What is a Local TravelSmart Guide?

Local TravelSmart Guides are designed to help people get around their local area or find the quickest way to a major destination (e.g. university or hospital), without needing a car. These handy fold-out maps make it easier for people to be active by cycling, walking or using public transport while doing their everyday activities.

The guides carry a wealth of information about public transport in the local area. They show local bus routes and the location of all bus stops. Information about train frequency is available on some guides. Wheelchair accessible bus service information is also provided.

The guides also offer detailed information to make cycling and walking easier. Local on and off road bicycle routes and shared paths are shown, making it simple for cyclists and walkers to assess the safest and most convenient routes. The locations of bike parking, bike lockers, water fountains and bike shops are also included.

Some councils also provide an access and mobility map which has information on local facilities that are both wheelchair accessible and pram friendly.

Symbols on the guides show local destinations and attractions that people can easily walk or cycle to. Popular places such as schools, community centres, supermarkets, delicatessens, post offices and post boxes, shopping areas, playgrounds, barbeques, sporting ovals and dog exercise areas are shown.

What are the benefits?

A Local TravelSmart Guide helps people choose to walk, cycle or use public transport. This can:

- Make streets safer, quieter and more enjoyable, due to less local traffic;
- Improve local air quality and decrease global warming by reducing vehicle emissions;
- Help people achieve the recommended levels of physical activity. Adults require at least 30 minutes and children and adolescents require at least 60 minutes of physical activity each day1;
- Increase use of local parks, recreation and community facilities;
- Increase the use of local businesses;
- Make neighbourhoods feel safer and reduce crime through more ‘eyes on the street’;
- Help people learn what is available in their local community; and,
- Reduce people’s travel costs.

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Most people can cycle 5 km in 20 minutes and walk 1 km in 10 minutes.

Continued next page...
What is a **Local TravelSmart Guide?**

**Who provides the information for the Local TravelSmart Guide?**

The Department of Transport (DoT) provides a wide range of base information for a draft TravelSmart guide, and the Local Government or destination (e.g. hospital or university) adds to this with its extensive knowledge of local facilities. The Local Government or destination provides images for use on the front cover of the guide that have a local flavour. The text used on the guide can also be adjusted to suit local needs. All Local TravelSmart Guides meet Disability Discrimination Act requirements.

Residents who use active transport are more likely to shop locally, which is great for local businesses.

**How much does it cost to produce a Local TravelSmart Guide?**

The cost of a guide depends on the size of the map, the amount of detail included and the number of Guides printed. A new guide can cost between $12,000 and $15,000 for design and cartography, while printing is between $1,500 and $3,000. Updating an existing map can reduce design and cartography costs to between $1,000 and $5,000.

Costs can be reduced by partnering with other organisations, local businesses or neighbouring local governments, or by applying for a grant. Information on possible funding opportunities is available at the Physical Activity Taskforce website www.beactive.wa.gov.au

**How can Local TravelSmart Guides be promoted and distributed?**

There are many ways to distribute and market your Local TravelSmart Guide. Major destinations, local employers, local libraries, schools and community events are all excellent avenues for distribution and promotion. Many local governments include a guide in their welcome packs to new residents. The DoT will assist you to develop a plan that ensures that your Local TravelSmart Guide becomes a well-used community resource.

**Where do I find out more?**

Local TravelSmart Guides are already available for many communities in metropolitan Perth. Please contact the DoT or visit the website to find out if one already exists that suits your purposes.

Regional areas are encouraged to consider producing a guide. Local TravelSmart Guides can be simplified and adapted for a regional context.

The DoT coordinates the development of Local TravelSmart Guides and should be contacted if you would like to develop a guide for your area.

**To find out more contact:**

**Department of Transport**  
Email: travelsmart@transport.wa.gov.au  
Phone: (08) 9216 8000 (ask for TravelSmart)  
Website: www.transport.wa.gov.au/travelsmartmaps

**About the Physical Activity Taskforce**

The Physical Activity Taskforce (Taskforce) was formed in 2001 to oversee the development and delivery of a whole of government, whole of community approach to increasing physical activity levels in Western Australia.

The Taskforce brings together the expertise of a number of state government departments, local governments, leading academics and non-government representatives.

www.beactive.wa.gov.au