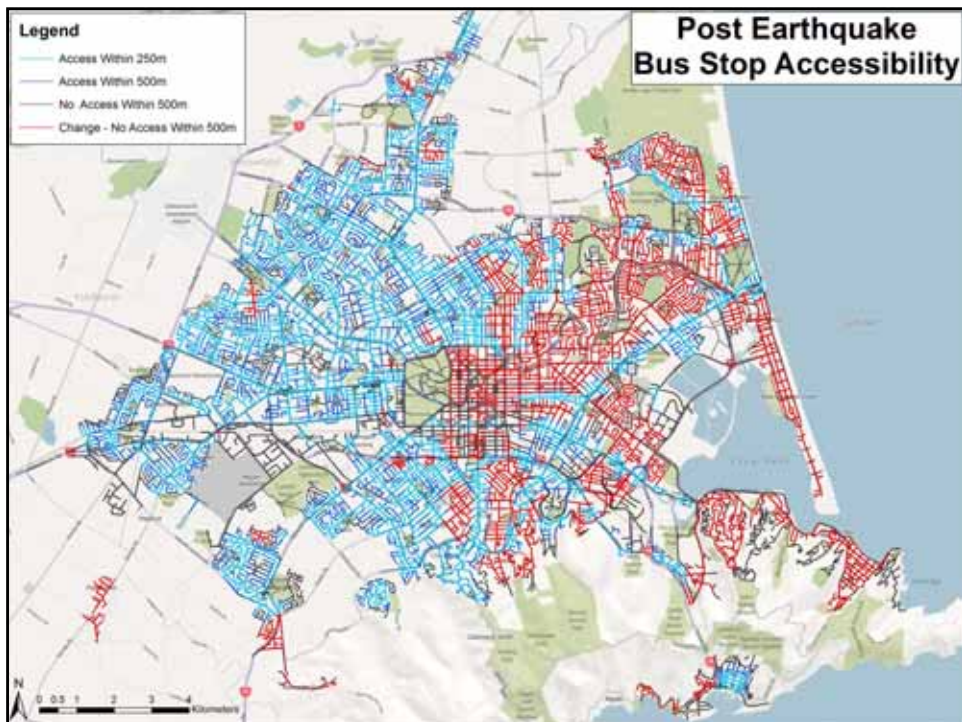
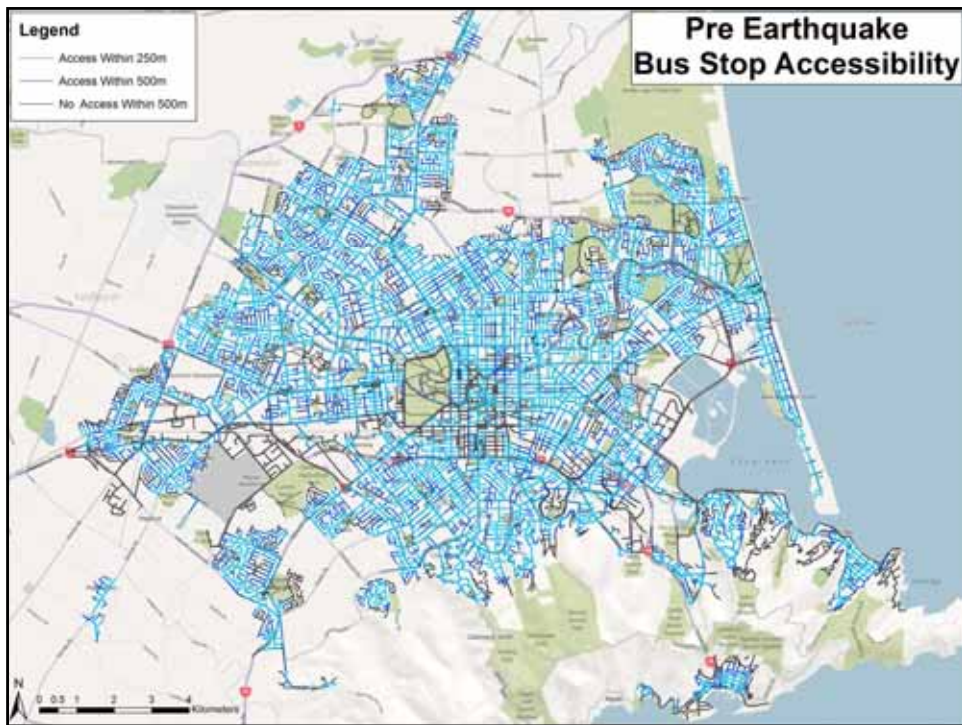




So what now??

