



**connect**

MACQUARIE PARK + NORTH RYDE

..... enjoy your ride .....

**Update to  
Macquarie Park Forum**

**5 May 2016**

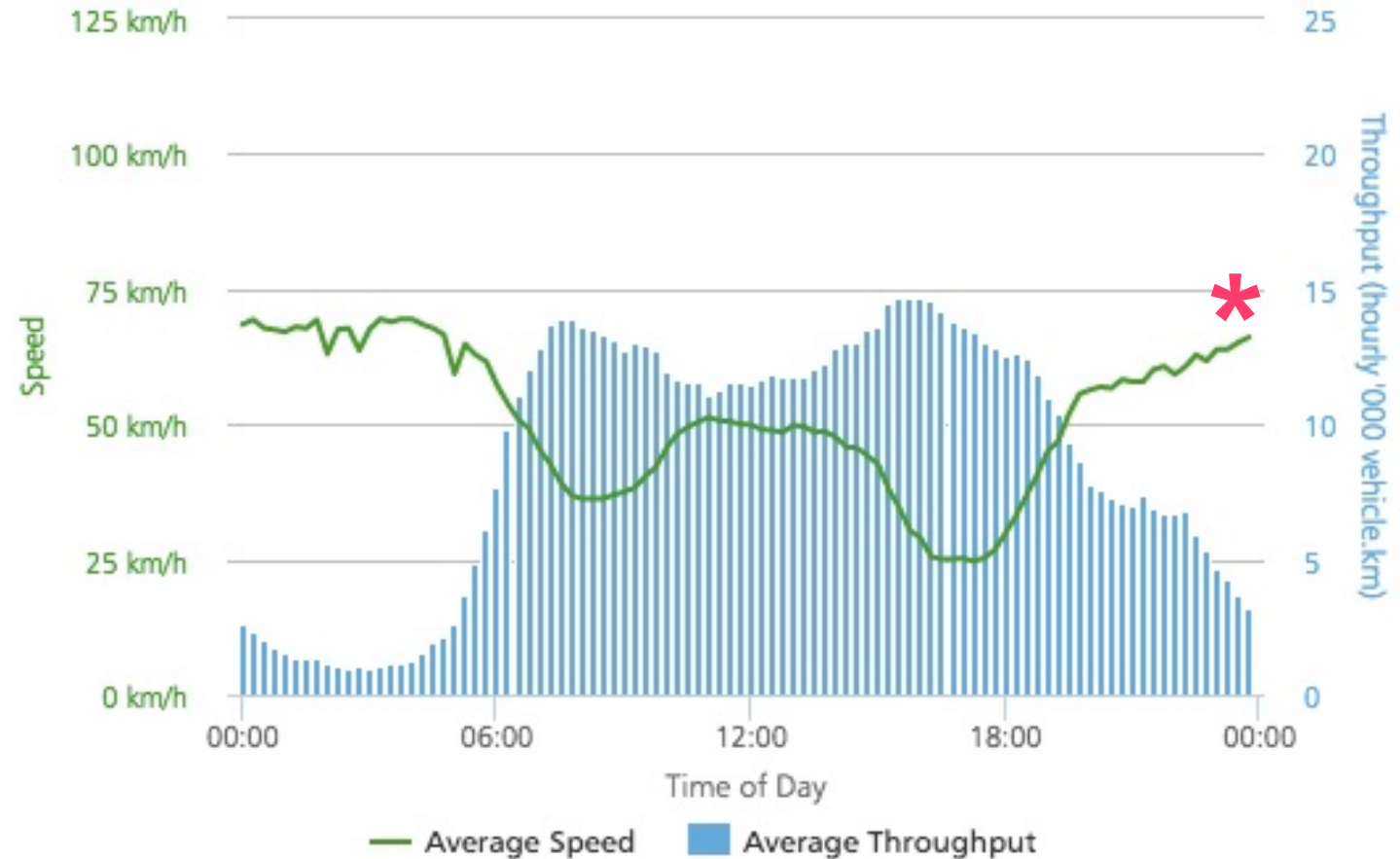
**Presentation: Rebecca Lehman**

# Peak period congestion impacts business

\* Lane Cove Road average speed is 15 km/h in peak



Daily Profile



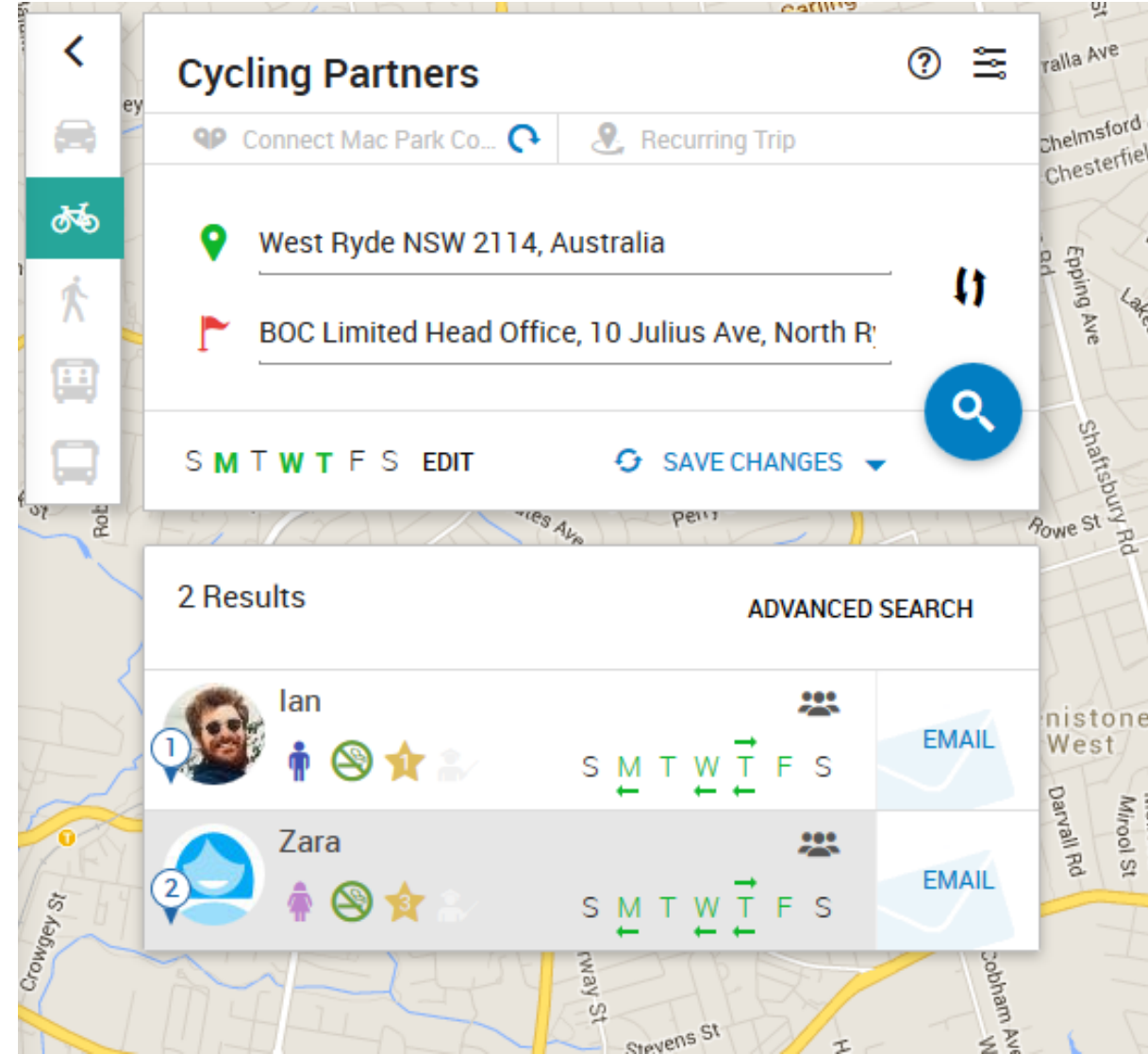


# Multi-modal trips reduce congestion



# Walking & riding is often quicker

- Epping Rd Shared User Path to Lane Cove to Naremburn
- Shared User Paths connects via Shrimpton Creek almost to Top Ryde
- Footpath connections
  - North Ryde – 15 minute walk
  - East Ryde – 25 minute walk
  - Lane Cove North – 35 minute walk
  - Epping – 40 minute walk





# Our market

**Attracting  
and retaining  
employees**

Employee satisfaction is closely tied to productivity and, with travel times forecast to increase, the frustration of extended commutes will become increasingly challenging.

Ensuring existing and potential Macquarie Park employees have solid transport options means member businesses can better attract, and retain, great people.

Carpooling also has social appeal, fostering camaraderie and building a happier, more integrated workforce.

