



Melbourne Campus at Burwood Travel Plan 2008 -2010

Deakin University
Results from the 2009 Survey



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Introduction

The Melbourne Campus at Burwood Travel Plan

TravelSmart is a State Government program with the objective of motivating ongoing sustainable travel behaviour. TravelSmart aims to reduce people's dependency on cars and encourage them to choose sustainable travel alternatives such as cycling, walking and public transport. Smarter travel choices can be made by changing one or two trips per week, or by reducing the number of car journeys.

The Melbourne Campus at Burwood Travel Plan, implemented since September 2007, as part of the Deakin University TravelSmart Project, has already been successful with the implementation of a number of activities including TravelSmart maps and a comprehensive website to encourage public transport, walking and cycling to the Melbourne Campus at Burwood. The TravelSmart team has also initiated cycle and walk to work initiatives such as Ride to Uni Day, Walktober, Deakin Green Commute and Cycle Tuesdays. There is also a bi-annual newsletter titled 'Travel Journey' which keeps staff and students up to date with key developments on campus. Most recently TravelSmart initiated the building of a secure bicycle facility, aptly titled the 'Bike Cage', the new facility will house 65 bikes and save 44 tonnes of greenhouse gas emissions each year. TravelSmart is also involved with a number of campaign activities including lobbying for increased bus services to the campus, extension of zone 1 to the Melbourne Campus at Burwood and eligibility for all tertiary domestic and international students to have Victorian Public Transport Concessions. The continuation of this project will provide the opportunity to develop strategies and initiatives for the 2008-2010 Travel Plan which will continue to increase the number of staff and students using alternative and more sustainable methods of transportation.

637 students and 161 staff responded to the 2009 Travel Survey on the Melbourne Campus at Burwood. The response rate is lower than the 2008 travel survey, however, this may have been due to the introduction of the trimester system at Deakin which has reduced the number of weeks in a term (13 weeks to 12) and thus moved the survey from September where it has previously been conducted in previous years (2007 and 2008) to August (2009) which is one of the most busiest time for students and staff with regards to teaching and assignments. Results from the August 2009 survey indicate that the majority of students and staff still travel by car as their main mode of transport, however, this has reduced since the inception of TravelSmart. In 2007 almost 60 percent of staff and 31 percent of students were driving in a single occupant motor vehicle. In 2009 48.3 percent of staff and 23.7 percent of students travel in a single occupant motor vehicle. Although students and staff commented that they would like to take more sustainable and active methods of transportation, such as public transport in its current condition, public transport was seen as time consuming, requiring too many connections between different modes of transport and generally unreliable. It was also demonstrated that students and staff who do take public transport on a regular basis, walk or cycle to get to and from Deakin, do so because they live close to the University. The other main reason students and staff use public transport is that there is a perceived lack of other transportation options. There were only a few participants who stated they choose alternative methods of transportation for exercise or to reduce their impact on the environment.



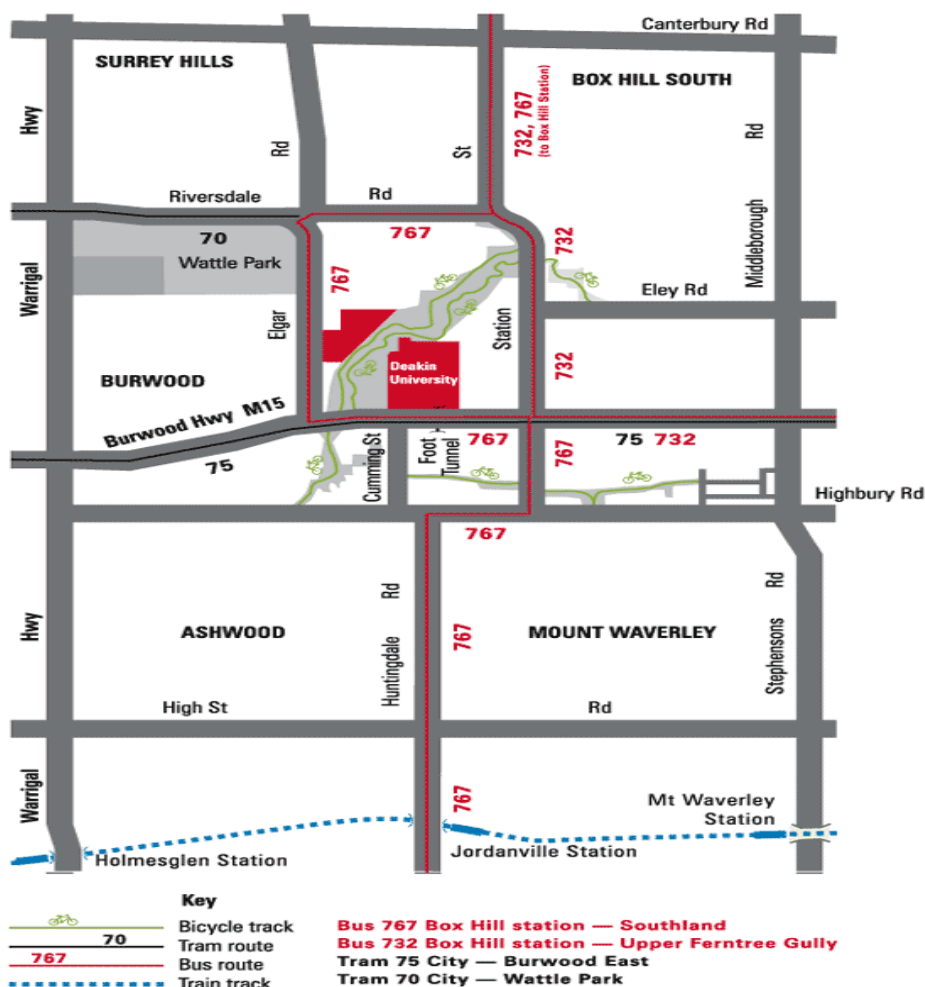
The majority of students and staff stated that they would consider using alternative forms of transportation, but only after a number improvements were made. For example, using public transport would be considered if Metcards were cheaper and bus services were increased or cycling would be considered if there were adequate cycle paths that were safe, preferably off-road and avoided any main roads.

Deakin University

Deakin University was established in 1974 and officially opened at the Waurn Ponds Campus in Geelong in 1977. The University has five campuses, two in Melbourne's eastern suburbs, two in the port city of Geelong just south of Melbourne, and one in Warrnambool on the south-west coast of Victoria. Currently recognised as Australia's fastest growing research institution, Deakin has attracted a growing pool of international staff and students that is supported by world-class facilities and infrastructure.

The Melbourne Campus at Burwood is Deakin's thriving metropolitan campus, attracting more than 14,000 undergraduate and postgraduate students and 2,004 staff members. The campus is located alongside Gardiner's Creek parklands in Melbourne's eastern suburbs, about 45 minutes by tram from the city centre.

Location



Campus map

Deakin University's Melbourne Campus at Burwood is located alongside the Gardiner's Creek Trail, providing opportunity for cycling and walking as a mode of transport to the University. A tram is located at the Burwood Hwy entrance point for commuters travelling from the city or Vermont South. Buses also connect with a number of suburban train stations to the University.



The Current Situation – Summary

How staff and students travel now

This year staff and students were asked to write down the post-code of where they live during trimester to ascertain the distances people travel from to get to the Melbourne Campus at Burwood. The data provides useful information on the possible number of staff and students who could travel to the campus via public transport, cycling or walking.

Table 1: Percentage of staff and students who live within a 5-10km radius of the Melbourne Campus at Burwood

AREA	POSTCODE	ALTERNATIVE TRANSPORT MODE	% STAFF WHO RESIDE IN POSTCODE	% STUDENTS WHO RESIDE IN POSTCODE
Gardiner's Creek Trail (Blackburn - Malvern East)	3130, 3128, 3125, 3147, 3145	Cycling, Walking	14.7%	16.3%
Burwood/Bennetswood	3125, 3125	Cycling, Walking	5.4%	7.7%
Tram 75	3133, 3151, 3124, 3146, 3122	Tram	7.4%	8.5%
Tram 70	3124, 3127, 3126, 3122	Tram	2%	4.7%
Glen Waverley Train Line	3150, 3149, 3145, 3146, 3144	Train/Bus 767	3.5%	5.7%
Belgrave/Lilydale Train Line	3135, 3134, 3130, 3127, 3132, 3128	Train/Bus 732 or 767	15%	11%
TOTAL			48%	54%

Table 1 demonstrates the percentage of staff and students who live within a 5-10km radius of the Melbourne Campus at Burwood and as such the potential for almost half of the staff (48%) and student (54%) population who could be travelling to the campus by alternative transport modes such as public transport, walking or cycling.

According to the Cycling Promotion Fund travelling 10km on a bicycle can be just as fast as driving a car (REF), based on the information shown in the data, there is the potential for a large number of staff and students to be cycling to campus and at the same time obtaining health and environmental benefits such as improved fitness and reduced carbon dioxide emissions.

Has travel in a single occupant motor vehicle decreased?

Figure 1: Staff Mode of Transport between 2007 and 2009

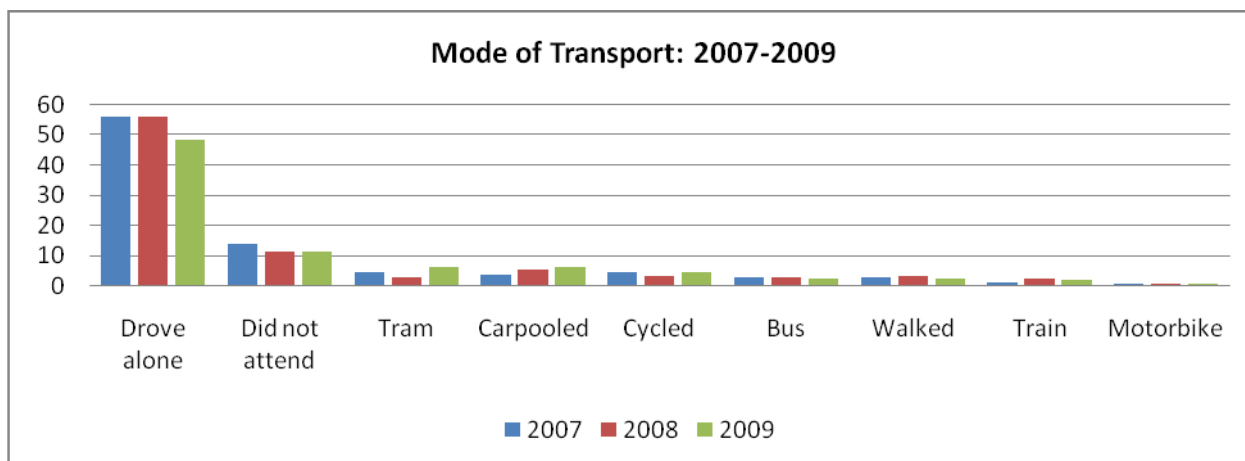
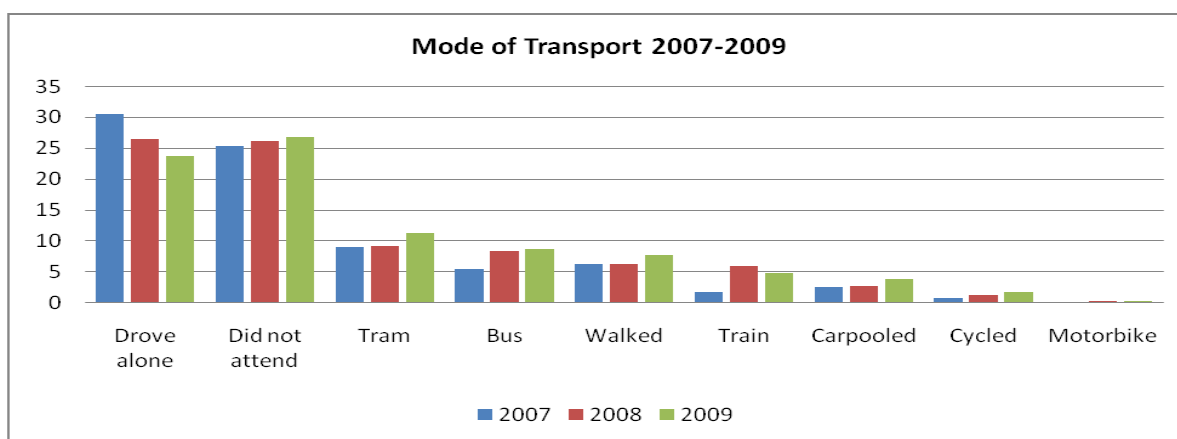


Figure 2: Student mode of Transport between 2007 and 2009



The results in figures 1 and 2 indicate that student and staff travel in a single occupant motor vehicle has decreased since the TravelSmart program began in 2007. In 2007 almost 60 percent of staff and 31 percent of students were driving in a single occupant motor vehicle. In 2009 48.3 percent of staff and 23.7 percent of students travel in a single occupant motor vehicle.

The data in figure 1 demonstrate that travel by tram among the staff population has increased since 2007 where 6 percent of staff take the tram to get to campus (4.7% in 2007). Interestingly the number of staff carpooling to the Melbourne Campus at Burwood has increased despite no formal carpooling arrangements from 3.6 percent in 2007 to 6.2 percent in 2009. Cycling is also increasing steadily after a decline in 2008 where 4.5 percent of staff cycle to the campus on a regular basis.