Loss of ability to supply

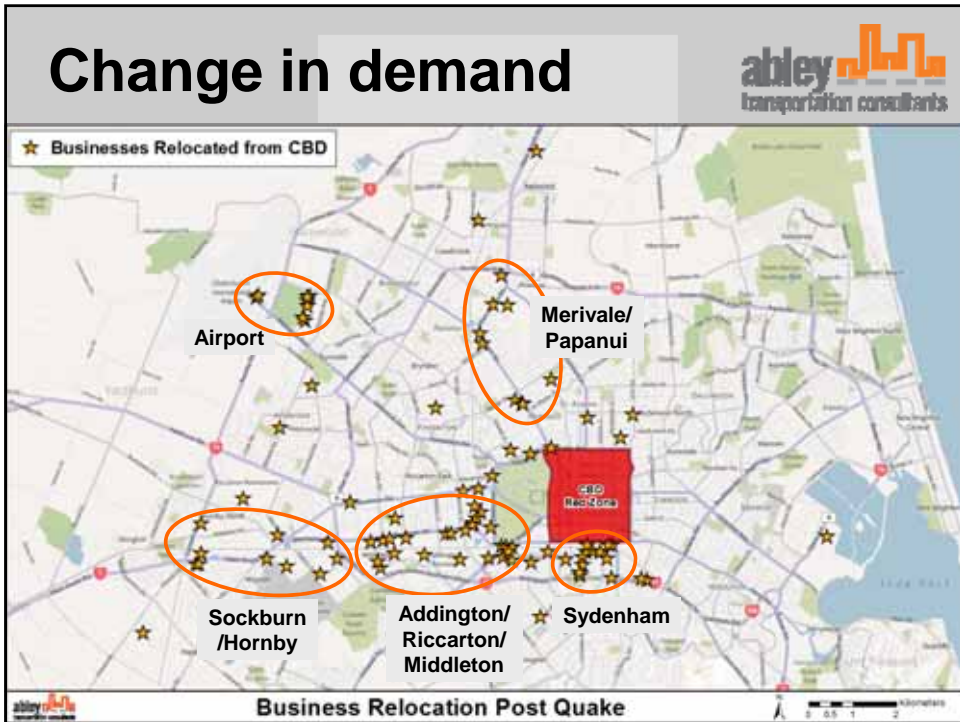




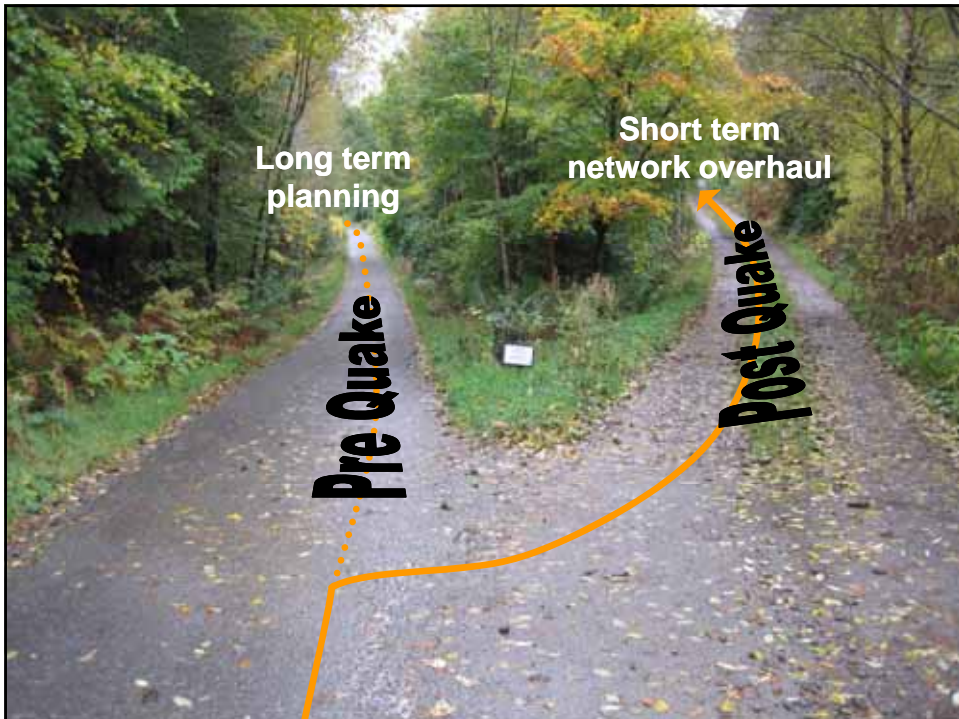
Do you work in a CBD?

