

DR RHONDA DANIELS

Right with Rhonda
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EDUCATION – UNIVERSITY

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|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1990 | Bachelor of Science (Hons 1) (Economic Geography) , University of NSW
University Medal
Honours thesis: <i>Housing as an Asset: An Explanation of Intraurban Differences in Rates of House Price Change in Sydney 1986-1989</i> |
| 1997 | Doctor of Philosophy (Management) , University of Sydney
Thesis: <i>A Stated Choice Framework for the Valuation of Environmental Externalities of Road Projects</i> |
| 2003 | Master of Policy Studies , University of NSW |

EDUCATION – TAFE

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| 2004 | Certificate 2 in Conservation and Land Management (Bush regeneration) |
| 2008 | Diploma of Aboriginal Studies |
| 2010 | Certificate 4 in Horticulture |

PROFESSIONAL EXPERIENCE

Right with Rhonda

Nov 2013 – current Research, review and editing services

Transport for NSW, Policy and Regulation Division

April – July 2013 Consultant

- Interviewed internal stakeholders and prepared Evaluation Framework and Action Plan for TfNSW to implement new evaluation requirements.

Macquarie University, Department of Environment and Geography

July – Dec 2012 Lecturer (Sessional Contract)

- Taught ENVG463 Planning and Design Principles (Year 4, BPlanning).

University of Sydney, Institute of Transport and Logistics Studies

May 2010 – Dec 2011 Senior Research Fellow in Public Transport (Level C)

July 2009 – May 2010 Senior Research Analyst (HEO 8)

- Research
 - Designed and implemented research projects on public transport: flexible transport services, accessibility planning, accessibility to bus stops, agglomeration economies.
 - Managed quarterly ITLS Transport Opinion Survey (TOPS).
 - Received 5 Faculty research grants (\$5,000-\$17,000) and a Faculty overseas travel grant.
- Supervision
 - Associate Supervisor for 3 PhD students.
 - Supervised 2 Masters research project students.
- Teaching
 - Gave lectures in graduate program on government structures in transport, transport funding and transport research.
 - Developed and led field trips on public transport.
 - Provided academic support for Certificate of Transport Management bus industry program.

NSW Department of Planning and former Dept of Infrastructure, Planning and Natural Resources (on long service and annual leave Nov 2008-June 2009)

Sept 2006 – Nov 2008 Transport Economist (Senior Officer 1), DoP

Aug 2005 – Sept 2006 Acting/Director, Transport Strategic Planning (Senior Officer 2), DoP

June 2003 – Aug 2005 Transport Economist (Senior Officer 1), DIPNR

- Provided high quality advice on transport planning and policy issues including economic evaluation, integrating transport and land use, demand management, funding, bus planning, Metropolitan Strategy, Subregional Strategies and NSW State Plan.
- Managed multi-disciplinary transport strategic planning team to provide high quality work on transport planning and policy issues.
- Managed transport chapter of the *Metropolitan Strategy: City of Cities* (2005) and subregional strategies, and implementation and reporting.
- Managed NSW *State Plan* Priority E5 Jobs Closer to Home including developing Priority Delivery Plan, quarterly reporting and public information, and liaising with other agencies on related priorities.
- Communicated DoP strategic and transport planning views to other agencies including Roads and Traffic Authority, Ministry of Transport, Transport Infrastructure Development Corporation, RailCorp, Treasury, Premier and Cabinet, Dept of Environment and Climate Change, and represented DoP on external project groups and committees including:
 - Strategic Bus Corridor Program Review
 - *State Plan* Transport Modelling Senior Officers Group
 - SW Rail Link and NW Rail Link Extension Study Working Groups
 - Roads and Traffic Advisory Council
 - Household Travel Survey Project Control Group
 - *Action for Air* Senior Officers Group
 - Travel Demand Management Working Group
 - Commuter Car Park Project Control Group
 - NSW representative on federal transport planning initiatives: AusLink, Urban Congestion Management Working Group, *National Guidelines for Transport System Management* Working Group, National Transport Data Framework.