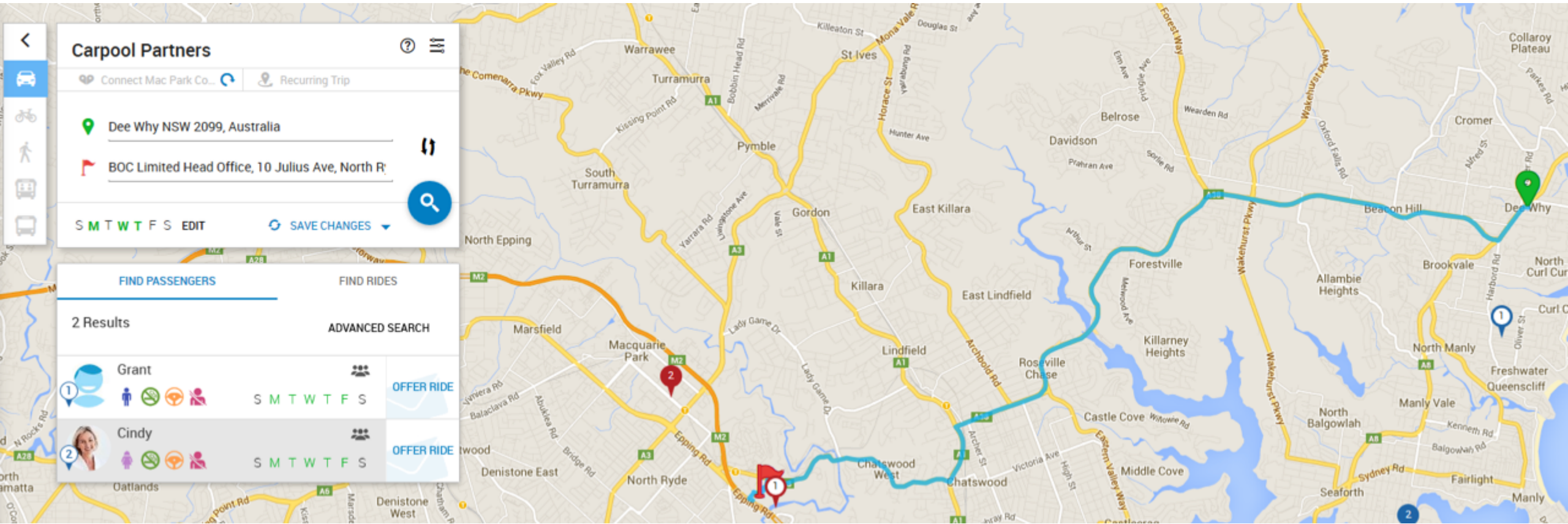
**Young,  
socially engaged,  
diverse**

44.3% of Macquarie Park employees fall in the key bracket for car share programs: 18-34 years.

Young and well-educated, they reside across Sydney, and come from a diverse range of ethnic backgrounds.

They also contribute to Sydney's 30% of one-person households, which has been identified as a factor in the increasing appeal of carpooling.

# CoHop connects ride share buddies



\* 1 day a week is a 20% change

# CoHop ride matching update

- **600+** registered users
- **151** joined in April
- **187** searched for a match since our launch
- **78** contacted a buddy in the last 3 months

# CoHop ride matching results



**199** carpool passengers



**83** carpool drivers



**8** bike mentors



**12** walking mentors



**75** public transport mentors



# Employees plan trips on CoTrop

1. Enter address and destination
2. View travel options
3. Choose the trip to make that day
4. Log trips for prizes

The screenshot displays the 'My Commute Options' interface. At the top, it shows the origin 'Redfern NSW 2016, Australia' and the destination 'BOC Limited Head Office, 10 Julius Ave, North Ryde'. Below this, a weekly schedule 'S M T W T F S' is shown with 'EDIT' and 'SAVE CHANGES' buttons. A search icon is also present.

The main content area lists five travel options with their respective icons, durations, distances, CO2 emissions, and calorie counts:

| Mode             | Count | Duration | Distance | CO2 Emissions          | Calories |
|------------------|-------|----------|----------|------------------------|----------|
| Carpool Partners | 11    | 24 min   | 19.6 km  | 5.2 Kg CO <sub>2</sub> | 0 Cal    |
| Cycling Partners | 3     | 73 min   | 16.5 km  | 0 Kg CO <sub>2</sub>   | 547 Cal  |
| Walking Partners | 0     | 3.3 hr   | 15.6 km  | 0 Kg CO <sub>2</sub>   | 1170 Cal |
| Transit Partners | 0     | 50 min   | 20.9 km  | 0 Kg CO <sub>2</sub>   | 88 Cal   |
| Transit Routes   | 4     | 50 min   | 20.9 km  | 0 Kg CO <sub>2</sub>   | 88 Cal   |

The background shows a map of Sydney with a blue route highlighted from Redfern to North Ryde. A callout box at the bottom of the map indicates 'T1 North Shore, Northern and Western Line' for the transit options.