The data in figure 2 demonstrates that student travel by tram has increased over time from 9 percent in 2007 to 11.3 percent in 2009. There was a jump in the use of buses between 2007 and 2008 (5.5% in 2007 to 8.4% in 2008), 2009 shows a stabilisation of bus use. This may be due to the overcrowding on

buses due to an increase in students numbers at Deakin University and the Melbourne Institute of Business Technology (MIBT). Walking and cycling rates have also increased among the student population. In 2007 0.7 percent of students cycled to the Melbourne Campus at Burwood, in 2009 this has shifted to 1.7 percent, similarly walking rates were 6.3 percent in 2007; in 2009 this has shifted to 7.8 percent. It is interesting to note that over the 2 years carpooling has increased from 2.6 percent to 3.8 percent despite the absence of formal carpooling arrangements.

Do more staff and students live within easy walking/cycling distance from the campus than currently walk or cycle?

Table 1 indicated that there is the potential for 14.7 percent of staff and 16.3 percent of students to be cycling to the Melbourne Campus at Burwood, however, current cycling rates are quite low at approximately 2-5 percent. A number of analysis were undertaken to determine the barriers to cycling – some of these include bicycle ownership rates, road safety, weather, storage facilities, time, lack of confidence and washroom facilities.

Figure 3: Bicycle ownership and use

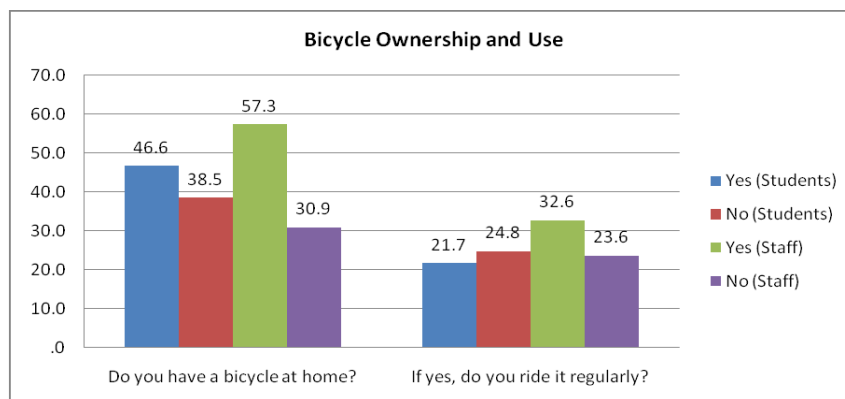


Figure 3 demonstrates that 46.6 percent of students and 57.3 percent of staff own a bicycle. Despite relatively high bicycle ownership rates only 21.7 percent of students who own a bike cycle on a regular basis. Staff generally cycle more frequently at 32.6 percent. The data suggests that more staff and students could be cycling to Deakin. Further analyses were undertaken to determine the proportion of staff and students who own a bike and cycle to the Melbourne Campus at Burwood.

Figure 4: Cycling rates to the Melbourne Campus at Burwood

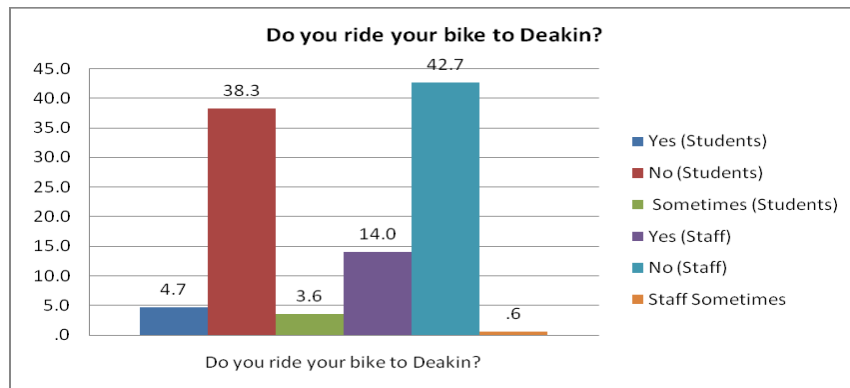


Figure 4 demonstrates that only 4.7 percent of students cycle on a regular basis to the Melbourne Campus at Burwood, while a higher proportion of staff cycle on a regular basis at 14 percent. These figures are higher than the actual observed counts demonstrated in figures 1 and 2 – this may be due to over reporting by staff and students of cycling compared to the actual proportion who do actually cycle.

Analyses were then undertaken to determine some of the potential barriers for students and staff cycling the Melbourne Campus at Burwood. The first two analysis will look at end-of-trip facilities at Deakin and whether staff and students feel this would encourage them to cycle to campus.

Figure 5: End of trip facilities on the Melbourne Campus at Burwood

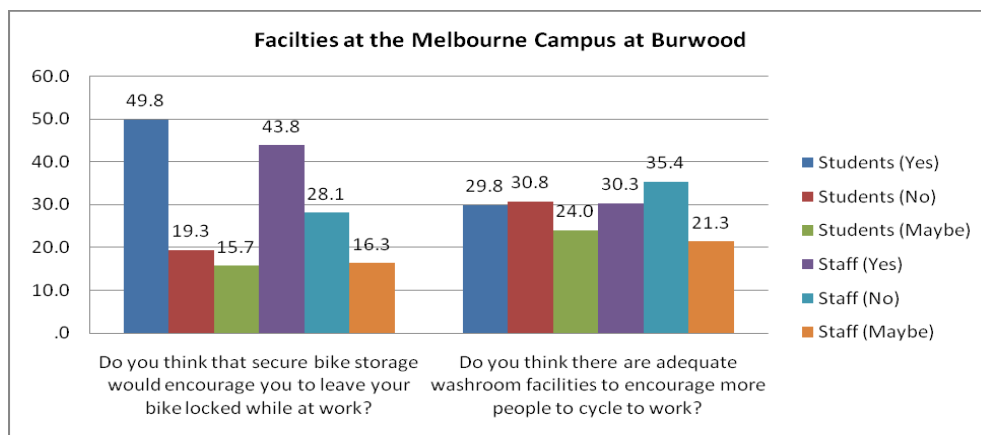


Figure 5 demonstrates that 49.8 percent of students and 43.8 percent of staff would be encouraged to cycle if there were secure bike storage areas on campus. Some comments include:

“Security is a big issue. If I had a bike and rode it to uni, I would like to think it could be kept in a secure area” (Student)

“If an area is designated for bike, that will encourage more people to cycle” (Staff)

The data in figure 5 shows a mixed response when it comes to washroom facilities at Deakin. Around 30 percent of students and staff think there are adequate washroom facilities to encourage people to cycle

to work. At the same time around 30 percent of students and 35 percent of staff think that there are not enough washroom facilities to encourage cycling. There are also a number of students and staff who do not know whether there are enough facilities. Some examples of various comments include:

“Have no idea what washroom and locker facilities are available” (Student)

“I don’t remember seeing any on the Burwood campus and if they were we were not made aware of them” (Student)

“On the Elgar Road campus, there are minimal facilities, there are no showers or change room facilities” (Staff)

“At Greenwood Park, there is only one shower” (Staff)

Further to investigating end-of-trip facilities at the Melbourne Campus at Burwood students and staff were asked to rate whether the following aspects discouraged cycling to work: road safety (traffic, lack of bike lanes); weather; storage facilities; time; and lack of confidence.

Figure 6: Student perceptions of cycling

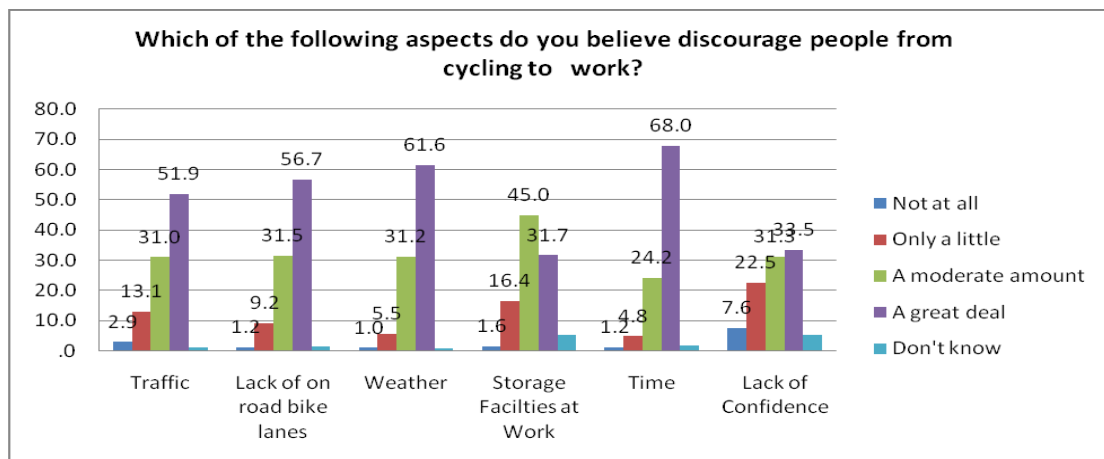
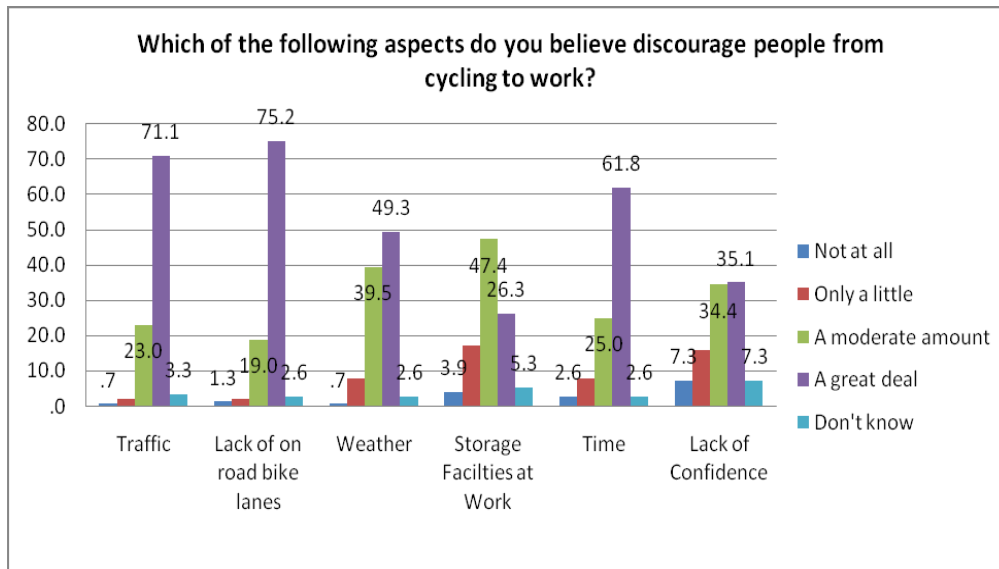


Figure 6 demonstrates that time is an important factor for students (68%) when considering cycling to the Melbourne Campus at Burwood, particularly the time it takes by bicycle to get to campus. Factors such as the balance of study, part-time work and/or student placements may have contributed to this result. Weather was also a deterrent for students when considering cycling where up to 61 percent stated that this discouraged students a great deal. Road safety concerns such as the busyness of traffic and lack of on-road bike lanes were similarly barriers for students when considering cycling to the university. 51.9 percent and 56.7 percent of students respectively stated that this discouraged cycling a great deal. Further analysis were undertaken to determine whether there were gender differences in any of these factors. A significant difference was found for traffic, lack of road lanes and lack of confidence where women were generally found to be more discouraged than males in these areas which is consistent with the literature.

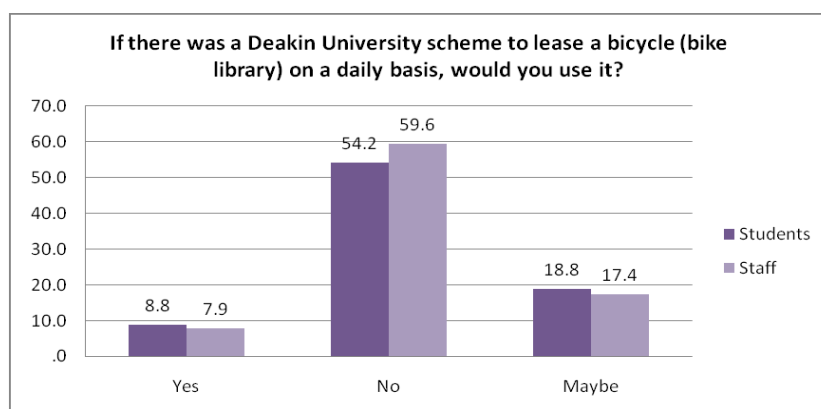
Figure 7: Staff perceptions of cycling



The data in figure 7 indicate that staff feel a lack of on-road bike lanes and the busyness of traffic discourage people from cycling to work. Around 75 percent of staff stated that this discouraged people a great deal from cycling. A further 61.8 percent of staff stated that a lack of time discourages people a great deal from cycling, while the weather was another relatively important factor where 49.3 percent of staff stated that this discourages people from cycling. Storage facilities at work were considered to discourage people from cycling moderately (47.4%). Further analysis were undertaken to determine whether there were gender differences in any of these factors. Significant differences were found for road lanes and time. A greater proportion of women are employed part-time compared to men in this sample.

Would a University managed bike library encourage more cycling?