State Transit Authority NSW

July 2001 – May 2003 Strategic Planning Manager

May 1999 – July 2001 Transport Policy Analyst, Service Development Section

- Provided high quality advice on transport planning and policy issues through research and analysis including developing and implementing patronage-related quantitative research and policy projects including depot strategy, Service Quality Index, route-based customer surveys, Ferry Business Development Study, ferry capacity study, service planning and demand estimates, access action plan, Bus Users in Sydney paper.
- Communicated State Transit views through liaison and negotiation with external stakeholders such as Transport NSW, Planning NSW, IPART, Environment Protection Authority, Roads and Traffic Authority and councils.
- Supervised Service Review Officer (part-time).

University of NSW, School of Geography

1998 Lecturer (one year contract, full-time)

- Teaching
 - Taught 3 subjects: Environmental Valuation (developed new subject), Transport and Land Use, and Professional Practice for Geographers.
 - Contributed to 2 subjects: Regions and Transport, and Transport and Globalisation.
- Research
 - Completed research project on transport action groups, with School research grant (\$7,000) and supervised part-time Research Assistant.
 - Supervised 3 Honours students' research projects.

Environment Protection Authority NSW

1997 Research Economist (temporary, 9 months)

- Provided comments and advice on economic evaluation and environmental valuation issues including EISs and inter-agency projects.
- Prepared cost-benefit analyses of radiation control guidelines, national air quality standards, and stationary sources noise policy.
- Reviewed papers for the EPA's ENVALUE environmental valuation database.

University of Sydney, Institute of Transport Studies

1993 – 1996 Research Analyst (casual)

1991 – 1993 Research Analyst (full-time)

- Completed research and consultancy projects in transport economics, management and policy.

Produced by The Communication Works

1994 – 1996 Partner

- Design and editing of Proceedings of the 7th World Conference on Transport Research, 4 volumes (150 conference papers).
- Design and editing of marketing material for Graduate School of Business, University of Sydney including Management Programs book, Transport Programs book and Electives insert.
- Design and editing of NSW BikePlan for NSW Roads and Traffic Authority.
- Design and editing of business stationery packages for Institute of Transport Studies and Graduate School of Business, University of Sydney.

NSW Ministry of Transport, Planning and Studies Division

1989 – 1990

Research Assistant (Summer Vacation Employment Scheme)

1988 – 1989

VOLUNTEER EXPERIENCE – AUSTRALIAN NATIVE PLANTS

Australian Plants Society NSW www.austplants.org.au

- Director of APS NSW and Sutherland Group delegate (2012-current).
- Study Group Liaison Officer (2009-current).
- APS representative on NPWS Deer Management Working Group (2001-2004).
- APS delegate to the Nature Conservation Council Executive Council (1997-2000).
- APS NSW Conservation Officer (1997-1999).
- Member, APS NSW Bequest Committee.
- Proofreader for *Native Plants for NSW* and *Australian Plants* publications (current).

Australian Plants Society (Sutherland Group) www.sutherland.austplants.org.au

- Active member of the Australian Plants Society, Sutherland Group.
- Secretary (2012-2013), Vice-President (2004-2007), Secretary (2003), President (2000-2002), Newsletter Editor (1996-1999, 2008-2010).
- *Coastal Plants of the Royal National Park* identification CD-Rom: assisted with Natural Heritage Trust grant application (\$5,000) and completed final project report; assisted with APS NSW Bequest Award grant application; responsible for marketing, distribution and administration of the CD-Rom including public presentations (2006-current).
- Volunteer at Joseph Banks Native Plants Reserve, Kareela including design and production of information signage.
- Publicity for Sutherland Group's Open Gardens Day for the community, 7 September 2013.

Bushcare

- Bushcare volunteer with Sutherland Council at several sites (2003-current).
- Propagation volunteer at Sutherland Council Community Nursery (Jan 2012-current).
- Volunteer at Royal Easter Show for Bushcare stall and APS NSW stall (2012, 2013).