# Supporting bus shelter campaign

**CASTLE HILL**  
**EVERY 10 MINS\***




**GIVE YOUR CAR THE DAY OFF**


connectmacpark.com 

\*During peak times

**8 MINS**  
**TO CHATSWOOD**



**GIVE YOUR CAR THE DAY OFF**

connectmacpark.com 

**CRUISE**  
**TO WORK**

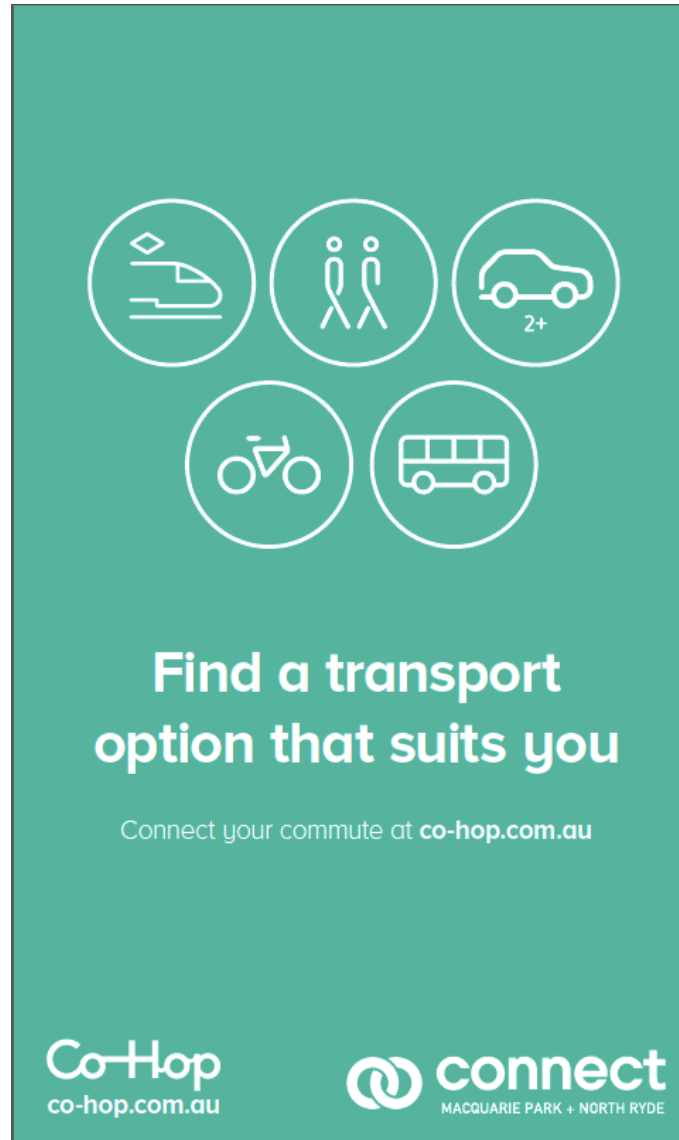


**RIDE SHARE AT CO-HOP.COM.AU**





# Supporting e-screen campaigns





# Macquarie University case study

- Sustainability Office championing Co-Hop
- Sustainability Representative Network training (40 spokespeople)
- 4 student champions at O-week
- M-Power newsletter campaign
- 2 supporting articles – Northern District Times





Macquarie University Sustainability feeling diabolical at Macquarie University.  
21 April at 10:23 · 🌐

More than half of the users within the free Co-Hop transport mapping and ride sharing tool are Macquarie University staff and students!  
#savingtheworld #carpool2school 😊  
Go on, get on in. We even give you free stuff for using it, like Opal credit and free coffee vouchers. [www.co-hop.com.au](http://www.co-hop.com.au)  
Are you Co-Hopping yet?



You and 9 others  
Like Comment Share  
Write a comment...  
1 Comment 3 Shares  
Top comments ▾  
Open Connect Macquarie Park + North Ryde

The Hills

# Ride-sharing and carpooling scheme Co-Hop aims to lower traffic at Macquarie Park and North Ryde

🕒 April 7, 2016 11:36am  
👤 Steven Deare Northern District Times

Stuck in traffic? A ride-sharing scheme promises to make your commute easier [Macquarie University Sustainability](#)



Ride-sharing scheme aims to lower traffic congestion

DAILYTELEGRAPH.COM.AU

# Thank you