Figure 8: Staff and Student use of a bike library



The data in figure 8 indicates that a small percentage of staff (8.8%) and students (7.9%) would consider using a bike library on the Melbourne Campus at Burwood. A further 18.8 percent of staff and 17.4

percent of students stated that they may use a bike library. A large proportion of staff (54.2%) and students (59.6%) indicated that they would not use a bike library. This year the survey asked staff and students to outline the reasons for not using a bike library. The most common reasons included:

- Already have a bike / prefer own bike to ride
- Feeling unsafe on the roads when cycling to campus
- Too far to cycle from home

Examples of comments include:

“Have a bicycle, so if going to ride to work would use my own. Don't need one to get around campus” (Staff)

“I am too scared to ride on the road (past accident) and don't know the bike path route...” (Staff)

“As I don't have a bike, but may not use it because I don't like riding in traffic. If there was a bike track I would be more likely to ride” (Student)

“Because I live so far, it is hard for me to ride for a long time” (Student)

Staff and students who stated that they may use the bike library were analysed further. The most common responses included:

- Economic reasons
- Speed, i.e. faster than another method
- If there was an alternative and safer route to get to uni besides the road

“It would have to be very very cheap to entice me to use it” (Staff)

“It depends on what is most economic and the fastest way to get to and from work” (Staff)

“Burwood Hwy is very polluted and I wouldn't feel safe riding along it. If I found an alternative route, I might use this service though” (Student)

“Depends on cost, quality and safety of bicycles” (Student)

Further analysis were undertaken to determine whether there was a difference between domestic and international student responses – this was undertaken to ascertain whether international students would find a bike library helpful to get around Melbourne, however, no significant differences were found.

What are the most common reasons for staff and students who walk or cycle to the Melbourne Campus at Burwood?

The reasons for walking and cycling to the campus were similar to the 2007 and 2008 surveys where close proximity and convenience were contributing factors. Most staff and students who walk or cycle to the campus state that they live within a short distance from Deakin, making it the easiest and most convenient method of transportation for them.

[I cycle] because I live really close to Burwood campus (Student)

“[I cycle] quicker than any other method (4km)” (Staff)

“I live 2 kilometres from Deakin and so I walk to and from work every day” (Staff).

"I live on Station Street, 5-10 mins away from uni, it was seem pointless to drive [walk]" (Student)

One of the single biggest factors for students who walk and cycle to campus was the benefit of saving money. A number of students stated that this was a cheaper alternative to driving, particularly as they saved on the costs of a parking permit and petrol.

"Cycling... to avoid paying for parking, decreasing petrol costs, not having to look for a park" (Student)

"Cost - virtually free to ride to Uni (occasional bike parts)" (Student)

"Wouldn't want to waste money on a Metcard if I can walk there" (Student)

The 2009 surveys showed an increase in the number of staff who stated they walk or cycle to campus because of environmental reasons, a number of students also indicated that they walk or cycle to reduce their carbon footprint. Comments include:

"Environmentally sound. No cost. Why wouldn't I [cycle]?" (Staff)

"Reduce [my] carbon footprint by avoiding driving" (Staff)

"I am trying to drive less to decrease my carbon footprint" (Student)

"Walking is better for the environment" (Student)

For many staff and students, keeping fit and healthy was another incentive for walking and cycling to the Melbourne Campus at Burwood. "Exercise", "Fitness" and "Healthy" were the most common words used to describe why staff and students walk and cycle. Comments include:

"Why pay for parking when walking is healthy and free" (Student)

"Walking is a free method of exercise" (Student)

Would more staff and students like to walk and cycle than currently do so?

Despite current travel habits, 20-30 percent of students and staff have indicated that they would consider cycling or walking if there were a number of changes that took place to make these activities easier. These were very similar, if not the same as the previous years. Many staff and students felt that the extension of cycling and walking tracks would encourage a greater number of people to ride or walk to Deakin. Many also suggested that cycling tracks should be integrated with other forms of transportation (i.e. trains, buses and trams), and that more designated cycling lanes, either on or off road, would provide a much safer journey to and from the University.

"Having a designated cycle lane or shoulder along Burwood Hwy would assist in encouraging cycling" (Staff)

“The installation of wide cycle ways that save crossing/travelling in traffic lanes, making walk ways safe with adequate lighting, concrete paths in good condition including crossing ramps and pedestrian crossings” (Student)

“Bike path along Burwood Highway- either on footpaths or on roadway with a well marked lane. Bike paths through back streets well signposted” (Staff)

Other suggestions to increase the number of staff and students cycling to Deakin included improving and increasing the number of available facilities such as secure bike-storage areas (including undercover bike racks), showers, change rooms and secure lockers.

“Shower facilities across campus, more bike lockers throughout campus (not racks, lockers)” (Student)

“More and better equipped shower facilities; Better security around bike racks; More covered bike racks” (Staff)

To increase the number of staff and students walking the following suggestions were offered:

“Walking groups that discover the general area at lunchtimes may help students/ staff to grow more familiar (and feel safer) with walking in the area” (Student)

“To encourage walking, free shoe lockers, and appropriate recommendations for bags (perhaps have good walking bags available for purchase on campus)” (Student)

If there are options for using public transport, are staff and students who could use this service doing so?

Table 4: Public Transport that service the Melbourne Campus at Burwood

Public Transport	Services
Train	<ol style="list-style-type: none"> 1. Lilydale/Belgrave Line connecting with 767 and 732 bus services 2. Mt Waverley Line connecting with 767 bus service
Tram	<ol style="list-style-type: none"> 3. 75 Tram which runs from Vermont South to Spencer St (CBD) 4. 70 Tram which runs from Wattle Park to Bourke St Docklands
Bus	<ol style="list-style-type: none"> 5. The 767 bus which runs from Box Hill to Southland 6. The 732 bus which runs from Box Hill to Upper Ferntree Gully

There are a number of Public Transport options for staff and students to use to get to and from the Melbourne Campus at Burwood. As Table 4 demonstrates there are two train lines which connect with the two bus services in the area. There are also two tram lines, the 75 tram stops in front of the campus while the 70 tram stops at Wattle Park and connects with the 767 bus, alternatively staff and students can take a 15 minute walk to the Elgar Road campus. Despite the number of available services bus use has

stagnated over the past year as indicated in figures 1 and 2. Tram use on the other hand has generally increased. The data below describes the reasons for little growth in bus use.

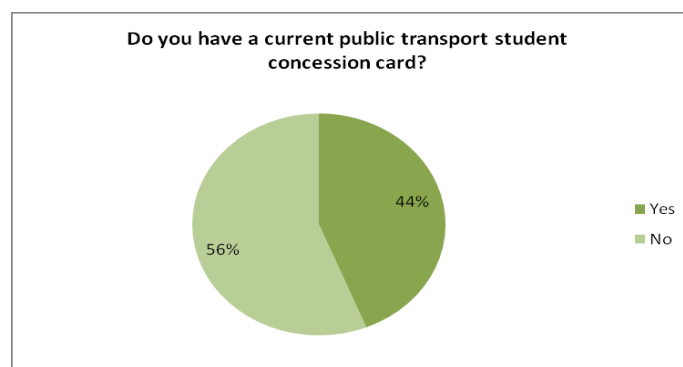
Overcrowding on the 767 bus was raised as a specific issue, particularly for students – this bus service leaves from Box Hill Train Station, travels down Elgar Road and stops at Deakin University on Elgar Road and on Burwood Hwy – this bus continues to Southland, and passes Jordanville Station on the Glen Waverley Line picking up and dropping off many students from both the University and Presbyterian Ladies College. The merger of the Toorak Campus with the Melbourne Campus at Burwood has inevitably increased the demand on the 767 bus and has led to overcrowding of this service. Comments include:

“The 767 bus route from Deakin is jam packed around 3:00pm times. It would be great if there were more of them so that people would actually be able to get on the bus! Some people are left behind and forced to wait over an hour for a bus and that should not be acceptable” (Student)

“The fact that there is only one bus -767- that passes in front of the uni is a problem. The 767 bus is not as regular as a bus you would expect to travel through universities and also schools” (Student)

“The bus 767 should be a smart bus and therefore run every 15 minutes. This would mean students would not have to wait long and also help prevent overcrowding on the bus due to an increased frequency”

Figure 8: Public Transport Student Concessions



The data in figure 8 indicates that 44 percent of students have current public transport student concession cards. Further analysis found that the majority of students who had a public transport concession card were undergraduate domestic students. These results are not surprising as international, off-campus and post graduate students are not eligible for public transport concessions in Victoria. This discrepancy is articulated by students who feel that concessions should be given to all students who study in Melbourne. For example:

“Concession cards for International, Postgraduate, distance and part time students - this would encourage more people to use public transport - it's very expensive otherwise, especially with the zoning out the front of Deakin Uni” (Student)

“What’s with making off-campus students who are FULL-TIME ineligible for a concession card? We still have to study 10 hours a week per subject, don’t we? We still work long hours, don’t we? Keep it fair!” (Student)

“Being an international full-time student who has decided to forgo working part-time to concentrate on my studies I think it is unfair that I bear the full cost of a daily travel from where I live to here. I find it VERY UNFAIR that local students are able to halve their travelling costs and enjoy a massive savings while international students who half the time don’t even get a job, have to fork out the full cost of public transport” (Student)

How would staff and students prefer to travel?

On average 45 percent of students and 40 percent of staff in this study indicated that they would consider using public transport to get to and from the Melbourne Campus at Burwood. However, staff and students both stated that some of the following changes would need to occur before travel by public transport was considered.

Table 5: Student and staff recommendations to increase public transport use

Student Recommendations	Staff Recommendations
<ol style="list-style-type: none"> 1. Increase the number of bus services to the Melbourne Campus at Burwood (introduce a Deakin express service) 2. Increase the frequency of existing buses, particularly the 767 service 3. Extend Zone 1 to the Melbourne Campus at Burwood 4. Provide public transport concessions for postgraduate and international students 5. Improve public transport generally in outer suburbs 6. Increase the frequency of the 70 and 75 trams to the campus – extend the 75 tram to Knox City 	<ul style="list-style-type: none"> • Have subsidised Metcards for staff/make it cheaper than car parking • Extend Zone 1 to the Melbourne Campus at Burwood • Provide adequate shelter at bus & tram stops for hot and/or rainy days • Increase the number of bus services to the campus – provide a direct route • Improve public transport generally in outer suburbs

The 2009 survey highlights some of the main issues experienced by staff and students with regards to Public Transport. These include:

1. Poor public transport access and services including frequency, reliability and number of available services
2. Overcrowded, infrequent and unreliable bus services that surround the Melbourne Campus at Burwood
3. The overlap of Zone 1 and 2 near the campus which means that staff and students must buy a zone 1 / 2 ticket for a very short distance (less than 1.6km)

Students and staff have identified a need for vast improvements to the wider public transport system in order to increase staff and student use. For example:

"If public transport was more direct I may consider it. At present if I take public transport it almost doubles the time required to get to work" (Staff)

"Better access to public transport. Better network of public transport. Punctuality of public transport" (Staff)

"[We need] Better, more reliable services from more destinations (for Public Transport)" (Student)

"More frequent buses, trains and trams, trains that run on time" (Student)

Students and staff alike stated that there would need to be an increase in the number of bus services, including frequency, particularly during peak times before they would consider taking public transport to the Melbourne Campus at Burwood. Comments include:

"More buses during peak times (e.g. 9 am and 4 pm), as during these times buses are often too crowded to get on and are very unpleasant to use" (Student)

"More frequent buses and diverse bus routes eg not just one every forty minutes to Box Hill that ends up being too crowded to even take everyone on board" (Student)

"If the public transport arrived on time and actually picks me up from the bus stop and doesn't drive straight past when full" (Staff)

"More bus services to/from Box Hill railway and more shelter provided for waiting" (Staff)

Similar to the previous year, staff and students suggested the extension of Zone 1 in the public transport system to include Deakin University. Many stated that this would increase the number of people who study or work at the University catching public transport.

"Making the tram/bus stops at Deakin part of both Zones 1 and 2 in the public transport network" (Student)

"Deakin could be moved into zone 1 (like almost all other city universities where zones have been changed)" (Staff)

"Extending Zone 1 to include the Deakin tram stop at Melbourne Uni... it becomes really expensive to pay for zone 1 and 2 when I'm only going a few stops ahead... so inconvenient, I think it's really unfair..." (Student)

"Extend the Public transport joint Zone 1 & 2 area to Deakin - this means if you live in zone one, you don't have to buy a Zone 1 & 2 ticket - it's cheaper for students" (Student)

What factors support more sustainable travel?

What are the common factors that influence the decisions for staff and students who don't drive to or from the University campus?

Table 6: Travel mode undertaken by staff and students and reasons for mode chosen

Travel Mode and Reasons:	Travel Mode and Reasons:
Walking/Cycling <ul style="list-style-type: none"> • Live next to/near Deakin University • Cheaper • Easier/Convenient and quick • Exercise/health and environmental reasons • Don't have a car/license 	Public Transport (Bus, Tram and Train) <ul style="list-style-type: none"> • Don't have a car/licence • Cheaper/more affordable • Convenient/Public Transport close to home • Only mode of transportation • Easy and quick • Environmental Reasons/choose not to have a car

The main reasons why students and staff use sustainable transport, such as walking/cycling or public transport, to get to and from Melbourne Campus at Burwood is due to the convenience it provides. Living within close proximity to the University makes it viable for many staff and students to walk or cycle to Deakin. Similar to the reasons staff gave for cycling or walking to campus (pages 12 & 13) close proximity to public transport which provides a direct route to the University was another important factor, particularly for students. Both students and staff commented that taking sustainable transport was also a cheaper method of transportation. Together with rising fuel prices and the cost of parking permits, sustainable travel makes it a viable option for some students, in particular. Others could also see the health benefits for themselves in using sustainable methods of transportation. Concern for the environment and reduction of personal impact on the planet was another important factor for using sustainable methods of transportation.

