



# SPECIALISTS IN TRANSPORT ANALYTICS AND FORECASTING

**Our cities are growing and the need for more effective transport infrastructure is increasing. When transport systems are optimised, residents and visitors benefit, and the economy grows. Planning efficient infrastructure requires consideration of a range of complex variables, quality data and expertise.**

Veitch Lister Consulting has been operating for over 30 years and has worked on hundreds of transport projects. We provide our clients with the evidence-based analysis and advice required to manage the transport challenges of today and tomorrow. We are the only Australian transport consultancy to develop and maintain a suite of proprietary strategic transport models. With some of the sharpest minds in the industry, we are passionate about the power of transport to connect our communities.





## Our core services

### TRANSPORT ANALYTICS AND FORECASTING

To navigate the complex task of planning our cities' transport infrastructure, we are able to use our suite of Zenith models which represent all major metropolitan regions across Australia. They are the most widely used transport models in the country and have been used by state and local governments for several decades in the planning of major road and public transport infrastructure projects and land use changes.

Zenith models are comprehensive, constantly expanding and can easily be adapted to the needs of specific applications. They are responsive to a large range of variables relevant to transport planners and policy makers.

In addition to Zenith, we can work with a client's own model and assist in the development of their capabilities and tools, or alternatively we can develop a new, customised model.

### TRANSPORT ECONOMICS

Maximising the contribution of a transport system requires an understanding of both strategic objectives and technical details, especially regarding the myriad of benefits and costs that arise from investments and other initiatives.

Our Zenith models contain an economics feature, which estimates a project's economic benefits directly from the transport modelling scenarios. A project's future benefits can be compared to its costs to calculate conventional economic performance measures, such as a benefit cost ratio and net present value. By integrating transport models and social benefit cost analysis (a tool to methodically compare future benefits and costs to society from a transport project or policy), we can accurately and efficiently test the performance of alternative project options.

### TRANSPORT PLANNING

Evidence-based advice for planning and investment is the foundation of everything we do. We embrace innovation in technology, planning and the use of data to develop transport strategies that are practical and technically sound.

We pride ourselves on demand forecasts with integrity from our efficient and agile transport modelling tools. Our expertise in modelling and data analytics enables us to develop purposeful plans that address complex challenges.

Our multi-disciplinary planning team works closely with private sector and government clients to deliver projects through a whole-of-system approach to multi-modal transport planning. We deliver practical and economical transport plans that promote mobility and enable both the current and future generations to thrive.



## FUTURE TRANSPORT LAB

Our Future Transport Lab provides research, analytics and expert advice to clients who are looking to navigate the disruptions underway in the transport and mobility landscape.

We support clients in transport, freight and land use model development as well as development and application of bespoke analytics, harnessing the power of big data to provide insight. This is backed up by our own in-house research and development in areas including MaaS, disaggregate modelling techniques and enhancements of our Zenith models.

We are also able to draw on our software and visualisation development capability for the benefit of our clients. In a world where increasingly complex modelling and analysis is being developed, this service is crucially important in ensuring the transparency, efficiency and effectiveness of existing and new modelling and analysis systems.

## PLANWISELY

Planwisely is a cloud-based land use and transport planning platform that is used by urban planners, policymakers, analysts and key decision-makers to gain insight into the urban form. Using both quantitative and qualitative data as well as powerful 2D/3D visualisations, Planwisely facilitates evidence-based decisions.

With hundreds of pre-loaded spatial data including demographic, mobility analytics, socio-economic indicators and land use maps, in addition to tools to support more rigorous analysis, Planwisely is the ultimate planning toolkit.

## EXPERT ADVISORY

Our expert advisory service provides clients with independent advice on economic and transport forecasting analysis in areas ranging from business case reviews to peer reviews of modelling reports and expert legal testimony.

We apply careful and detailed scrutiny to technical methods, ensuring the reviewed work adheres to industry standards and established guidelines. We base our advice on our extensive experience as practitioners and thought leaders in transport modelling and economics.

## OOH AUDIENCE INSIGHTS

We are a lead developer of MOVE (Measurement of Outdoor Visibility and Exposure), Australia's first industry-wide audience measurement system for out-of-home (OOH) advertising. Buyers and sellers of outdoor advertising use MOVE to accurately measure the audience for outdoor media campaigns across Australia's major capital cities.





## What sets VLC apart?

### MODEL DEVELOPMENT

To help solve our clients' complex problems, we have the breadth to provide a range of options: we can use our own Zenith models, we can develop a new, customised model or we can work with a client's own model to enhance its capabilities.

### SPECIALISATION AND INDEPENDENCE

As a specialist consultancy, we strive to be best in class in the area of transport planning. We do not operate in the engineering or construction space. As a result, we are focussed as well as truly independent.

### DEEP CAPABILITIES

We have a reputation for providing work of the highest quality and level of accuracy. Our focus is on providing solutions that are both practical and technically robust. We are proud to be an experienced team of people who also have an eye for innovation.

### FUTURE LOOKING

Our Future Transport Lab provides research, analytics and expert advice to clients who are looking to navigate the disruptions underway in mobility and transport and are seeking to inform their decisions with data-driven insights and solutions.

[veitchlister.com.au](http://veitchlister.com.au)

## Contact information

To engage VLC for your next project or for general enquiries, please contact:



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