



 **connect**
MACQUARIE PARK + NORTH RYDE
..... enjoy your ride

New strategic direction
Macquarie Park Forum Aug 16

Strategic goals

Primary goal

1. Maximise transport efficiency by:
 - Increasing active transport use
 - Increasing vehicle occupancy
 - Increasing flexi work

Secondary goals

1. Deliver valued transport information to travellers
2. Expand membership base

10 MINS TO TOP RYDE



GIVE YOUR CAR THE DAY OFF

connectmacpark.com

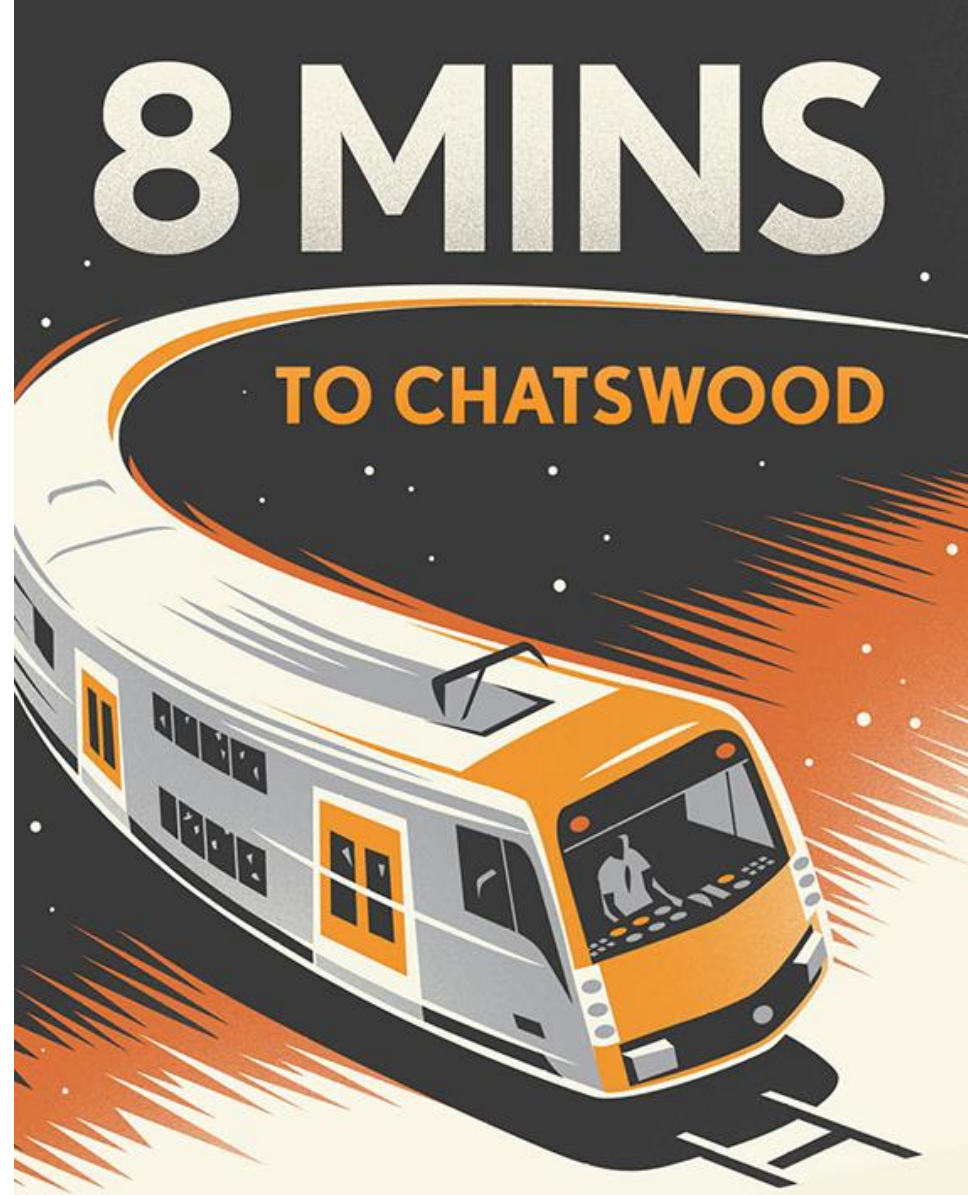
 connect

Key elements

Aligned strategy to ensure our members are at the heart of everything we do.