What existing facilities in the local area support staff and students that walk/cycle, catch a bus or public transport?

Table 7: Factors that support active travel mode

Travel Mode	Facilities that currently support travel mode
Walking/Cycling	<ul style="list-style-type: none"> • Walking/cycling tracks alongside the University, i.e. Gardiner's Creek Trail • Lockers in change rooms (Building HC) • Ironing board locker in change rooms (Building HC) • Secure Bicycle Cage on campus (Building HC) • Clean showers and change rooms in Buildings (Building HC & B) • Ride to Uni Day • Cycle Tuesdays • Deakin Green Commute
Public Transport	<ul style="list-style-type: none"> • Tram 75 located on Burwood Hwy, just outside of University • 767 and 732 buses service the university and connect with trains

	<ul style="list-style-type: none"> • Student concessions for full-time undergraduate domestic students • Comprehensive TravelSmart website • Deakin Green Commute
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Do there appear to be any car pooling arrangements already operating on the University campus?

In September 2008 the TravelSmart group introduced carpooling to the campus after results from the 2007 survey highlighted a need from staff and students to implement a carpooling scheme. Carpooling has been temporarily put on hold as the service provider went into insolvency two months after implementation. TravelSmart is currently investigating an alternative service provider for Deakin University and hopes to have one established for Trimester 1, 2010. It is suggested that carpooling as a travel mode is measured in the following year to ensure that an accurate record of carpooling use is recorded.

To encourage the Deakin community to use a carpool service, staff and students suggested that a public website where they can register and organise carpooling themselves. Reduced car parking fees and designated car-pooling car parks was also suggested to encourage more people to car-pool to Deakin. Some comments include:

“A public website of people who are willing to use car pool. One can register and match with another suitable person” (Staff)

“To encourage car-pooling perhaps Deakin could set up a website that helps people to find others with similar timetables who live nearby to carpool together. Perhaps carpooler’s could get cheaper parking rates as a further incentive to carpool” (Student)

“Carpooling, especially if there was car spaces reserved for carpooler’s, I’d gladly drive other students to and from uni” (Student)

What activities or programs in the University campus link with what we are trying to achieve with Deakin University’s Travel Plan?

In 2009 the university employed its first Environmental Manager to implement the newly created Environmental Management Plan (2010). This plan has nine key program areas and sustainable transport is one of these key areas. TravelSmart committee members have formed the sustainable transport working group for the university due to their experience in developing travel plans and working on transport issues on the Melbourne Campus at Burwood for the past three years. This provides an excellent opportunity to embed some of the key activities that TravelSmart have developed during this time and provide strategic direction for the university as a whole to support sustainable and active travel.

What currently discourages more sustainable travel?

What were the most common reasons given by staff and students for driving?

It was seen from the survey results that 48.3 percent of staff and 23.7 percent of students drive in a single-occupant vehicle. The data also suggests that 62 percent of staff and students from this sample will continue to do so in the future. Similar to the previous years, the most common reason for this mode of travel was to save time. Many commented on the time saved when travelling by car and the convenience of this form of transport over public transport, walking and cycling. Staff and students also stated that they found it more convenient to drive, especially if they had after work activities/functions to attend to, or had to drop-off and pick-up their children from school.

“Often need to travel straight to uni to work. No quick public transport option available from the campus to Ringwood” (Student)

“Travel time is significantly shorter compared to public transport. 15 mins compared to 45-60 min” (Student)

“Have to drop off primary school aged child not before 8.30am therefore would not be possible to use public transport to get work on time by 9am” (Staff)

Another important reason why both staff members and students take a car to get to and from Deakin University is due to poor access to public transport from where they live and finding it complicating and confusing. Many for instance, commented on the number of connections between various modes of transport that they would have to take to get to and from Deakin.

“If I take public transport I have to take 3 modes; bus, train, bus wasting more than 1 hour” (Staff)

“There is no direct (or semi direct) way to get to the campus using public transport (would take over an hour) despite only living 30 minutes away” (Staff)

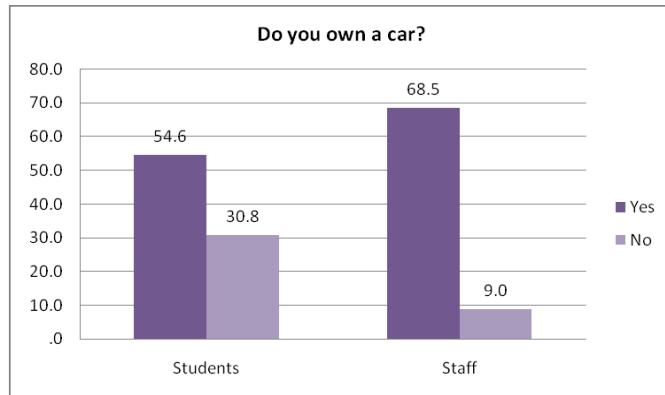
“Public transport is absolutely shocking...I live 5kms from Deakin but would have to catch 2 buses 1 train and a tram to get there!!!” (Student)

“No public efficient public transport- I would need to catch a train, then a bus, then a tram” (Student)

Car ownership and efficiency

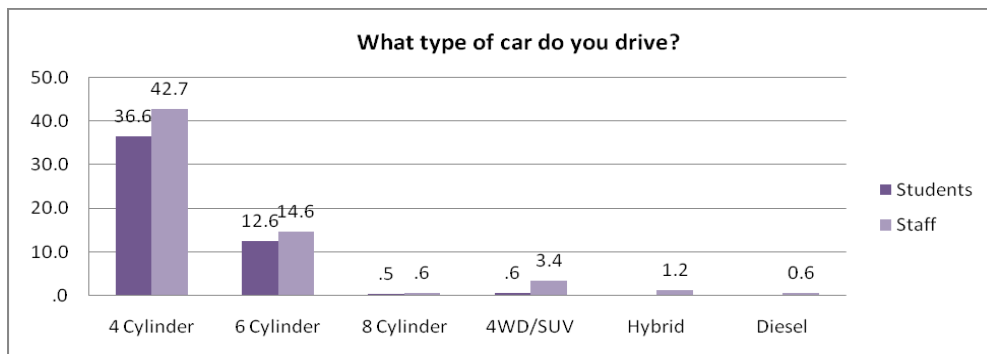
The 2009 travel survey measured the number of staff and students who own a car, the age and fuel type. These measures were undertaken to gauge the emissions produced by staff and students.

Figure 9: Car Ownership Rates



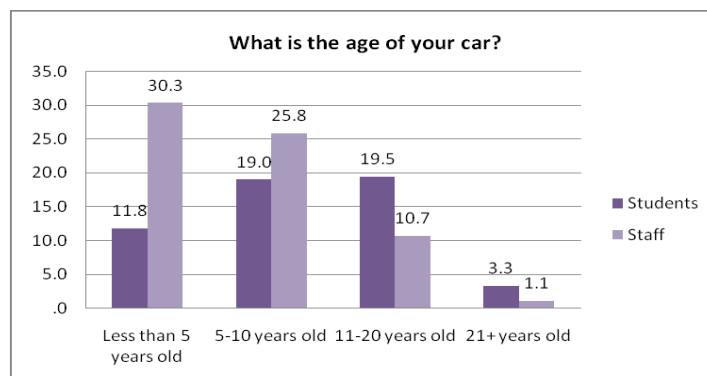
The data in figure 9 indicate that 54.6 percent of students and 68.5 percent of staff own their own car. Further analyses were undertaken to determine the type of car driven and the average age of vehicles.

Figure 10: Car type



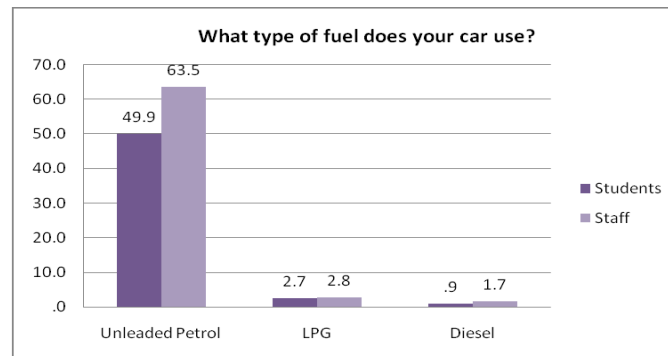
The data in figure 10 indicates that the majority of staff and students own a 4-cylinder vehicle. A smaller percentage of staff and students own a 6-cylinder vehicle. Very few staff and students own an 8-cylinder vehicle or 4WD/SUV while a very small proportion of staff own a hybrid or diesel powered vehicle.

Figure 11: Age of car



The data in figure 11 indicates that a greater percentage of staff in this sample own a car less than 5 years old (30.3%), while student rates vary across the age group. The majority of students (38.5%) own a car that are either between 5-10 years or 11-20 years of age.

Figure 12: Fuel type



The data in figure 12 indicates that the majority of cars are fuelled by unleaded petrol – only a small percentage of cars are fuelled by LPG or Diesel.

Further analyses were then undertaken to determine the approximate amount of greenhouse emissions that these cars emit on an annual basis, the number of black balloons equivalent and the number of trees required to offset these vehicles over a period of 12 months.

Table 8: Emissions according to vehicle type over a 12 month period

<i>Vehicle Type</i>	<i>Number of Cars</i>	<i>Greenhouse emissions (tonnes)</i>	<i>No. of black balloons**</i>	<i>Number of Trees required to offset***</i>
4-cylinder unleaded petrol	303	1305.93	26,000	3,636
6-cylinder unleaded petrol	93	517.08	10,340	1,488
LPG	20	51.32	1,026	160
Diesel	8	29.12	582	104
Total	424	1903.45	37,948	5,388

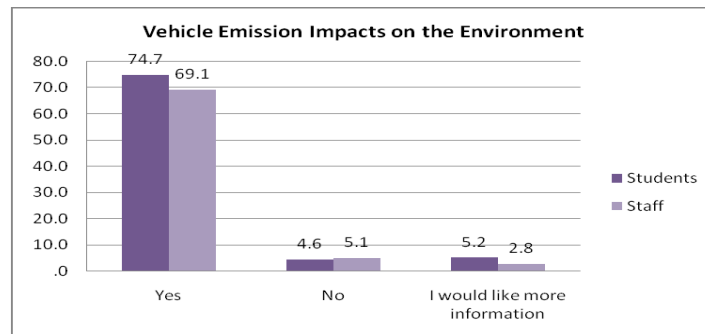
*the data in table 8 is based on the EPA's car eco meter, it assumes that the vehicle is of post-1997 age, automatic transmission with an annual driving distance of 15,000km. The number of greenhouse emissions are therefore an estimate in this calculation.

**1 black balloon is equivalent to 50 grams of greenhouse gas, based on the State Governments program <http://www.saveenergy.vic.gov.au/getthefacts/whatisblackballoon.aspx>

***the total number of trees required to offset each car was calculated using Greenfleets web tool Australian Tree Totaller <https://secure.greenfleet.com.au/treetotaller/treetotaller.htm>

The data in table 8 indicate that from the number of cars owned by staff and students together they produce approximately 1903 tonnes of greenhouse gas emissions, this equates to over 37,000 black balloons. To offset these emissions over 5000 trees would need to be planted.

Figure 13: Awareness of the impact that vehicle emissions have on the environment

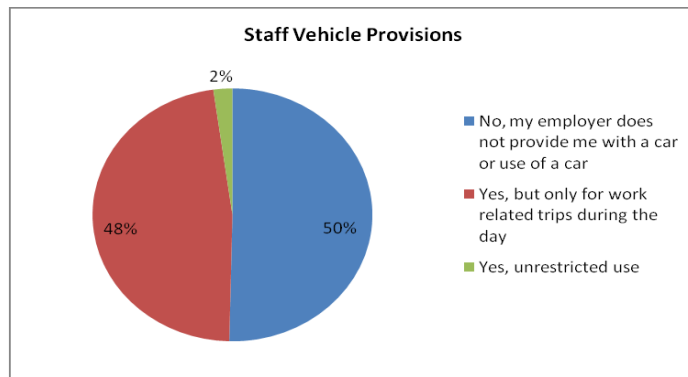


The following question asked staff and students to rate whether they knew of the impact that vehicle emissions have on the environment. The data in figure 13 indicate that a high proportion of staff and students are aware of the impacts (74.7% students and 69.1% staff). These results suggest that level of awareness is high, however, awareness does not necessarily create change to more sustainable behaviour. As outlined in table 5 students and staff are discouraged to use more active transport modes such as public transport due to a lack of services, overcrowding and infrequency. The results indicate that to increase the number of people using more sustainable transport modes requires supporting infrastructure not just awareness raising.

Staff University Vehicle Provisions

Many staff members at Deakin University have access to a School or Division fleet vehicle or University central pool vehicle which are used for work-related purposes. Staff members do not incur a personal fee for use of these vehicles; however, each School or Division pays a relatively small fee to cover the costs. The graph below demonstrates the number of staff members who have access to a University vehicle and in what capacity they use them.