Presentations on Australian native plants

- Presentation on Tips for successful gardening with Australian native plants, Caringbah Library, November 2013.
- Presentations on Australian native plants in public gardens at Easter Show, March 2013 and Gardening Australia Live, October 2013.
- Walk and talk on Bush food and uses at Carss Park for Community Garden, April 2013.
- Presentation on All about APS Study Groups to APS Southern Highlands Group, February 2013.
- Presentations on The beauty of bark to APS Southern Highlands Group and APS Parra Hills Group.

Publications and media on Australian native plants

- Letter to the editor "Risk for women unfounded", *The St George and Sutherland Leader*, 14 November 2013.
- Letter to the editor "Thank you, Leader", *The St George and Sutherland Leader*, 8 October 2013.
- Letter to the editor "Promote local native plants", *The St George and Sutherland Leader*, 10 September 2013.
- Quoted in article "Plan to outfox flying threat" by Jim Gainsford, *The St George and Sutherland Leader*, 10 October 2013.
- Daniels, R. (2012) Developing an interactive plant identification tool for the Royal National Park, *Proceedings of the Linnean Society of NSW*, 134. <http://ojs-prod.library.usyd.edu.au/index.php/LIN/article/view/6081/6732>
- Regular articles in monthly APS Sutherland Group newsletter, quarterly *Native Plants for NSW* journal and quarterly Sutherland Council *Bushcare Bulletin*.

Retail experience in Australian native plants

- Casual staff, Sydney Wildflower Nursery, Heathcote (Spring 2013).

Other volunteer experience

- Home Tutor in English, Adult Migrant English Program (March 2013-current).

PRESENTATIONS

Presentations at conferences not included.

Recent guest lectures

Guest lectures on transport planning, governance and funding at ITLS 2009-2011 not included.

- Guest lectures on Transport planning: research and reality, Macquarie University, May 2013, May 2012, October 2011.
- Guest lectures on Strategic transport and land use planning in Sydney, University of NSW, April 2012, 15 April 2010, 21 April 2009.
- Guest lecture on Strategic transport planning and data and tools, Foundations of Environmental Planning, in Master of Urban and Regional Planning, Faculty of Architecture University of Sydney, 18 April 2011.
- Guest lecture on Transport for healthy people and places, SUST5004 Populations and Health, in Masters of Sustainability, University of Sydney Menzies Centre for Health Policy, 8 October 2010.

Recent presentations

- Presentation on Free shuttle buses, Western Sydney Public Transport Users Forum, 13 August 2011.
- Presentation on Overcoming barriers to implementing flexible transport services, Local and Community Transport Division meeting, Transport for NSW, 20 July 2011.
- Presentation on ITLS-Interfleet Transport Opinion Survey: what can we learn, BusNSW Leading Edge seminar, 8 July 2011.
- Presentation on Planning for buses, Land Use and Transport course for NSW Department of Transport, 4 July 2011.
- Presentation on Link and Place concept (with Professor Corinne Mulley), CBD Access Committee, NSW Department of Transport, 16 March 2011.
- Presentation on Strategic Transport planning in Sydney and data and tools for planning, Visit by water transport bureaucrats through University of Indonesia, 6 December 2010.
- Presentation (with Professor Corinne Mulley) on Flexible transport services and future research, NCOSS Transport Policy Advisory Group, 24 November 2010.
- Presentation on Buses for western Sydney, 10,000 Friends for Greater Sydney workshop, Australia, 22 November 2010.
- Presentation on ITLS-Interfleet Transport Opinion Survey: what can we learn, Bus Industry Confederation National Conference, 26 October 2010.
- Presentation on Planning for bus services – closing the accessibility gap, Western Sydney Community Forum, 7 August 2010.
- Presentation on Link and Place concept, City of Sydney Council, 25 February 2010.
- Presentation on Highlights from Australasian Transport Research Forum 2009, Australian Institute of Traffic Planning and Management (AITPM) seminar, 30 October 2009.