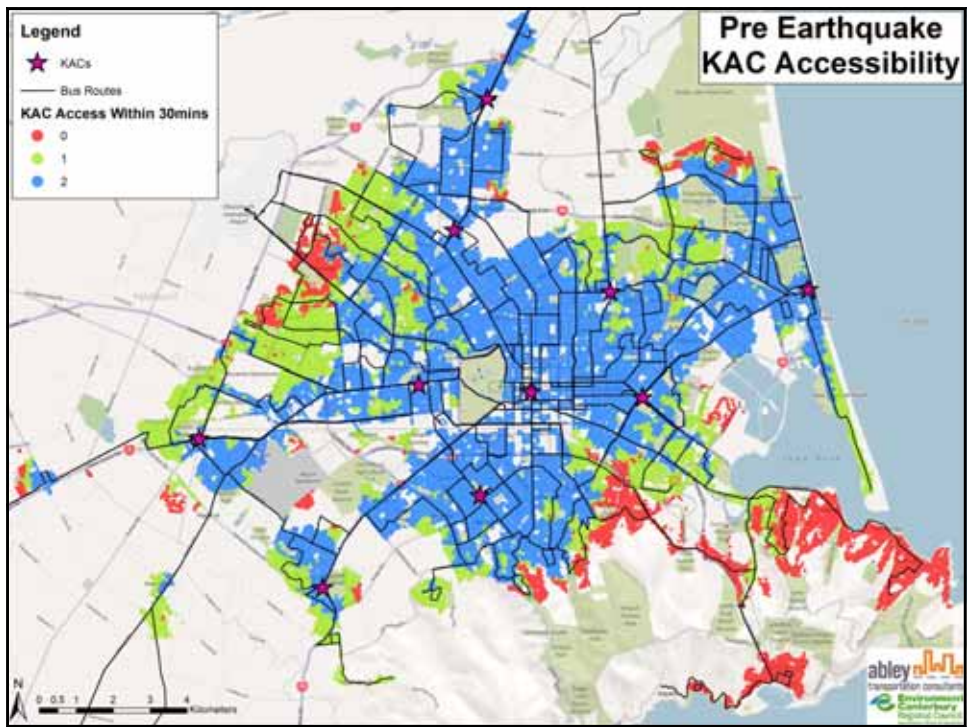
**Do you travel there by
public transport?**

