



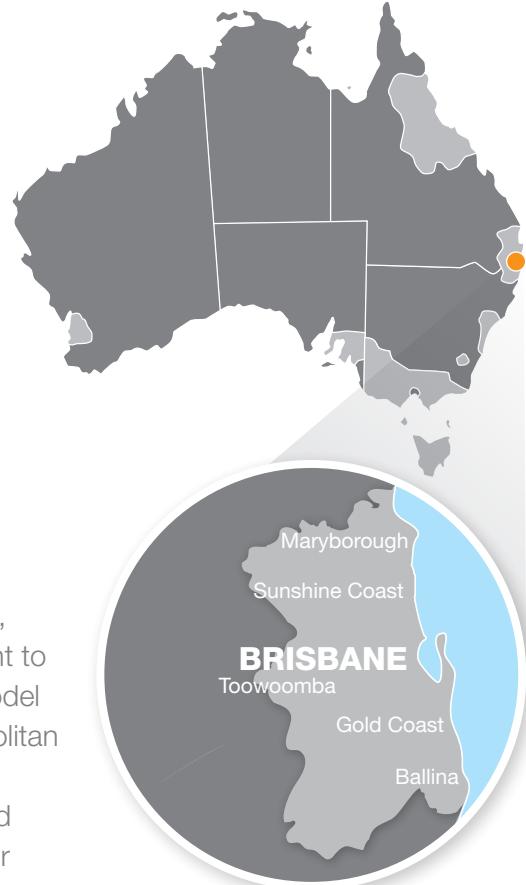
ZENITH SOUTH EAST QUEENSLAND TRANSPORT MODEL

Zenith is a comprehensive strategic transport model, now available for the South East Queensland and Northern New South Wales region. Reflecting the activity patterns and travel choices of households, Zenith provides reliable forecasts for transport infrastructure planning, public transport service planning, toll road forecasting, economic evaluation and policies affecting travel.

SOUTH EAST QUEENSLAND

Zenith Travel Model

The Zenith model architecture was first established in 1988, and has benefited from continual research and development to ensure that it provides the most contemporary practical model available in Australian cities. Representing all major metropolitan regions in Australia, the Zenith models are the most widely used in the country, and have been relied upon by state and local governments for over 25 years in the planning of major infrastructure projects and land use changes.



Coverage

The Zenith model of South East Queensland and North New South Wales covers 40 local government areas extending from Toowoomba in the west, Maryborough in the north, and south to Ballina, NSW. In 2011, this area had a resident population of 3,588,000 and employment of 1,595,000.

Zone System

Zenith describes the South East Queensland region in over 4,000 travel zones. Base and future year demographic data are maintained for 7,500 small areas, allowing extreme flexibility in conforming the Zenith model to other zone systems, including the Brisbane Strategic Transport Model (BSTM).

Integrated multimodal transport network

The South East Queensland model network includes over 37,000 road links with a total length of 16,000 km. It incorporates over 2,500 public transport for rail, bus and ferry services with over 9,700 stops. The network includes links for active travel such as walking and cycling to reflect the role these play in supporting a sustainable transport system.

Meeting the challenges of transport planning in SEQ

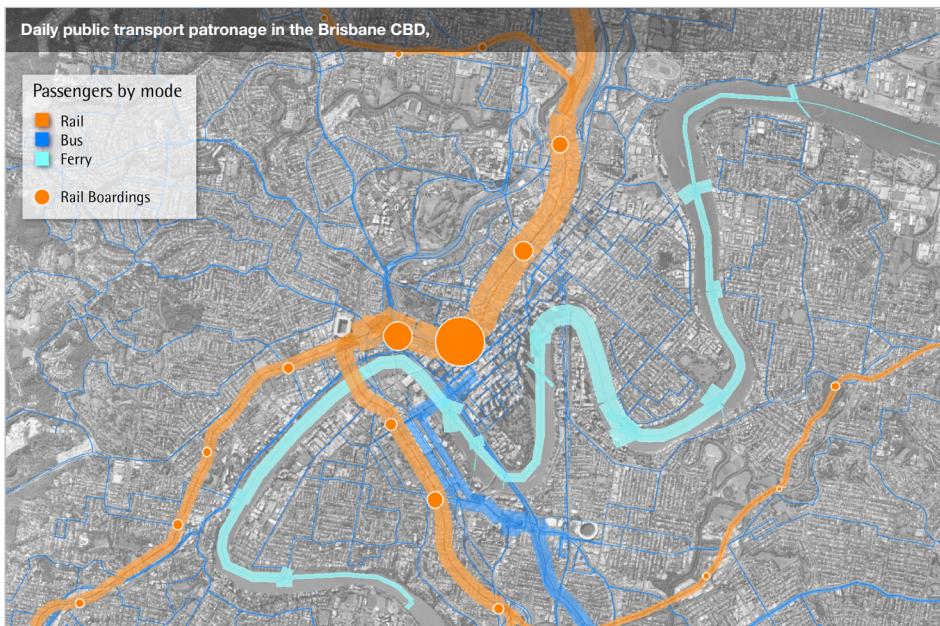
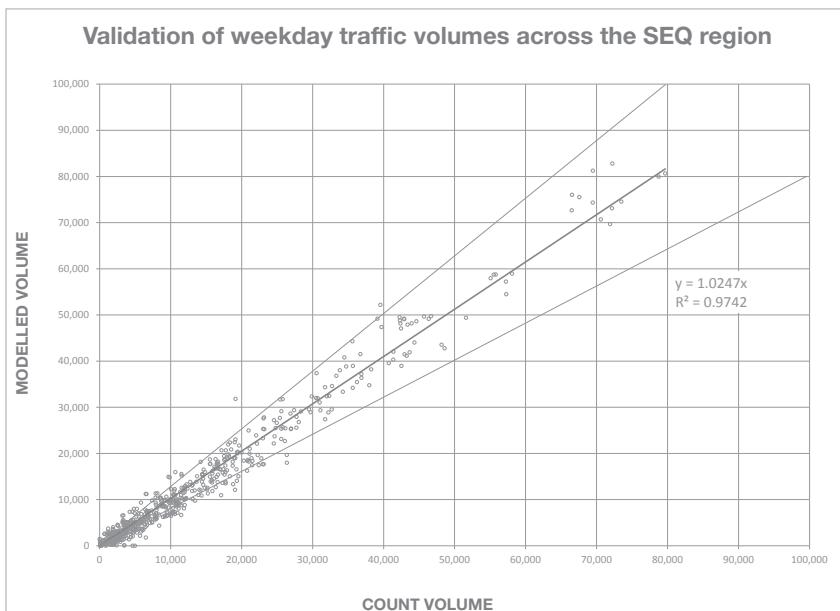
Zenith simulates the travel undertaken by all individuals across the South East Queensland metropolitan area. Developed to respond to the challenges of land use and transport planning in Australian cities, it provides accurate forecasts of multimodal trips, including where car, walk or bicycle is used to access public transport. This is crucial in planning for growth areas where high frequency services may only be provided along certain corridors, and in reflecting competition between modes and stops in areas where several choices are available.



