

FOR IMMEDIATE RELEASE

How Sunshine Coast employers can help beat traffic congestion

04 April 2018

IF Sunshine Coast residents continue to use their cars to travel to work, congestion on our roads will become critical, parking will remain an issue, and our region will eventually lose its unique lifestyle qualities and economic edge.

That scenario can only be avoided if more of us use our cars less. And Sunshine Coast employers can help by using their influence to change the travel behaviour of their employees.

The good news is that alternate, subsidised and smart transport solutions for employees are readily available.

Sunshine Coast employers are invited to learn how to reduce congestion, travel costs, greenhouse emissions, and demand on limited parking resources – and improve employee morale and productivity – at free forums in Noosa and Maroochydore on Wednesday, April 18.

- About **85% of trips** made by employees are by private motor vehicle. As the population grows, this will become unsustainable and impact our lifestyle and environment.
- On average, **motor vehicles are parked 95% of the time**. Substantial amounts of land and buildings are set aside to accommodate these stationary vehicles.
- If 25% of the Sunshine Coast population left their car at home one day a week and used public transport instead, there would be **40,000 fewer vehicles** on our already-congested roads each week.

RDA Sunshine Coast Chair Carol Cashman said the Sunshine Coast needed a sustainable transport system to meet the needs of the community and foster economic prosperity into the future.

“As we work on the delivery of much needed infrastructure over the next decade, we need to consider how we can reduce congestion on our roads today,” she said.

Representatives of Translink, Liftango, Sunshine Coast Council TravelSmart (Maroochydore), Noosa Council (Noosa), transportation planning specialists Mott Macdonald, and RDA Sunshine Coast will address the free two-hour forums, which could change the way our region tackles traffic congestion.

Employers are invited to register for these critical forums on RDA Sunshine Coast’s website at www.rdasunshinecoast.org.au/how-sunshine-coast-employers-can-help-beat-traffic-congestion

Details of the forums are:

NOOSA

- Wed. 18 April 2018
- 9:00 am – 11:00 am
- RACV Noosa Resort | 94 Noosa Drive, Noosa Heads Q 4567

MAROOCHYDORE

- Wed. 18 April 2018
- 2:00 pm – 4:00 pm
- Maroochy Surf Club | 34/36 Alexandra Parade, Maroochydore QLD 4558

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Further information

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