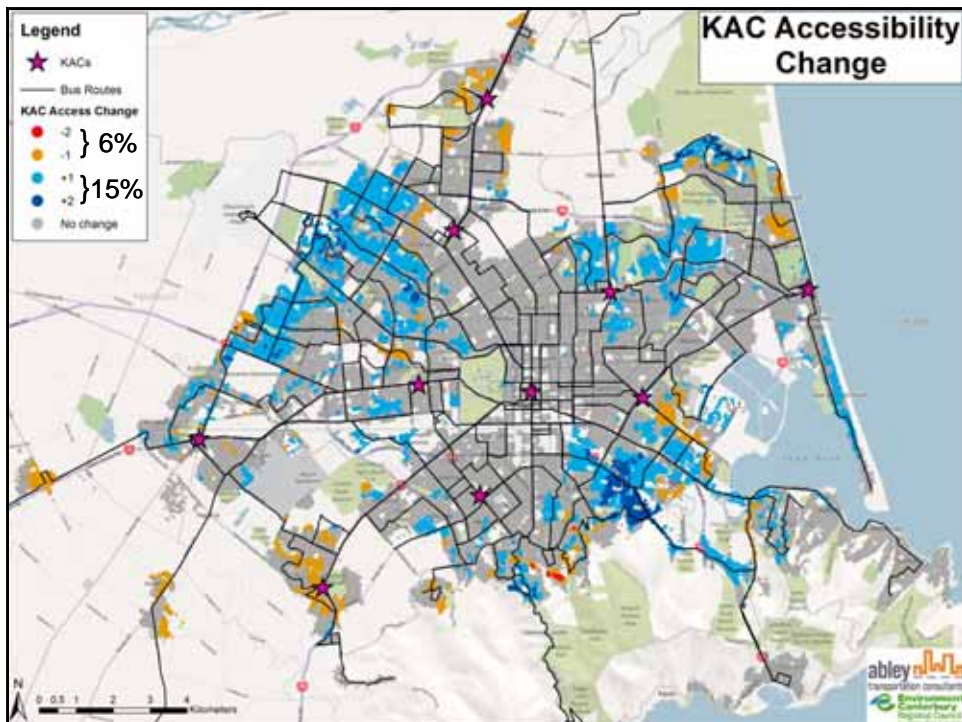
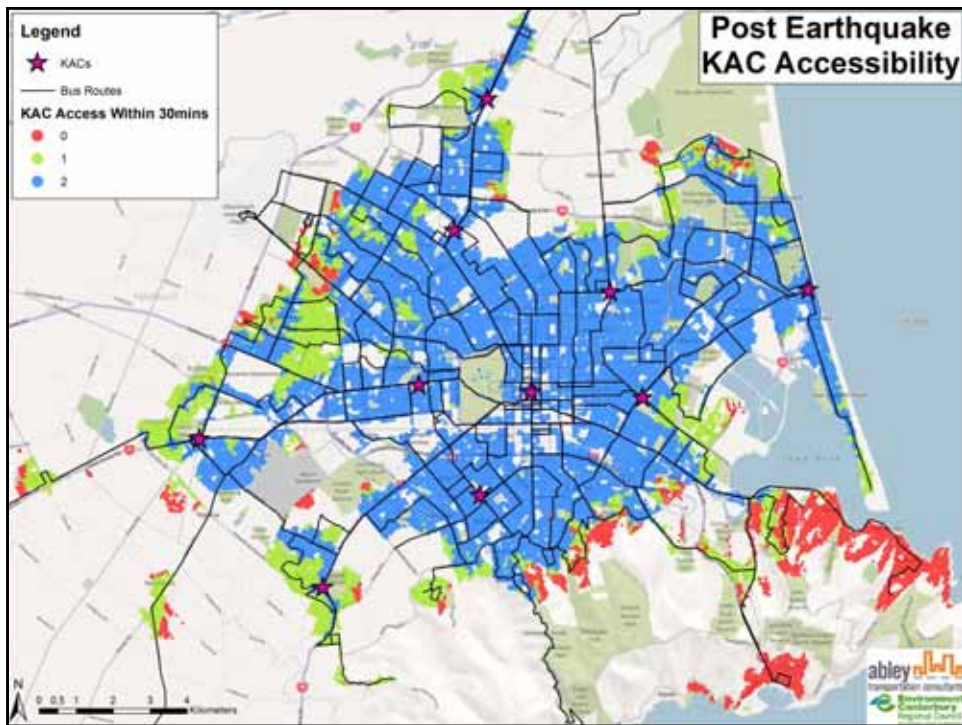