PUBLICATIONS

Includes papers in conference proceedings later published as journal articles and articles accepted for publication after leaving ITLS in December 2011.

Daniels, R. and Mulley, C. (2013) Explaining walking distance to public transport: The dominance of public transport supply, *Journal of Transport and Land Use* 6 (2), 5-20.

Daniels, R. and Mulley, C. (2013) The paradox of public transport peak spreading: universities and travel demand management, *International Journal of Sustainable Transportation* 7 (2), 143-165.

Gordon, C., Mulley, C., Stevens, N. and **Daniels, R.** (2013) How optimal was the Sydney Metro contract?: Comparison with international best practice, *Research in Transportation Economics* 39 (1), 239-46.

Gordon, C., Mulley, C., Stevens, N. and **Daniels, R.** (2013) Public-private contracting and incentives for public transport: Can anything be learned from the Sydney Metro experience?, *Transport Policy* 27 (May), 73-84.

Daniels, R., Gordon, C. and Mulley, C. (2012) The role of media in developing a public transport policy through public involvement: the case of *The Sydney Morning Herald*, Australia, *91st Annual Meeting of the Transportation Research Board Compendium of Papers*, Washington DC, United States, 22-26 January.

Daniels, R. and Mulley, C. (2012) Planning public transport networks – the neglected influence of topography, *Journal of Public Transportation* 15 (4), 23-41.

Daniels, R. and Mulley, C. (2012) Flexible transport services: Overcoming barriers to implementation in low density urban areas, *Urban Policy and Research* 30 (1), 59-76.

Mulley, C. and **Daniels, R.** (2012) Quantifying the role of a flexible transport service in reducing the accessibility gap in low density areas: A case-study in north-west Sydney, *Research in Transportation Business and Management*, 3 (August), 12-23.

Mulley, C., Nelson, J., Teal, R., Wright, S. and **Daniels, R.** (2012) Barriers to implementing flexible transport services: An international comparison of the experiences in Australia, Europe and USA, *Research in Transportation Business and Management*, 3 (August), 3-11.

Daniels, R. (2011) The impact of discontinuity in governance: How transport planning went off the rails in Sydney, ITLS-WP-11-24, University of Sydney.

www.sydney.edu.au/business/data/assets/pdf_file/0011/119279/ITLS-WP-11-24.pdf

Daniels, R. (2011) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 1, March 2011 - University of Sydney. www.sydney.edu.au/business/itls/tops

Daniels, R. (2011) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 2, June 2011 - University of Sydney. www.sydney.edu.au/business/itls/tops

Daniels, R. (2011) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 3, September 2011 - University of Sydney. www.sydney.edu.au/business/itls/tops

Daniels, R. (2011) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 4, December 2011 - University of Sydney. www.sydney.edu.au/business/itls/tops

Daniels, R., Gordon, C., Mulley, C. and Stevens, N. (2011) How optimal was the Sydney Metro contract?, *Thredbo 12: International Conference Series on Competition and Ownership in Land Passenger Transport 2011*, Durban, South Africa, 11-15 September.

Daniels, R., Gordon, C. and Mulley, C. (2011) Mass media and mass transit: a newspaper's campaign on public transport planning in Sydney, *Proceedings of the 34th Australasian Transport Research Forum ATRF 2011*, Adelaide, Australia, 28-30 September. www.atrf.info/papers/2011/index.aspx

Daniels, R., Gordon, C., Mulley, C. and Stevens, N. (2011) Optimal contracting and incentives for public transport in Sydney: what has been learned from the Sydney Metro experience?, *Proceedings of the 34th Australasian Transport Research Forum ATRF 2011*, Adelaide, Australia, 28-30 September. www.atrf.info/papers/2011/index.aspx

