



17 February 2009

## MEDIA ALERT

### Perth planners: let's move people and minds, not cars

Speaking tomorrow at the Road & Transport Engineering Conference, PB Principal Planning Consultant Brian McMahon said Perth's transport and urban planners need to shift their focus.

"We are passing up a great chance to strengthen and diversify the WA economy by not investing in alternative ways and routes of travelling by transit.

"To cope with Perth's population growth we must plan transport and infrastructure which encourages communities to flourish.

"This means shifting our focus from moving cars around this city to moving people.

"We need to work on a variety of transit options which are efficient and comfortable and not car-dependent.

"For example, let's look at light rail transport routes which provide for, and foster, smart growth and sustainable transport. These routes can help expand our knowledge-based economy by linking universities and employment centres.

"These routes can link current and future urban development nodes – allowing for infill development and connecting communities.

"The US has used similar strategies – such as the Denver, Colorado metro area – and the results have been outstanding," said McMahon.

*Brian McMahon is speaking on the topic of light rail – an alternative transit and land use strategy for Perth at the Road & Transport Engineering Conference.*

**WHEN:** Wednesday 18 February 2009

**WHERE:** Road and Transport Engineering 2009 conference  
Medina Grand, 33 Mounts Bay Road, Perth

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**BIO:** See below

Parsons Brinckerhoff (PB) is one of the world's leading planning, environment and infrastructure consultancies, with over 13,000 staff based in offices across six continents. In Australia and New Zealand, PB's multidisciplinary team of 2,500 professionals offers a comprehensive range of multidisciplinary services and total project delivery on projects of any scale. See [www.pb.com.au](http://www.pb.com.au) and [www.pbworld.com](http://www.pbworld.com).

**Brian McMahon** is a Principal Planning Consultant on Parson Brinckerhoff's PlaceMaking Team. Brian has over 20 years of experience in integrating land use and transportation planning. He has extensive experience with communities, developing and implementing strategies for smart growth and sustainable transportation. The success of his PlaceMaking strategies is based on the concept of "moving people and moving minds" rather than "moving cars".

He led the development of the sustainable transportation and PlaceMaking plan for the new Harvard University campus in Boston, Massachusetts. He also directed the completion of the master plan for a new "ed-med" transit orientated development of the University Hill neighbourhood in Syracuse, NY.

Brian is now focusing on growing public transport and transit oriented urban centres throughout Australia. He most recently led the development of the proposed Greater Adelaide Transit Corridors Strategy and is currently contributing to the Northeast Corridor Rapid Transit Study in Perth, for the Public Transit Authority. Brian is also leading a passenger travel demand management effort which is seeking to enhance the role of public transport in Hobart, Tasmania.