



FREEWHEELER
— MAKE YOUR COMMUTE COUNT —

Smart Cities Submission on behalf of Freewheeler Pty Ltd

Issues

Transport is a pivotal issue for all countries. In the United States transport is now the biggest source of carbon emissions, eclipsing energy.

Too much money is spent on treating health problems, due to poor lifestyles. Australia has an obesity epidemic, harming many. However lifestyles are not just a matter of personal choice, they are significantly affected by the design of cities. Governments have a responsibility to design cities in a way that benefits and nurtures the people, such that the problems are prevented.

Transport options equate to opportunity. Sprawling suburbs with insufficient public transport services mean the majority are physically and financially pushed out of the equation. City footprints should be frozen, to force stakeholders to come up with constructive solutions. Current footprints should be given life via public transport networks, with services that actually entice people out of their cars.

Transport infrastructure, coupled with land use laws, makes or breaks cities. Roads are expensive. Widening roads leads to more traffic. Infrastructure for far flung land divisions is expensive, with maintenance costs compounding for future generations. Development should not come at the cost of remaining nature reserves.

A balanced and intelligently co-ordinated transport network can help communities be lively, connected and prosperous. However this requires high quality, contextual infill to achieve density, and mixed use zoning. We need more people, closer together, in ways that don't undermine quality of life.

More green space, trees and community facilities are needed. Parking space and roads should stop being subsidised. Cars should not be encouraged by the tax system. The rules governing responsible agencies should be updated so they make sense and achieve good.

Active transport, eg cycling and walking, should be prioritised. Public transport is essential. Active and public transport infrastructure leads to cities that generate happy residents and visitors, with obvious consequences for talent attraction, tourism and general cultural and economic prosperity.

Car-based transport leads to isolation, inefficient resource consumption and sprawl. Active transport leads to healthy habits, community engagement, meeting your neighbours and buying local.

Government departments cannot tackle all of the above in silos. A mechanism for inter-agency communication and co-operation needs to be established so important transport, health, environment, infrastructure and social issues are dealt with holistically.

Freewheeler – part of the solution

Transport and health choices are complex ingrained habits. To an extent they require adequate infrastructure – governments must provide this infrastructure as soon as possible. However choices are open to influence.

Freewheeler is an app that automatically tracks all forms of transport, identifying commutes and recognising modes. It will incentivise a wide range of desirable commute behaviour via points and rewards (eg discounts from local businesses or tax incentives). For example, walking gets the most points per kilometre, followed by cycling, then bus/train then car-pooling. Extra points can be earned for taking certain routes, or travelling at off-peak.

A digital transport demand management system and a positive behaviour change tool. See www.freewheeler.com