Daniels, R. and Mulley, C. (2011) Exploring the role of public transport in agglomeration economies and centres, *Proceedings of the 34th Australasian Transport Research Forum ATRF 2011*, Adelaide, Australia, 28-30 September. www.atrf.info/papers/2011/index.aspx

- Daniels, R.** and Mulley, C. (2011) Understanding variations in travel time to access key activities for accessibility planning, *Proceedings of the 34th Australasian Transport Research Forum ATRF 2011*, Adelaide, Australia, 28-30 September. www.atrf.info/papers/2011/index.aspx
- Daniels, R.** and Mulley, C. (2011) Explaining walking distance to public transport: The dominance of public transport supply, *World Symposium on Transport and Land Use Research WSTLUR 2011*, Whistler, Canada, 28-30 July.
- Daniels, R.** and Mulley, C. (2011) A proposal for accessibility planning in NSW: Research and policy issues, ITLS Working Paper-WP-11-09, University of Sydney. [From ATRF 2010].
- Ellison, A.B., Greaves, S.P. and **Daniels, R.** (2011) Speeding behaviour in school zones, *Proceedings of the Australasian College of Road Safety National Conference 2011*, Melbourne, Australia, 1-2 September.
- Hensher, D.A. and **Daniels, R.** (2011) Monitoring community views on transport confidence over time: the quarterly Transport Opinion Survey (TOPS), *Proceedings of the 34th Australasian Transport Research Forum ATRF 2011*, Adelaide, Australia, 28-30 September. www.atrf.info/papers/2011/index.aspx
- Mulley, C. and **Daniels, R.** (2011) Guest Editors for Special Issue on Accessibility in passenger transport: policy and management, *Research in Transportation Business and Management 2*.
- Mulley, C. and **Daniels, R.** (2011) Editorial: Accessibility in passenger transport: policy and management, *Research in Transportation Business and Management 2*, 1-2.
- Mulley, C. and **Daniels, R.** (2011) Co-Editors, Bus Buzz quarterly e-newsletter from ITLS public transport team, University of Sydney.
- Daniels, R.** (2010) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 1, March, University of Sydney. www.sydney.edu.au/business/itls/tops
- Daniels, R.** (2010) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 2, June, University of Sydney. www.sydney.edu.au/business/itls/tops
- Daniels, R.** (2010) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 3, September, University of Sydney. www.sydney.edu.au/business/itls/tops
- Daniels, R.** (2010) ITLS-Interfleet Transport Opinion Survey (TOPS) Report – Quarter 4, December, University of Sydney. www.sydney.edu.au/business/itls/tops
- Daniels, R.** and Mulley, C. (2010) Overcoming barriers to implementing flexible transport services in NSW, *Proceedings of the 33rd Australasian Transport Research Forum ATRF 2010*, Canberra, Australia, 29 September - 1 October. www.atrf.info/papers/2010/index.aspx
- Daniels, R.** and Mulley, C. (2010) A proposal for accessibility planning in NSW: research and policy issues, *Proceedings of the 33rd Australasian Transport Research Forum ATRF 2010*, Canberra, Australia, 29 September - 1 October. www.atrf.info/papers/2010/index.aspx
- Daniels, R.**, Mulley, C. and Nelson, J. (2010) Contribution of flexible transport services to the social inclusion agenda: An international comparison, *12th World Conference on Transport Research WCTR 2010*, Lisbon, Portugal, 11-15 July.
- Daniels, R.** (2007) Jobs closer to home: what does it mean and how to achieve it, *30th Australasian Transport Research Forum*, Melbourne, Australia, 25-27 September. www.atrf.info/papers/2007/index.aspx
- Ockwell, T., Harvey, M., Evans (Pratt), C., Tisato, P., Oxlad, L., Robinson, J., McGann, A., Harris, D., Peterson, P., **Daniels, R.**, Perry, F., Legaspi, J., Doyle, N., Fisher, R., Hannah, L., Krause, J., Scott, G., Binning, N. and Anderson, R. (2004) Development of a national assessment methodology for transport proposals, *27th Australian Transport Research Forum*, Adelaide, Australia, 29 September - 1 October. www.atrf.info/papers/2004/index.aspx
- Daniels, R.** and Streeting, M. (2002) Planning ferry services: using market research to understand the market, *Proceedings of the 25th Australasian Transport Research Forum*, Canberra, Australia, 2 - 4 October. www.atrf.info/papers/2002/index.aspx
- Daniels, R.** and Adamowicz, V. (2000) Chapter 17: Environmental Valuation in *Handbook of Transport Modelling*, ed. D. Hensher and K. Button, Pergamon.