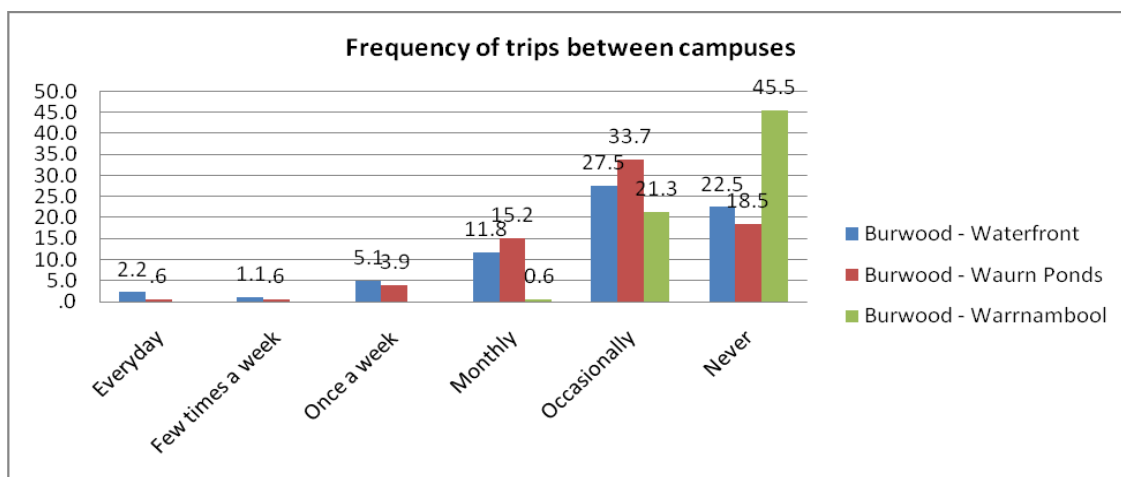
Figure 9: Melbourne Campus at Burwood staff vehicle provisions



The data demonstrate that 50 percent of staff members are not provided with a car or use of a car; however, 48 percent use Deakin’s fleet vehicles for work related trips during the day, this has increased slightly (from 44% in 2008). Only a small percentage of staff members (2%) have unrestricted use to a vehicle.

For many staff members at the Melbourne Campus at Burwood it is often a requirement to visit the regional campuses in Geelong and Warrnambool for work related purposes such as meetings or teaching. The 2009 travel survey also measured the frequency of travel to the Geelong and Warrnambool campuses. The graph below demonstrates the number of trips staff in this sample take on average, during a working week.

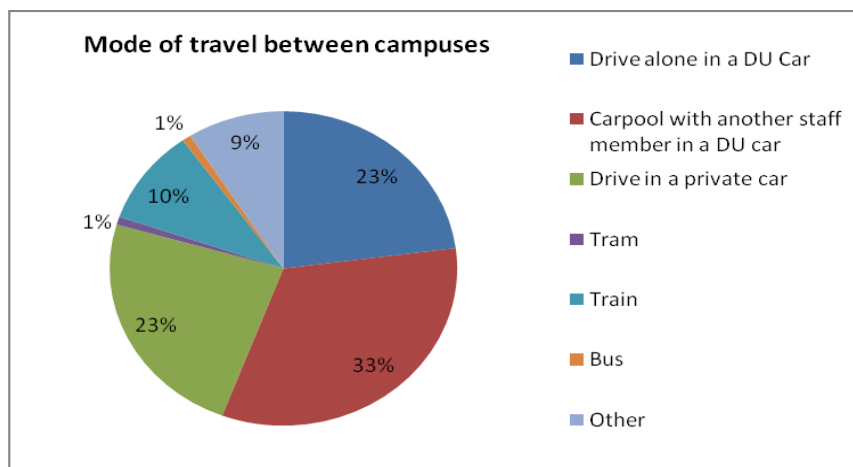
Figure 10: Frequency of work related trips between the campuses



The data in figure 10 demonstrates that the majority of commuting is between the Melbourne Campus at Burwood and the Geelong Campus at Warrnambool or Geelong Waterfront Campus. Few staff members travel everyday or a few times a week and the majority travel occasionally to these campuses.

The main travel option for staff other than a car is the V-Line train which connects with 2 bus services to the Geelong Campus at Warrnambool (including 1 express bus service) and the Geelong Waterfront Campus. The V-Line also travels to Warrnambool where staff can then catch a connecting train to the Warrnambool campus, however, this service runs only 2 times each day. The graph below demonstrates the usual transportation mode for staff when travelling to either Geelong or Warrnambool.

Figure 11: Mode of travel to get to and from the regional campuses

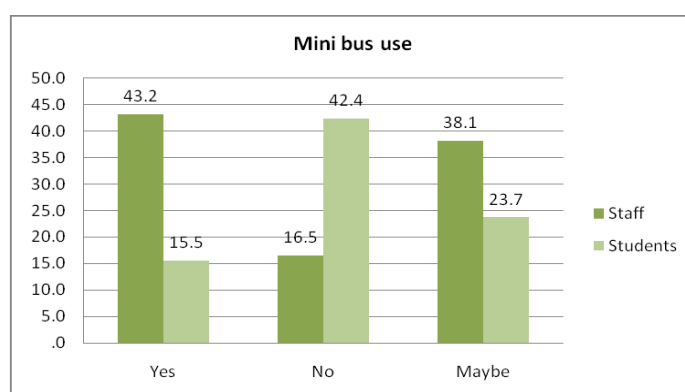


The results in figure 11 indicate that 23 percent of staff in this study drive alone in a Deakin University vehicle to get to and from the regional campuses, while a further 23 percent drive in a private car, which is the same figure as the previous year. Informal carpooling arrangements between staff (33%) are demonstrated in figure 11 while a further 10 percent of staff take the train to get to the regional campuses (7% in 2008).

Intercampus mini-bus service

The 2009 travel survey asked staff and students whether they would use an inter-campus bus service from the Melbourne Campus at Burwood to Geelong if it was introduced. The main findings are below.

Figure 12: Use of an intercampus mini-bus



The results in figure 12 indicate that 43.2 percent of staff would utilise an intercampus bus service to the Geelong campus, while a further 38.1 percent of staff indicated that they may use the bus service. There was a smaller proportion of students who indicated that they would use the intercampus bus service (15.5%) while a further 23.7 percent stated that they may utilise an intercampus bus however, this would depend on two main factors:

- 1. Arrival and departure times.** Many staff stated that the hours of departure and return back to the Melbourne Campus at Burwood would need to be within working hours as many staff have commitments after work such as picking up/dropping off children.
- 2. Number of services.** The majority of staff indicated that there would have to be a number of services offered throughout the day to encourage use of an inter-campus bus, this would provide flexibility around working hours.

Staff and students who indicated that they would use the intercampus bus were asked whether they would like it to pick them up somewhere else between Burwood and Geelong. Some comments include:

“A direct service to / from Burwood (on way to / from Geelong) from a suitable location in city would be terrific” (Student)

“I would be happy to catch it from campus. It should stop however at the waterfront campus, because I think this is often forgotten or given lesser priority when planning such initiatives. If the bus stopped at some larger centres i.e. a city stop and maybe at Footscray, Werribee it might be of assistance to some people” (Student)

“At one of the train stations en route, to save having to drive to the campus in the first place” (Staff)

“Geelong to Burwood Mon, Wed, Fri, - on request, it could pick up Waurin Ponds, a suitable junction on new freeway and Lara. Tue and Thu, it could depart Waterfront and pick up at North Geelong train station and Lara (on request)” (Staff)

Student and Staff flights over a 12 month period

The 2009 travel survey asked both staff and students to state the number of flights they undertake over a 12 month period. The data will be used to assess the viability of a voluntary off-set scheme for staff and students. The number of domestic and international flights will be calculated using Greenfleets on-line web tool to measure emissions. International short flights are classified as flights between Australia and New Zealand/Asia. Long International flights are classified as flights between Australia and the UK, USA, Europe and South America (visit <https://secure.greenfleet.com.au/treetotaller/treetotaller.htm> for more information).

Figure 13: Student return flights over a 12 month period

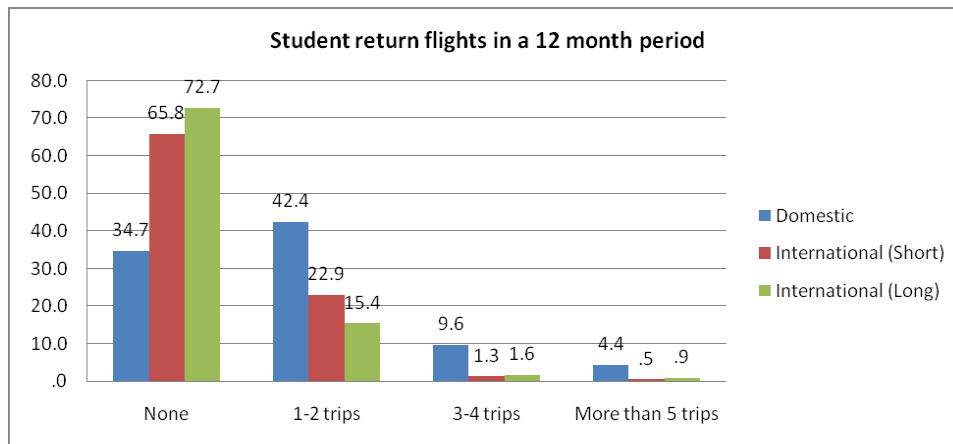


Figure 13 indicates that the majority of trips undertaken by students are for domestic travel at 56.4 percent. A further 24.7 percent of students travelled international short trips over the past 12 months. The data indicates that many students did not fly at all. The data was then analysed for the number of greenhouse emissions that were emitted for these flights, the results are shown below in table 8.

Table 9: Greenhouse Gas emissions according to flight type and number

<i>Flight Type</i>	<i>Number of Flights</i>	<i>Greenhouse emissions (tonnes)*</i>	<i>No. of black balloons**</i>	<i>Number of Trees required to offset***</i>
Domestic	758.5	594.41	11,880	2,218
Intentional (Short)	262	566.68	11,200	2,115
International (Long)	212	1,049.41	20,980	3,916
Total	1,232.5	2,210.5	44,060	8,249

*for air travel calculation, the total warming impact has been used using Greenfleets calculator. This includes the indirect effects of releasing greenhouse gases high into the atmosphere, where they have a greater impact than they would if released at ground level.

**1 black balloon is equivalent to 50 grams of greenhouse gas, based on the State Governments program

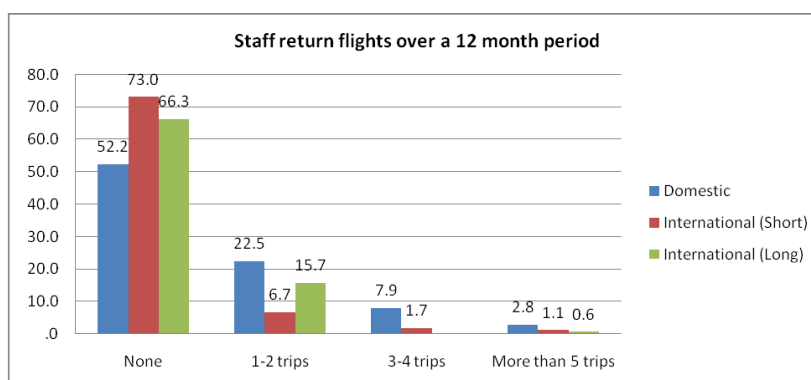
<http://www.saveenergy.vic.gov.au/getthefacts/whatisblackballoon.aspx>

***the total number of trees required to offset each car was calculated using Greenfleets web tool Australian Tree Totaller

<https://secure.greenfleet.com.au/treetotaller/treetotaller.htm>

The data in table 9 indicates that from the total number of flights undertaken by students over a 12 month period approximately 2,210 tonnes of greenhouse gas emissions are produced, this equates to over 44,000 black balloons. To offset these emissions over 8000 trees would need to be planted.

Figure 14: Staff return flights over a 12 month period



Similar to students the data in figure 14 indicates that the majority of trips undertaken by staff are for domestic travel at 33.2 percent. A further 16.3 percent of staff travelled international long trips over the past 12 months. The data indicates that many staff did not fly at all. The data was then analysed for the number of greenhouse emissions that were emitted for these flights, the results are shown below in table 9.

Table 10: Greenhouse Gas emissions according to flight type and number

<i>Flight Type</i>	<i>Number of Flights</i>	<i>Greenhouse emissions (tonnes)*</i>	<i>No. of black balloons**</i>	<i>Number of Trees required to offset***</i>
Domestic	134	105.01	2,100	392
International (Short)	38.5	166.54	3,308	622
International (Long)	47	465.3	9,306	1,737
Total	219.5	736.85	14,714	2,751

*for air travel calculation, the total warming impact has been used using Greenfleets calculator. This includes the indirect effects of releasing greenhouse gases high into the atmosphere, where they have a greater impact than they would if released at ground level.

**1 black balloon is equivalent to 50 grams of greenhouse gas, based on the State Governments program

<http://www.saveenergy.vic.gov.au/getthefacts/whatisblackballoon.aspx>

***the total number of trees required to offset each car was calculated using Greenfleets web tool Australian Tree Totaller

<https://secure.greenfleet.com.au/treetotaller/treetotaller.htm>

The data in table 10 indicates that from the total number of flights undertaken by staff over a 12 month period approximately 736.85 tonnes of greenhouse gas emissions are produced, this equates to over 14,000 black balloons. To offset these emissions over 2,500 trees would need to be planted.

Do the most common factors given for why staff and students drive agree with what you know about the current situation?