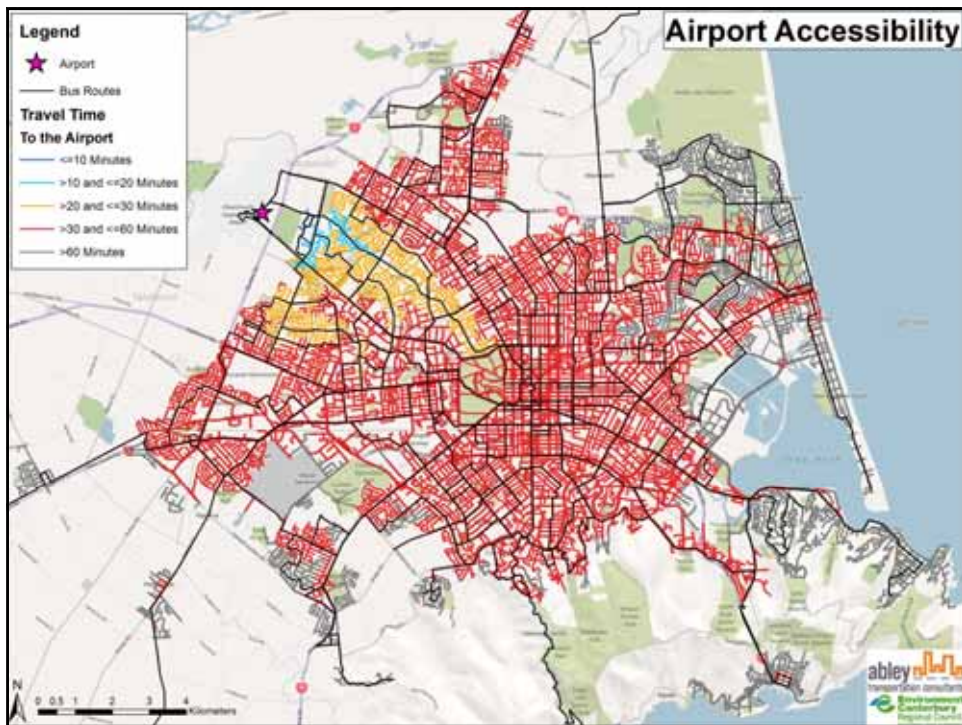
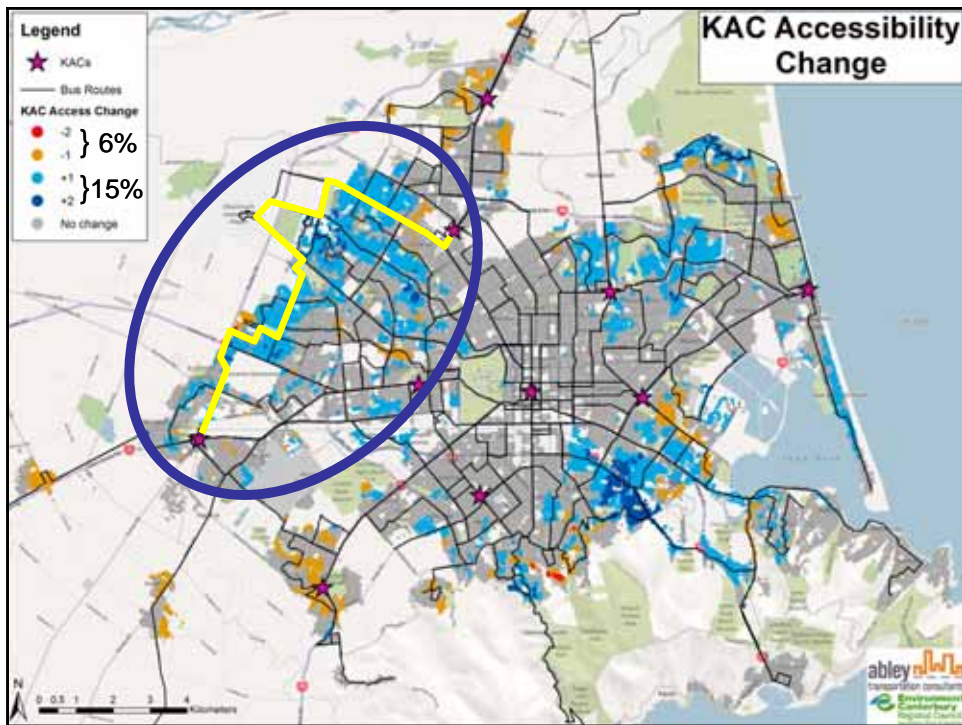