Daniels, R. and Hensher, D.A. (2000) Valuation of environmental impacts of transportation projects: The challenge of self-interest proximity, *Journal of Transport Economics and Policy* 34 (2), 189-214.

Daniels, R. (1999) Time and cost of community participation in decision-making: transport action groups, *Proceedings of the 23rd Australasian Transport Research Forum*, Perth, Australia, 29 September - 1 October. www.atrf.info/papers/1999/index.aspx

Davis, C. and **Daniels, R.** (1998) Using Conjoint Analysis for Environmental Valuation: A Case Study of Community Demand for Water Quality, Environment Economics Series 98/57, NSW Environment Protection Authority, Sydney.

Daniels, R. (1996) Understanding community trade-offs between the costs and benefits of urban road projects, *Proceedings of the 20th Australasian Transport Research Forum: Volume 2*, New Zealand, 29 August. www.atrf.info/papers/1996/index.aspx

Hensher, D.A. and **Daniels, R.** (1995) Productivity measurement in the urban bus sector, *Transport Policy* 2 (3), 179-94.

Hensher, D.A., **Daniels, R.** and Demellow, I. (1995) A comparative-assessment of the productivity of Australia public rail systems 1971/72-1991/92, *Journal of Productivity Analysis* 6 (3), 201-223.

Daniels, R. (1994) Monetary valuation of the environmental impacts of transport, *19th Australasian Transport Research Forum*, Lorne, Australia, 1994. www.atrf.info/papers/1994/index.aspx

Hensher, D.A., Waters, W., Zhu, W. and **Daniels, R.** (1993) An overview of PIMMS: An areawide urban transport policy evaluation model, *18th Australasian Transport Research Forum: Part 1*. www.atrf.info/papers/1993/index.aspx

Hensher, D.A., **Daniels, R.** and Battellino, H. (1992) Safety and productivity in the long distance trucking industry, *16th Australasian Road Research Board Conference Proceedings: Part 4*.

Hensher, D.A., Battellino, H., Gee, J. and **Daniels, R.** (1991) Long Distance Truck Drivers: On-Road Performance and Economic Reward, CR99, Federal Office of Road Safety, Canberra.

MEDIA CONTRIBUTIONS

- Interviewed for item on rail disruptions by Antigone Anagnostellis, *Sydney Observer* (Magazine), 24 November 2011.
- Interviewed for item on North West Rail Link by Josh Murphy, Channel Ten News (TV), 6 July 2011.
- Quoted in article Fabled Sydney lifestyle under a cloud by Martin Parry, Agence-France Press news wires (AFP) (Other), 29 June 2011.
- Quoted and photographed in article Rail link may squeeze North Shore line by Charis Chang, pages 4-5, *North Shore Times* (Newspaper), 24 June 2011.
- Interview with Editor David Goeldner, *Bus and Coach Australia* (Magazine), December 2010.
- Quoted in article Most workers travel by car by David Catt, page 9, *Rouse Hill Times* (Newspaper), 17 November 2010.
- Article (joint with Corinne Mulley) on Where does Community Transport fit into transport in NSW?, *Travel-the Community Transport Organisation magazine* (Magazine), October 2010.
- Letter to the Editor "Transport costs don't add up", *The Sydney Morning Herald* (Newspaper), 31 August 2010.