Although there are two bus services (767 and 732) to the Melbourne Campus at Burwood, they are infrequent. For example, bus services from local train stations such as Box Hill (Lilydale/Belgrave line) and Jordanville (Glen Waverley line) are only available approximately every 20 minutes, even during

peak hour. Since the merger of the Toorak campus with the Melbourne Campus at Burwood there has been a significant increase in overcrowding on the 767 bus which is compounding the situation. To avoid paying for parking fees there have been reports of students parking in residential back streets, to the resident's dismay. TravelSmart along with the university's student association have been lobbying the state government for increased services on these two bus services, plus the introduction of at least two more services, with limited success. According to the student locality mapping exercise on page eight, many students live within easy reach of these two train lines. Many students and staff, however, have indicated that they don't use this method of transportation as total travel time increases substantially.

Multiple modes of transportation are another deterrent to using sustainable transport to get to the Melbourne Campus at Burwood. Depending on where students and staff reside taking public transport from the outer suburbs for example can take twice as long as driving by car. For example students and staff who live in Rowville are often required to take 2-3 different buses to get to the Melbourne Campus at Burwood, extending their trip from approximately 40 minutes by car to around 1.5 hours by public transport. Considering that a large proportion of students live in the outer suburbs it would be ideal to provide efficient services to increase the number of students and staff using public transport.

The zoning of the University poses another barrier for many staff and students to use sustainable transport. Although the abolishment of zone 3 has occurred, the boundaries for zone 1 have not extended further into the outer suburbs. This has left many students having to purchase a zone 1 and 2 ticket for a very short distance (1.6km from Warrigal Road/Toorak Rd intersection). TravelSmart along with the university's student association have been lobbying the state government to extend the zone 1 boundary to meet at Deakin University, with no success at this stage.

Staff members at Deakin University are able to utilise the University's fleet car for work-related trips. All costs are incurred by the University and there are no incentives to use public transport to get to the regional campuses. The University has also introduced a Flexible Remuneration/Salary Packaging option for eligible staff, which allows for the packaging of items including cars. There are no restrictions on the size or type of vehicle which can be purchased. Similarly for parking permits, staff are able to salary sacrifice their parking permit for the year, which offers them reduced parking rates. TravelSmart have been working to include other items for salary packaging including annual Metcards and bicycles, however, due to the current fringe benefits tax arrangements this has been unable to occur. In 2009 TravelSmart together with the University's new Office of Environment established the Staff Public Transport Challenge where free Metcards were given to staff who take public transport for work related purposes. Due to its success the activity will continue through 2010 and include intercampus travel.

Do University campus facilities discourage staff and students from walking/cycling, catching a school bus or public transport?

To address safety concerns raised by staff and students regarding the parking of bicycles on campus, TravelSmart proposed that a secure storage facility near the change rooms and showers to be built on campus. A new Bike Cage has now been built on the premises which can house 65 bikes at any one time, plus the addition of 20 lockers and 1 ironing board locker in each of the male and female change rooms. In 2010 TravelSmart will propose that bike racks to be built on the Elgar Road campus due to a number of requests.

Are there any locations in the local area that are considered unsafe for staff and students walking/cycling to and from the university campus? What makes these locations unsafe?

Many staff and students find that they need to cycle on the road for part of their journey to the Melbourne Campus at Burwood. On-road bike lanes are absent on a number of roads, or consist of informal bike routes. Students and staff have identified the following roads as unsafe for cyclists due to a lack of on-road bike lanes:

1. Burwood Hwy/Toorak Rd
2. Riversdale Rd
3. Camberwell Rd
4. Station St
5. Elgar Rd

Currently, students and staff find traversing through main roads to get to cycling/walking tracks to be dangerous. Although a number of students and staff who stated that on-road bike lanes would provide a much safer route, many still felt uncomfortable with driving on a road even if on-road bike lanes were in place. A preferred option for many is to increase the number of off-road cycling/walking trails that lead to the University. General comments included:

“Good, safe bike paths would encourage riding, perhaps maps provided of suggested bike or walking routes” (Student)

“Bike path along Burwood Highway- either on footpaths or on roadway with a well marked lane. Bike paths through back streets well signposted” (Student)

“Cycle path so that it’s safer to ride to work” (Staff)

A number of staff and students also commented on a lack of lighting along the Gardiner’s Creek trail and at the entrance of Deakin, especially the underpass.

“Better lighting at tram stops and under passage way to trams on Burwood Highway” (Staff)

“More lighting and security at the Gardiner’s creek at night (esp. winter when it gets dark early)” (Student)

Are there any University policies or rules that discourage staff and students from using more sustainable travel options?

Deakin University Permits:

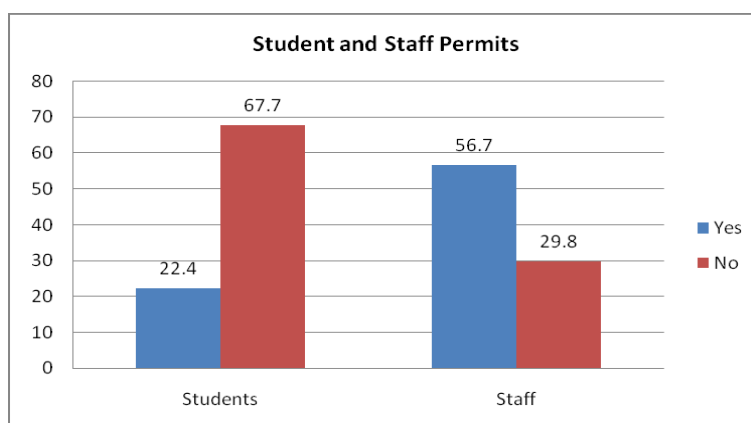
Presently, staff can obtain parking permits through a salary sacrifice at the University. Although these permits are relatively expensive at \$198.50 per year for a blue zone, they are offered at a reduced price through salary sacrifice at \$180.50 per year for a blue zone. Despite the cost, Deakin University has one of the cheapest car parking permits when compared to other universities (see table 11 below). This has been raised to Facilities Services Management Division who co-ordinate parking and associated fees on each campus.

Table 11: Parking Permit Costs across University’s

University	Parking Permit Cost
Deakin University	\$198.50 annual

University of Melbourne	\$1050 annual staff only, \$7 flat rate for students per day
Monash University	\$320-\$550 annual depending on permit type
La Trobe University	\$225 annual
Victoria University	\$300 annual staff only, \$2 flat rate for students per day
Swinburne University	\$114 per month (staff only), \$5.50 flat rate for students per day

Figure 13: Deakin University Parking Permits



The data in figure 13 indicate that 22.4 percent of students and 56.7 percent of staff had bought a parking permit for 2009. This figure has decreased from 2008 where 69 percent of staff and students had a parking permit. TravelSmart will continue to work on changing the perception that driving is cheaper than a public transport fare through awareness raising activities.

Salary Packaging:

The University provides salary packaging for motor vehicles, including novated leases. On a novated lease staff members don't need to spend any capital upfront or make a deposit, they can also choose any car they like. All running costs are incorporated into the annual salary sacrifice (fuel, repairs, maintenance, registration, tyres, insurance) and staff members can have the use of the vehicle without having to budget for the repayments. Interest rates are also fixed over the life of the loan. This arrangement leaves it wide open for staff to choose large, energy consumptive vehicles and encourages staff members to update their car to a new one every three to four years. TravelSmart have been working to remove this benefit, with no success, however, there is now the Green Vehicle Guide Information and link attached to the Salary Packaging Website which provides advice for staff on selecting a more greener vehicle.

It has also been noted that the university does not provide any incentives such as subsidised Metcards or bicycles for staff, yet staff are able to salary sacrifice or package laptops, etc (find policy on). The Deakin University TravelSmart team have been working with the newly formed Environmental Policy Advisory Committee regarding these issues, however, there has been slow uptake – TravelSmart are keen to keep pushing for these policies to be changed.

What are some of the main transport priorities Deakin should address?

This year's travel survey included a question around transport priorities for the Melbourne Campus at Burwood. Eight issues were presented and staff and students were asked to rank whether they were of a low, medium, high or very high priority. These included:

1. Introduce a carpooling service with designated carpooling car parks for students and staff
2. A travel policy which encourages staff and students to take public transport or video conference between campuses, i.e. Burwood and Geelong
3. All flights undertaken by staff for work purposes to be off-set through a voluntary scheme such as climate positive
4. Subsidised or discounted Metcards for staff
5. Deakin University fleet vehicles that are energy efficient, i.e. hybrid (Toyota Prius), diesel (Hyundai 130)
6. Deakin University Marketing vehicles that are energy efficient, i.e. hybrid (Toyota Prius), diesel (Hyundai 130)
7. Parking restrictions for those who live within a 5-10 minute walk to the university
8. A bike library where students and staff can hire a bike for commuting on a daily or weekly basis

Table 12: Student Responses

	Carpooling Service at Deakin	Travel Policy to encourage Green Travel between campuses	Voluntary off-sets for flights	Subsidised/ Discounted Metcards for staff	More efficient University Fleet	More efficient Marketing vehicles	Parking Restrictions	Bike Library
Low	12.4%	12.4%	21.0%	18.8%	13.9%	14.5%	15.7%	11.3%
Med	32.4%	35.9%	38.0%	37.8%	30.3%	31.7%	21.2%	33.2%
High	34.8%	35.2%	26.3%	28.9%	32.7%	29.7%	25.6%	31.8%
V High	20.4%	16.4%	14.6%	14.5%	23.0%	24.1%	37.5%	23.7%

The data in table 12 demonstrates that a large percentage of students (63.1%) feel that Deakin University should introduce Parking Restrictions for staff and students who live within a 5-10 minute walk to campus. a high proportion of students (37.5%) thought that this was a very high priority. Over half the student population (55%) believe that a carpooling service and bike library is a high to very high priority. Likewise improving the efficiency of the university fleet was considered a high to very high priority for 55.7 percent of students following closely behind was the marketing fleet at 53.8 percent.

Table 13: Staff Responses

	Carpooling Service at Deakin	Travel Policy to encourage Green Travel between campuses	Voluntary off-sets for flights	Subsidised/ Discounted Metcards for staff	More efficient University Fleet	More efficient Marketing vehicles	Parking Restrictions	Bike Library
Low	5.8%	9.6%	20.7%	11.3%	6.7%	8.0%	39.3%	13.5%
Medium	40.9%	22.2%	36.3%	17.3%	14.8%	14.6%	20.0%	39.1%
High	31.4%	41.5%	29.6%	26.3%	27.4%	26.3%	14.8%	26.3%
V High	21.9%	26.7%	13.3%	45.1%	51.1%	51.1%	25.9%	21.1%

The data in table 13 demonstrate that staff would like to see changes to the University vehicle fleet as it is one of the top priorities listed where 78.5 percent of staff believe a more efficient fleet is a high to very high priority followed by changes to the marketing fleet where 77.4 percent indicated that this was also a high to very high priority. 71.4 percent of staff also felt that subsidised/discounted Metcards should be a high to very high priority for Deakin. Interestingly staff indicated that they would support a Green Travel Policy to encourage more sustainable travel between campuses where 68.1 percent stated that this is a high to very high priority.

What are some of the main transport priorities the Department of Transport should address?

This year’s travel survey included a question around transport priorities for the Melbourne Campus at Burwood that the Department of Transport should address. Six issues were presented and staff and students were asked to rank whether they were of a low, medium, high or very high priority. These included:

1. Victorian transport concession cards extended for international students
2. Victorian transport concession cards extended for all tertiary domestic students, e.g. TAFE
3. Extension of zone 1 to Deakin University so students only pay for a zone 1 or zone 2 Metcard
4. Increased frequency of public bus services to Deakin University
5. Extra public bus services to Deakin University
6. Increased number of shelter areas at bus and tram stops for hot and/or rainy days

Table 14: Student Responses

	Concessions for International Students	Concessions for all tertiary domestic students	Zone 1 extension	Increased frequency of existing bus services	Extra public bus services to Deakin	Increased number of shelter areas
Low	13%	3.5%	7.2%	2.7%	2.9%	5.9%
Med	25.7%	16.9%	15.1%	14.3%	16.5%	26.2%
High	23.2%	30.6%	22.8%	31.1%	31.8%	31%
V High	38.1%	49%	54.9%	51.9%	48.7%	37%

The data in table 14 indicates that the majority of students find all six issues to be of high to very high priority. Increased frequency of bus services and extra bus services are one of the highest priorities for students (83% and 81% respectively). This finding isn't surprising as the data on page 15 indicates that buses are crowded and infrequent. Almost 80 percent of students feel that student concessions for all tertiary domestic students is a high to very high priority, while a further 61 percent believe that concessions for international students is also a high priority. Extending zone 1 to the campus so students only pay for a zone 1 or 2 ticket was also a high to very high priority (77.7%). An increased number of shelter areas at all bus and tram stops are also seen to be very important (68%).

Table 15: Staff Responses

	Concessions for International Students	Concessions for all tertiary domestic students	Zone 1 extension	Increased frequency of existing bus services	Extra public bus services to Deakin	Increased number of shelter areas
Low	14%	5.9%	.7%	3%	3%	6.6%
Med	21.3%	14%	6%	17.9%	15.6%	28.7%
High	28.7%	39%	32.1%	28.4%	31.1%	29.4%
V High	36%	41.2%	61.2%	50.7%	50.4%	35.3%

The data in table 15 indicates that the majority of staff find all six issues to be of high to very high priority, this is similar to the results from the student population. There was a very high percentage of staff (93.3%) who indicated that the extension of zone 1 to Deakin University should be a high to very high priority. Concessions for all tertiary domestic students, an increase in the frequency of bus services and extra bus services are also seen to be very high to high priorities (average of 80%). Concessions for international students and an increase in the number of shelter areas at bus and tram stops are also high to very high priorities for staff (64.7%).