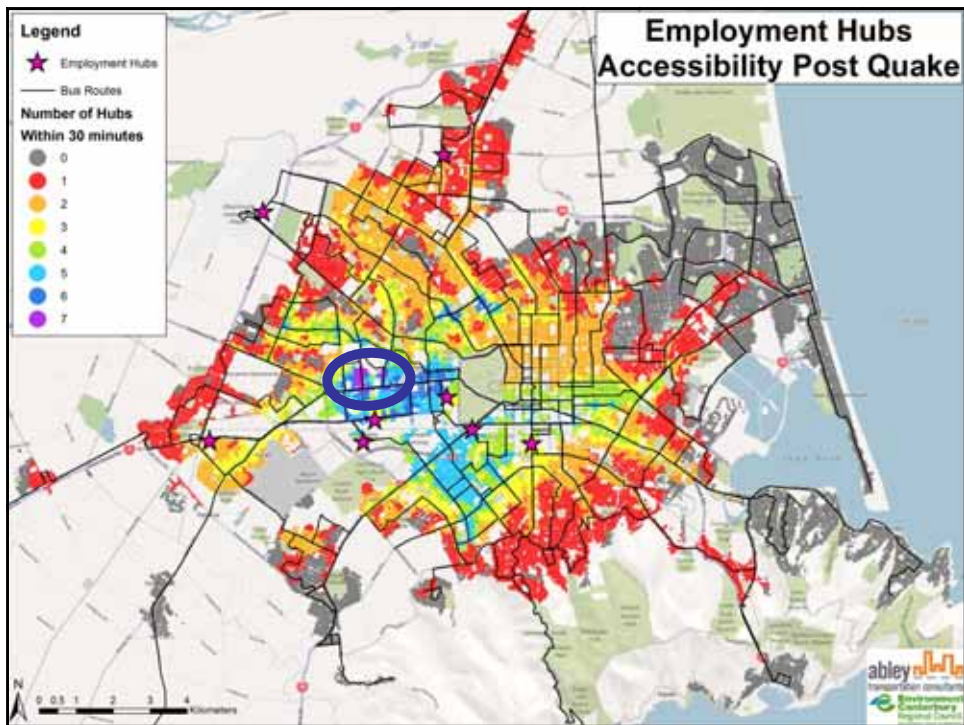
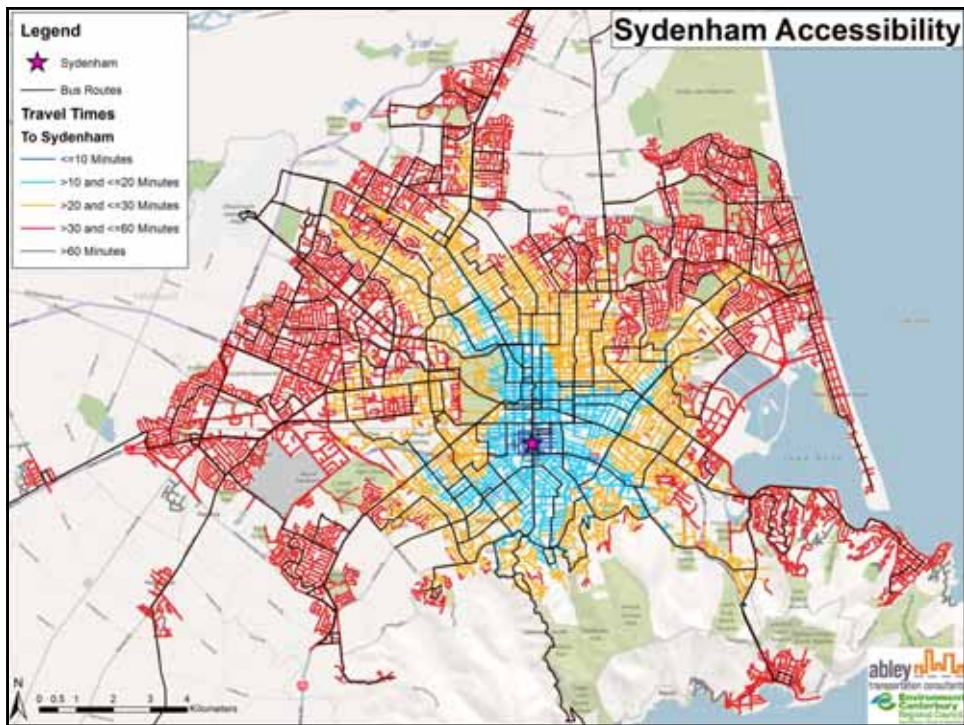
loss of ability to supply
+
change in demand
=
new modified network











The Accessibility Model



- Realistic representation
- Quantitative analysis
- Highlights areas in greatest need of servicing
- Enables planners to prioritise funding
- Extremely versatile in application

The waiting game...



Current Cordon



CBD Red Zone
Cordon Map



To find out more:



- Contact me:
 - laura@abley.com
- Read about the project in our newsletter
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