Three central elements of the strategy are:

1. Member services:
 - Travel solutions
 - Travel marketing
 - Travel surveys
2. Visibility and credibility
3. Organisational management

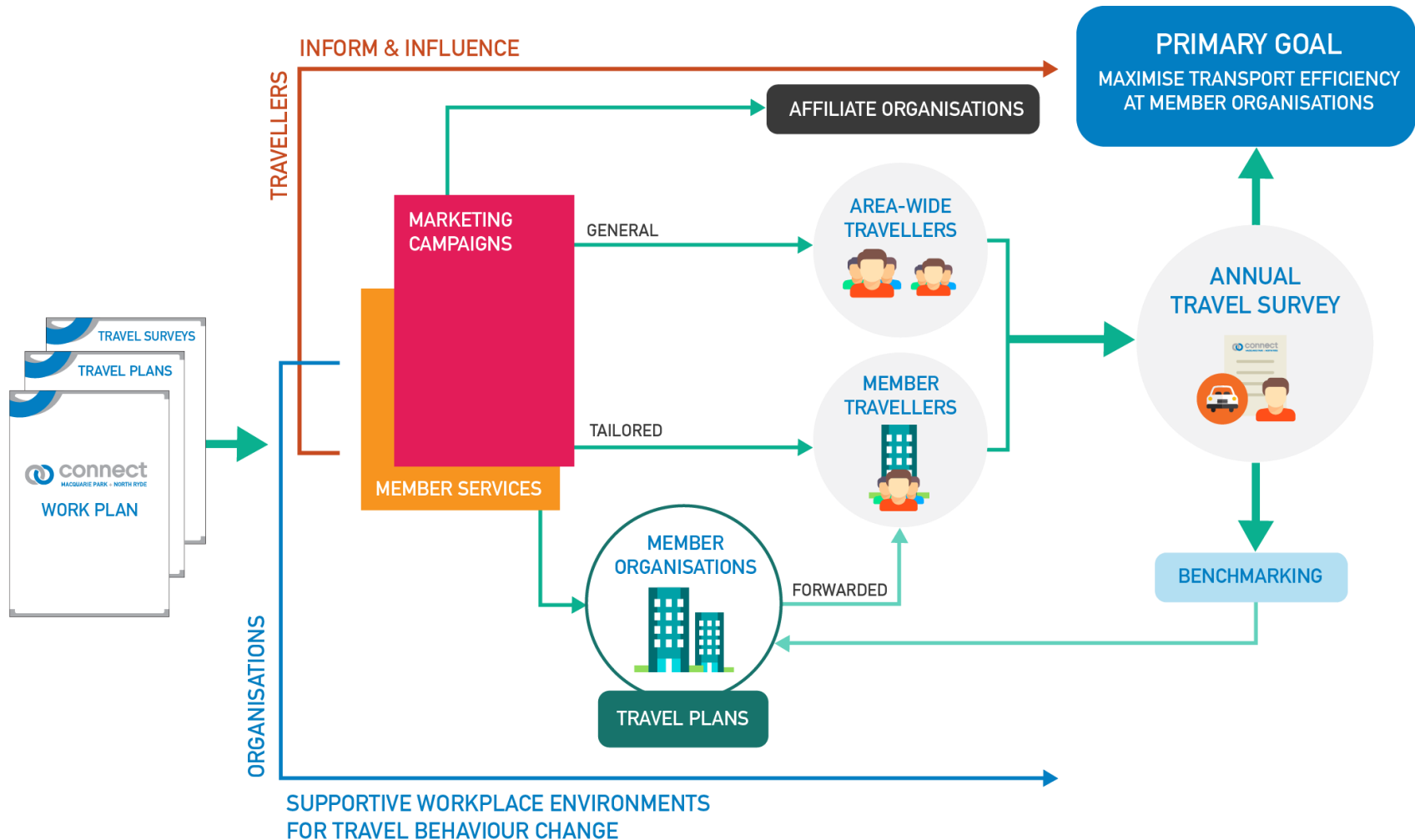


8 MINS
TO CHATSWOOD

GIVE YOUR CAR THE DAY OFF

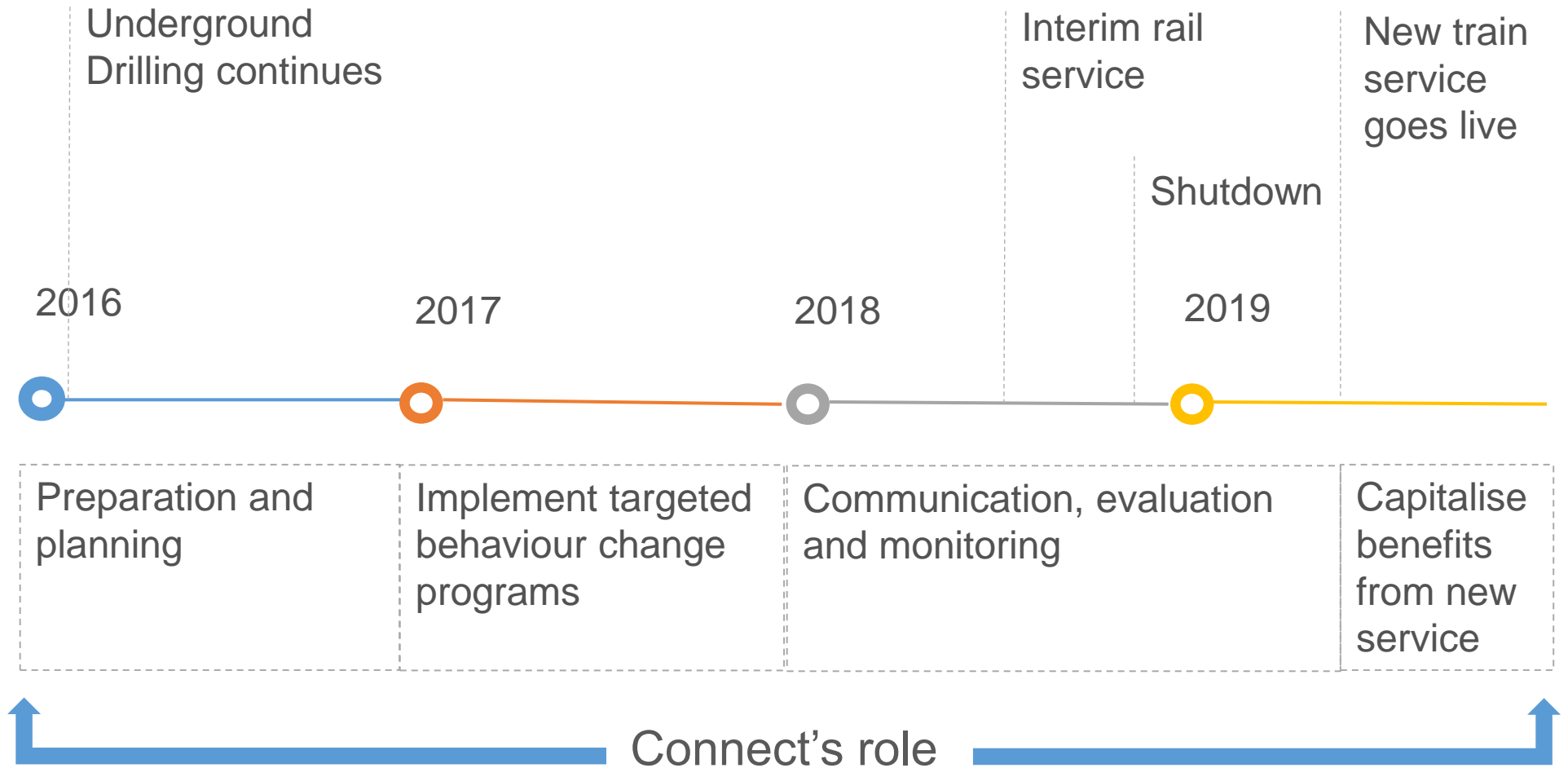
connectmacpark.com 

Big picture strategy map





Sydney Metro rail shut-down timeline



Summary

1. 53,999 under membership
2. Grow membership to 85,000
3. 20% travellers live in CoR
4. FY17 work plan on track
5. Access to Co-Hop for everyone -
700 users today - 7,000 tomorrow?
6. 2-3 travel survey intakes per year -
source of truth for travel demand
planning
7. Transport Working Groups held bi-
monthly

SHARE TRAVEL COSTS



RIDE SHARE AT CO-HOP.COM.AU