Student and Staff views about Climate Change

How important is the issue of climate change to you personally?

Figure 14: The importance of climate change for staff

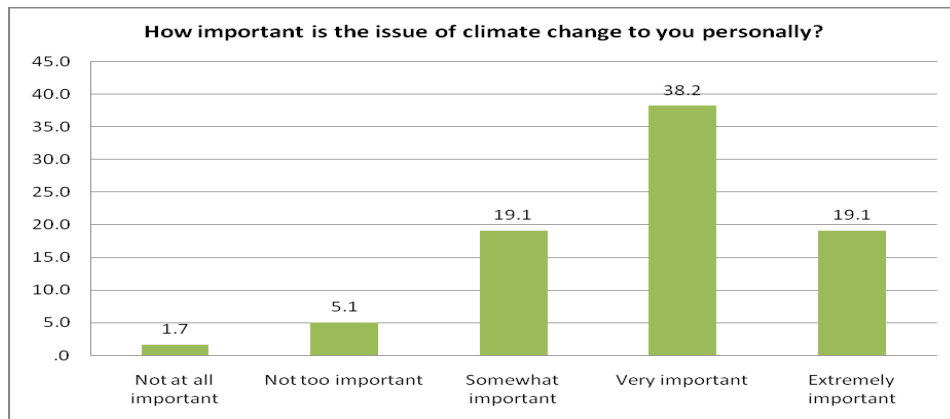
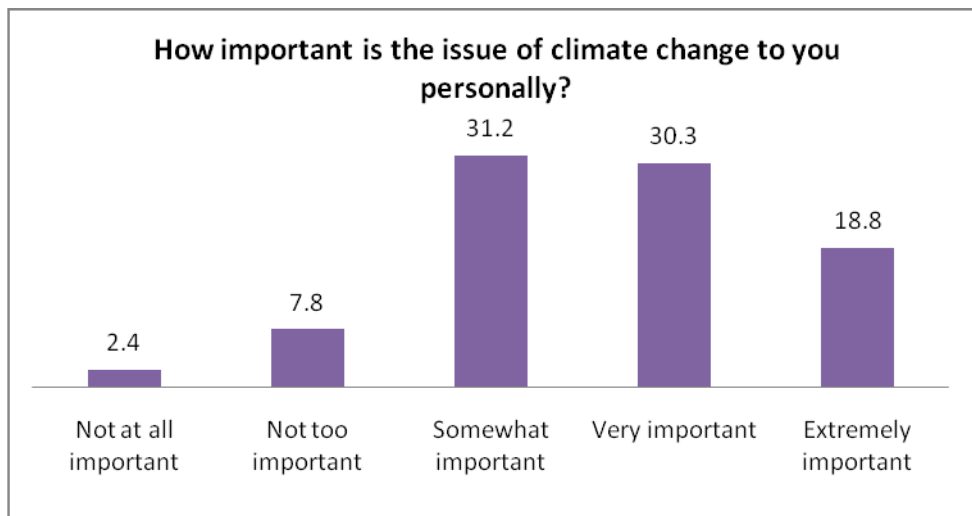


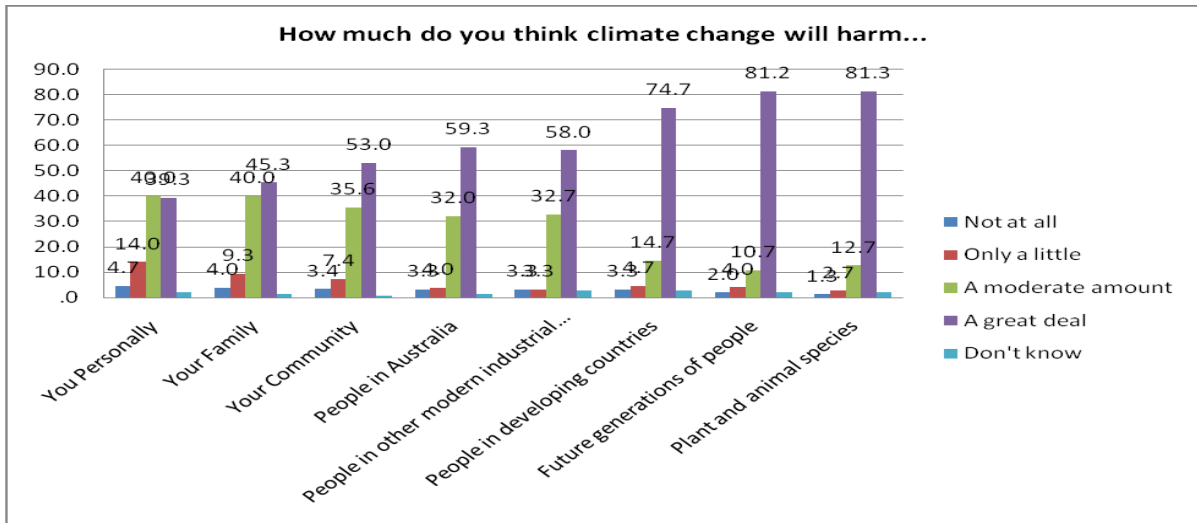
Figure 14 demonstrates that a total of 57.3 percent of staff in this sample feel that the issue of climate change is very important or extremely important to them personally. A further 19.1 percent feel that climate change is somewhat important to them personally. It is important to note that only a small proportion of staff stated that climate change was not important (6.8%).

Figure 15: The importance of climate change for students



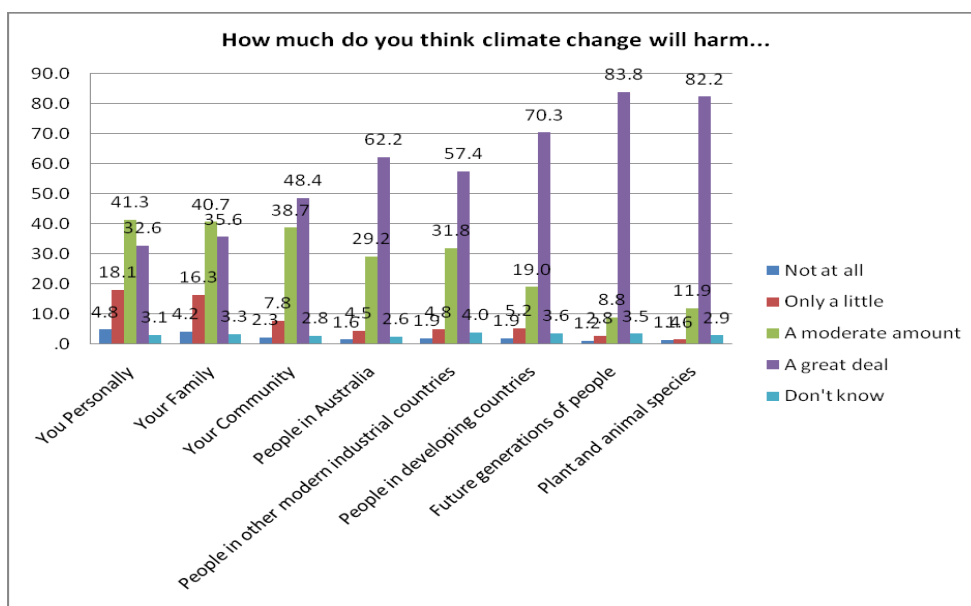
The data in figure 15 indicates that 30.3 percent of students feel that climate change is very important to them while a further 18.8 percent feel that it is extremely important. 31.2 percent for students feel that climate change is somewhat important for them. Similar to the staff results a small proportion of students (10.2%) stated that climate change was not important.

Figure 16: Staff perceptions regarding the impact of climate change on populations



The data in figure 16 demonstrates a general upward trend towards the belief that climate change will harm other population groups, future generations, plant and animal species rather than one’s self, family or community. Around 40 percent of staff believe that climate change will have moderate impacts on them and their families, while 53 percent believe that their immediate community will be impacted greatly by climate change. Almost 60 percent of staff believe that people in industrialised countries, including Australia will be impacted greatly by climate change, while 74 percent of staff believed that climate change impacts would be greatest for people living in developing countries. Future generations of people and plant and animal species had the highest proportion of staff who believed that climate change would impact on them the greatest (81 percent).

Figure 17: Student perceptions regarding the impact of climate change on populations

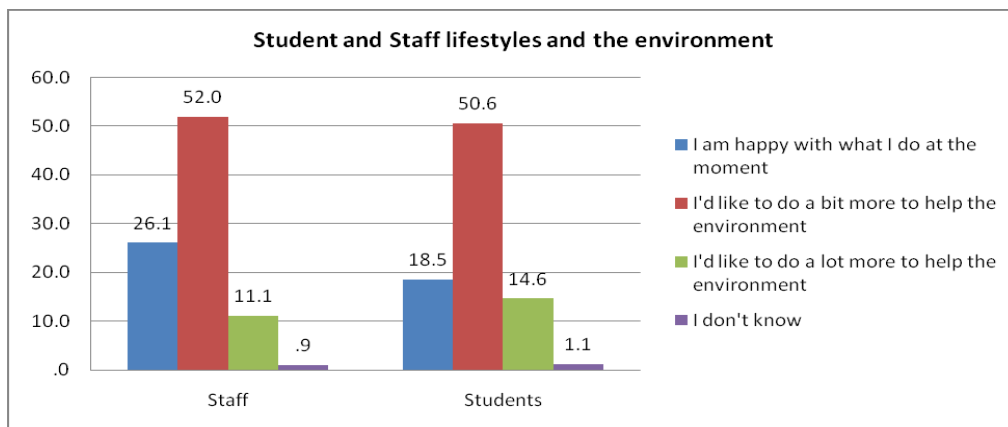


Similar to staff, the data in figure 17 indicates a general upward trend towards the belief that climate change will impact people in developing countries, future generations of people and plant and animal species than students own selves, their family and community. Around 41 percent of students believe that climate change will have moderate impacts on their own personal lives and their family, while 48.4 percent believe that climate change will have a great impact on their community. Roughly 60 percent of students believe that people in industrialised countries including Australia, will be impacted greatly by climate change. Similar to the staff data 70.3 percent of students believe that climate change will have great impacts on people in developing countries while around 83 percent of students believe that future generations of people and plant and animal species will be greatly impacted by climate change.

Student and staff current lifestyles and the environment

The 2009 survey asked staff and students to rate which scenario best describes their current lifestyle and their behaviour towards the environment.

Figure 18: Student and staff lifestyles and the environment



The data in figure 18 demonstrates that around half of staff and students would like to do a bit more to help the environment. A smaller percentage would like to do a lot more, however, the data does not indicate what that would entail. Around 26 percent of staff and 18.5 percent of students indicated that they were happy with what they do to help the environment.

Attitudes and beliefs regarding the environment

Developing Strategies from the Survey

Summary of the Melbourne Campus at Burwood's Travel Issues

The key travel issues for the Melbourne Campus at Burwood which were identified by staff and students are summarised below. These issues will be addressed using the Melbourne Campus at Burwood Travel Plan.

1. Infrequent and overcrowded buses that service the campus.
2. A lack of public transport services in the outer suburbs, creating long travel times for students and staff travelling to and from the Melbourne Campus at Burwood.
3. The expense of travelling to the campus by public transport (includes zoning issues and ineligibility for international students receiving concessions)
4. A lack of end of trip facilities at the Melbourne Campus at Burwood
5. "Broken" cycling/walking tracks or a lack of on-road cycling lanes

Objectives

The aim of the Melbourne Campus at Burwood TravelSmart Project is to:

1. Increase the number of staff and students on campus using alternative travel modes other than the car
2. Decrease the number of cars parked on the Melbourne Campus at Burwood and around the campus (community).

The objectives for the Melbourne Campus at Burwood over a 2 year timeframe (2008-2010) should be to:

- Increase the proportion of staff cycling to the campus to 10% (currently 4.45%) and increase the proportion of students cycling to the campus by 5% (currently 1.7%)
- Increase the proportion of staff travelling to the Melbourne Campus at Burwood by public transport to 12% (currently 10.1%) and increase the proportion of students travelling by public transport to 30% (currently 24.66%)
- Introduce car pooling across Deakin University (all campuses) and have 4% of staff and 6% of students utilising this service
- Increase the proportion of staff either driving with or as passenger in a university fleet car to 40% (currently 33%)
- Increase the proportion of staff travelling by train between campuses to 12% (currently 10%)
- Raise awareness about alternative transport options, including current cycling facilities, public transport services at the Melbourne Campus at Burwood and costs of public transport student concessions.

The projects aims and objectives will be met through the Melbourne Campus at Burwood Travel Plan. In summary this will include:

- **Increasing the awareness of sustainable transport options** to new and ongoing staff and students at the Melbourne Campus at Burwood.
- **Progressing sustainable transport solutions** and encouraging behaviour change in staff and students to use alternative methods of transport rather than the single-occupant motor vehicle.
- **Implementing travel/behaviour change strategies** and using pre/post surveys and traffic counts to monitor changes in attitudes and reported behaviour
- **Encouraging increased use of trams, buses and bicycle/walking paths** by both new and ongoing Deakin staff and students
- **Identifying infrastructure and other changes** that will facilitate take-up of sustainable transport behaviours by the Deakin community and improved travel-related infrastructure
- **Reinforcing Deakin University's community links** with the City of Whitehorse and the partnership between the university and the Department of Transport TravelSmart program and thus reinforcing the value of sustainable transport solutions as part of a broader commitment to ecological sustainability.