State-of-the-art travel demand modelling

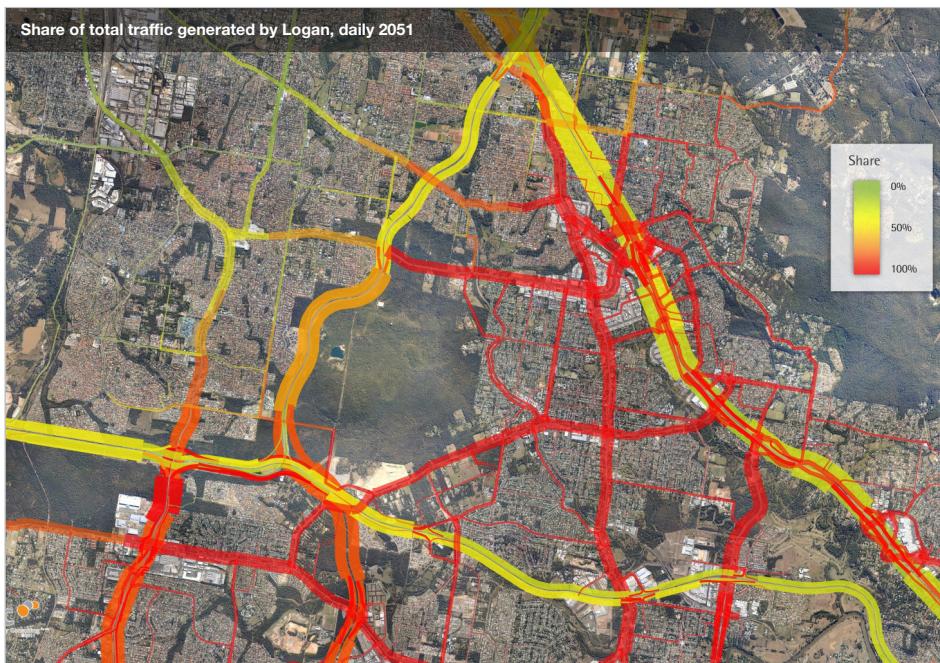
The South East Queensland demand model has been estimated from the ABS Census and household travel surveys. The assignment of private car, light and heavy goods vehicles are validated against traffic counts at 1,700 sites, and public transport passengers from survey information provided by Translink.

The demand models are revalidated each year against updated count information and recalibrated when necessary to reflect changes in travel behaviour or demographics.



Clear presentation for a wide range of audiences

Zenith offers a wide range of tools for analysis of travel demands, accessibility and infrastructure performance. Operating in the OmniTRANS software platform, users can produce high quality graphical analysis for presentation to technical and non-technical audiences alike. The intuitive interface is also suitable for live and interactive model presentations, which is a valuable way to encourage stakeholder ownership in model outcomes.



Model Summary

Area Covered

70,550 sq km

Travel Zones

4,000+

Modelled population

3,588,000

Modelled employment

1,595,000

Modes

Car, Commercial Vehicle, Rail, Bus, Ferry, Walk, Cycle

Road Network

37,000 links covering 16,000 km

Public Transport Network

2,500 routes and 9,700 stops

Always up-to-date

Our Zenith team are always working to ensure that the South East Queensland model reflects the most recent demographic and land use forecasts and forward planning for infrastructure and services. We also ensure that a reference case and alternative scenarios are available for future years, consistent with current transport policies and discussion papers, such as the Queensland Government's 'Connecting SEQ in 2031' and "Queensland Infrastructure Plan".

Available under licence

In addition to custom analysis through a consultancy service, Zenith is available under licence for in-house use by government, educational institutions and commercial organisations. Current clients for this arrangement include the Victorian State Government, the University of Sydney and the University of Seoul. Updates to demographics, land use, travel behaviour, road networks and public transport systems for models under license are provided annually.

The team at VLC are always on hand to support you in the use of Zenith. We offer support online and by phone, as well as in-person training.

MOVE

The Zenith model also underpins MOVE – the official audience measurement system for outdoor advertising in Australia.



zenith.veitchlister.com.au

For enquiries or support information, please contact:

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