Measuring the Success of the Melbourne Campus at Burwood Travel Plan

The TravelSmart committee will monitor and review the Melbourne Campus at Burwood Travel Plan over the 2-year course of the project in the following ways:

- Conduct pre and post staff and student on-line surveys, traffic counts and bicycle counts
- Meet as a committee once every 4-6 weeks to review the progress of the actions and to revise the Travel Plan as necessary
- Develop progress reports once every 6 months and submit them to the Department of Transport
- Include student representatives on the committee to provide feedback about the plan from a student perspective
- TravelSmart to be communicated via Deakin University TravelSmart website
- Continue regular contact with the City of Whitehorse for any support or collaborative partnership opportunities.
- Regular contact with/discussion with TravelSmart officers at the Department of Transport

Project Team

The actions contained on the following pages form the basis for the implementation of the Melbourne Campus at Burwood Travel Plan. Collectively these actions aim at achieving the objectives set out in this plan.

These actions have been agreed between TravelSmart and a team at Deakin University where the following people will be responsible for the implementation of the Travel Plan over the next 2 years:

<i>Name</i>	<i>Role</i>
Sonia Nuttman (SN)	TravelSmart Coordinator
Linda Hancock (LH)	Co-convenor (Arts & Education)
Peter Beech (PB)	Co-convenor (Science & Technology)
Andrew Giles (AG)	TravelSmart Committee (Office of Vice-Chancellor)
Kimberley James (KJ)	TravelSmart Committee (Science & Technology)
Amanda Craven (AC)	TravelSmart Committee (Deakin YMCA)
Sean Jesudason (SJ)	TravelSmart Committee (Office of Deputy Vice-Chancellor)
Theo Williams (TW)	TravelSmart Committee (Knowledge Media Division)
Paula Tovey (PT)	TravelSmart Committee (Office of Environment)
Amanda Neilson (AN)	TravelSmart Committee (Office of Environment)
Emily Umashankar (EU)	TravelSmart Committee (Business & Law)
Lisa Hanna (LH)	TravelSmart Committee (Health, Medicine, Nursing & Behavioural Sciences)
TravelSmart Committee (TSC)	Includes the following members: SN, PB, LH, AG, KJ, AC, SJ, TW, PT, AN, EU, LH

Melbourne Campus at Burwood Travel Plan

Implementation Activities 2010

<i>Activities</i>	<i>Outline of Activity</i>	<i>Date</i>	<i>Responsible</i>
Project Coordinator	1. To be employed part-time (3 days per week)	Jan 4 th – July 2 nd	LH
Deakin Green Commute	2. Purchase Prizes for Deakin Green Commute	Feb – December	SN
Cycle Tuesdays	3. Work with a Deakin based Café to provide a free breakfast for staff and students who cycle on a Tuesday	Jan – December	SN
TravelSmart Maps	4. Distribute maps to Student Residences, MIBT, DUELI, & Division of Student Life for enrolment packs 5. Obtain TS maps from surrounding councils: Boroondara, Monash, Maroondah 6. Pursue Marketing for 50% funding for maps in 2011 7. Print 15,000 TravelSmart Maps	Jan Jan May April	SN
Orientation Week	8. Set-up a TravelSmart stall for 3 days. The stall will have information such as TS maps, PT timetables, carpooling Advertise the Bike Cage, Carpooling and Ride to Uni Day 9. Include interactive games and freebies 10. Attend Travel Information Training Sessions for Peer Support Facilitators and Transition Leaders	March 1 st – 3 rd	SN, TSC SN
Myki Day	11. Invite Myki Discovery Centre to come to campus. Invite residents in local area plus City of Whitehorse, Wattle Hill Community, Mount Scopus and PLC 12. Give away free Myki's on the day	March	SN
Student Carnival	13. Set-up a TravelSmart information stall - to include information such as TS maps, PT timetables. Advertise the	March 24 th	SN, TSC

	Bike Cage, Carpooling and Ride to Uni Day 14. Include interactive games and freebies		
Ride to Uni Day	15. Free breakfast for staff & students on all campuses 16. Bicycle maintenance workshops 17. Contact DUSA's cycling club to be involved giving tips, running competition	March	SN, TSC SN, KJ
The Bike Cage	18. Meet with Marketing, DUSA, DSA, Deakin International, Cycling Club to develop a marketing strategy to increase awareness of the Bike Cage 19. Add information on the Bike Cage to Parking Website and Brochure 20. Monthly Portal Notice for The Bike Cage 21. Network Article for The Bike Cage	March	SN, AG, PB, LH
Carpooling	22. Meeting with Marketing, DUSA, DSA, Deakin International, Logistics to develop marketing strategy to increase the number of student/staff registrations for Carpooling 23. Host postcode morning teas/lunch & invite students from other uni's who carpool to host information session 24. Metcards for emergency ride home 25. Have a meeting with FMSD to discuss the most effective way to assign a designated carpooling car park and parking permits to encourage carpooling among staff and students	April	SN, TSC
Intercampus Travel	26. Have a meeting with Logistics regarding the trial of the existing mail bus service to pick-up and drop-off staff from Burwood to Geelong at the same time 27. Have a staff competition for intercampus train/bus travel 28. Meeting with Logistics to discuss having available Metcard's for staff alongside Central/School Pool vehicles & whether 'pop-ups' can be included on website 29. Include a link for 'Intercampus Travel' on TravelSmart website	April	AG SN, PT SN, PT SN

Metlink Commuter Club	30. Have a meeting with DSA & HR to discuss the salary packaging of Metcards/Myki's through Commuter Club	April	SN, AG, PB
Salary Packaging	31. Discuss with STWG salary packing of vehicles on Novated Lease Agreement – can we have a criteria around	April	TSC
Website	32. Maintenance of TravelSmart Website	On-going	SN
TravelSmart Newsletter	33. Develop Travel Journey bi-annual newsletter and distribute around campus	May and September	SN
Metlink Information Centre	34. Discuss with Metlink the opportunity to include an information display of PT timetables near the H precinct	May	TSC
Tram Stop 63 underpass	35. Hold a meeting with FMSD and STWG to discuss a coordinated application for Funding to upgrade the underpass on Burwood Hwy	June	TSC
Cycling Lanes	36. Investigate opportunities for an audit of cycling lanes around the Melbourne Campus at Burwood 37. Meeting with City of Whitehorse to discuss Bicycle Path Strategy	July	TSC
Bike Library	38. Discuss possibility of a central pool where students and staff use Deakin Card to lease bike for short periods	July	TSC
Walking	39. Coordinate with the Deakin YMCA and Heart Foundation a regular Walking Group (Walking Uni Bus) 40. Give a pedometer to staff/students who register to walk 41. Walktober	August October	SN, AC SN, AC
Evaluation	42. Car traffic counts, bicycle counts and on-line survey to be distributed to evaluate project in August 2010 43. Utilise Research services for the on-line survey development	August	SN

Ride to Work Day	<p>44. Free breakfast for staff & students on all campuses</p> <p>45. Bicycle maintenance workshops</p> <p>46. Contact DUSA's cycling club to be involved giving tips, running competition</p>	October	SN, TSC
Communicate with Community	<p>47. Launch 2010 Travel Plan and advertise in Network and Deakin Portal</p> <p>48. Deakin Radio – Advertise TravelSmart activities & events</p> <p>49. Speak with Executive Officer (Marketing) regarding 3 way community program and other possibilities to advertise TravelSmart to community.</p> <p>50. Update wider community and Deakin community on progress of TravelSmart on Network, Portal & Media Release</p>	On-going	TSC
Campaigns	<p>51. Together with Transport Campaign Working Group lobby for rezoning around the University to Zone 1 and the introduction of student concessions for all international & postgraduate students</p> <p>52. Lobby to increase the number & frequency of bus services to the Melbourne Campus at Burwood</p>	On-going	SN, AG
Marketing	<p>53. Advertise any events or activities on staff and student portal</p> <p>54. Advertise any events or activities in university publications such as Network, Crossfire, e:connect</p> <p>55. Development of TS multimedia i.e. web banner on the staff & student portal, screen savers for all computers on the campus as required</p> <p>56. Utilise existing promotional material from the cycling promotion fund. Resources include: posters, pamphlets, adverts, fact sheets.</p> <p>57. Hang cycling promotion fund posters around the campus as required (toilets, noticeboards etc)</p> <p>58. Add TravelSmart information in Course Guides</p> <p>59. Speak to DSA regarding the inclusion of a postcard with transport information when distributing Offer Letters</p>	<p>On-going</p> <p>August</p>	TSC

Burwood Student Village	60. Invite Burwood Student Village Green Group to join TravelSmart activities	On-going	SN
Undergraduate Recruitment	61. Use TravelSmart Maps to advertise TravelSmart to prospective students at the following expos in 2010 <ul style="list-style-type: none"> - The Age Uni and Careers Expo - National Careers Expo - Mid Year intake info session - Herald Sun Careers expo - Eastern Tertiary Info Session - Deakin University Open Day 	On-going	SN
City of Whitehorse - partnerships	62. LAAP project for underpass as discussed in action 17 63. Sustainable Transport Officer to discuss cycling strategy for on and off road cycling lanes surrounding Deakin. 64. Lighting around Student Residences and to the campus 65. Signage Strategy as discussed in action 24 66. Improvement of footpaths near the oval	On-going	SN, TSC

Appendix A

Interpreting the data

Developing strategies from the results of the survey

<p>What currently supports more sustainable travel in our University campus?</p> <ul style="list-style-type: none"> • Large number of students living within 10km of the Melbourne Campus at Burwood • Gardiner's Creek Trail • University Environmental Management Plan • Student Residence • Concern for one's health (cycling/walking considered a good opportunity to undertake exercise) • Concern for the environment • Public transport (PT) concessions for domestic students • Affordability of PT fares over car expenses • Showers and change rooms (including refurbishment of Building B showers & change rooms) • Bicycle racks and the Bike Cage where students and staff can secure their bike without worry of theft • Lockers and ironing board lockers open for use to all students & staff • Tram stop outside Deakin 70/75 • Two bus services to Deakin 732/767 • Good pedestrian links, however, they could be improved. Good footpaths. • Parking congestion (Mon-Thurs during semester) 	<p>What could we do to build on this?</p> <ul style="list-style-type: none"> • Create and distribute TravelSmart Information packs (PT information, walking & cycling trails) during enrolment/O'Week and to student residence • Raise awareness of PT concession costs • Raise awareness of true costs of running a car over sustainable transport & time comparisons • Promote the health and environmental benefits of taking sustainable transport • Raise awareness of showers, change rooms, bicycle lockers and racks that are currently available (including Building B refurbishment once that's completed) • Raise awareness of TravelSmart website to new students and staff • EPAC: <ul style="list-style-type: none"> - Ongoing briefing re travel plan - Public EPAC minutes of University website - Environmental Management Plan due to begin in mid 2009 • Gardiner's Creek: way-finding signage and lighting around student residence • Way-finding signage around campus and signage for showers/change rooms/lockers & bicycle racks
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<p>What currently discourages more sustainable travel?</p> <ul style="list-style-type: none"> • A daily 13-hour teaching window creates variance in individuals' daily schedules, making shared transport logistically difficult. • Relatively affordable parking permits for staff and students • Salary sacrificing/package encourages car- 	<p>What could we do to address these issues?</p> <ul style="list-style-type: none"> • Increase price of parking permits • Abolishment of salary packaging for parking permits • If salary packaging or motor vehicles cannot be removed, provide incentives for Hybrid vehicle and small energy efficient vehicle purchasing,
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<p>leasing/ownership/use (Staff)</p> <ul style="list-style-type: none"> • Salary sacrificing for car parking permits (Staff) • No FBT or salary sacrifice for bikes or Metcards (Staff) • No car pooling arrangements • Zoning of University falls into 2 zones • Lack of shelter at bus & tram stops surrounding the campus • Lack of public transport services to Burwood including: <ul style="list-style-type: none"> - Infrequent buses from nearby train stations esp. during peak times - Poor connections between different modes of public transport • Broken cycling trails and lack of on-road bike lanes to Deakin • Lack of cycling facilities at Elgar Road and Greenwood Park, including: <ul style="list-style-type: none"> - Bicycle racks - Lockers, showers and change rooms • Ineligibility for international and postgraduate students to obtain a public transport concession • Increasing car promotion in 2008 (Staff & Students) 	<p>i.e. lower interest rates</p> <ul style="list-style-type: none"> • Introduce a car pooling service to university • Introduce subsidises/interest free loans for Metcards and bicycles or commuter club • Lobby government/PT service providers to: <ul style="list-style-type: none"> - Improve bus and tram shelters surrounding campus (DOT, local govt, Yarra Trams, Metlink) - Extend zone 1 to Deakin (Connex, DOT) • Improve cycling facilities including: <ul style="list-style-type: none"> - Installing bike racks at Elgar Road, inquire about Greenwood Park (lease arrangement) - Increase no. of lockers at Elgar Road and Greenwood Park • Develop a program of incentives (e.g. pedometers, vouchers, certificate, small prizes etc) to encourage staff & students to use sustainable transport • Build on Ride to Uni days & workshops to encourage walking, cycling, PT & carpool use • On-going relationship with City of Whitehorse to improve way-finding signage & lighting along Gardiner's Creek. Improve footpaths near oval & investigate on & off-road cycling lanes • Decrease the amount of car promotion and increase PT, cycling and walking promotion
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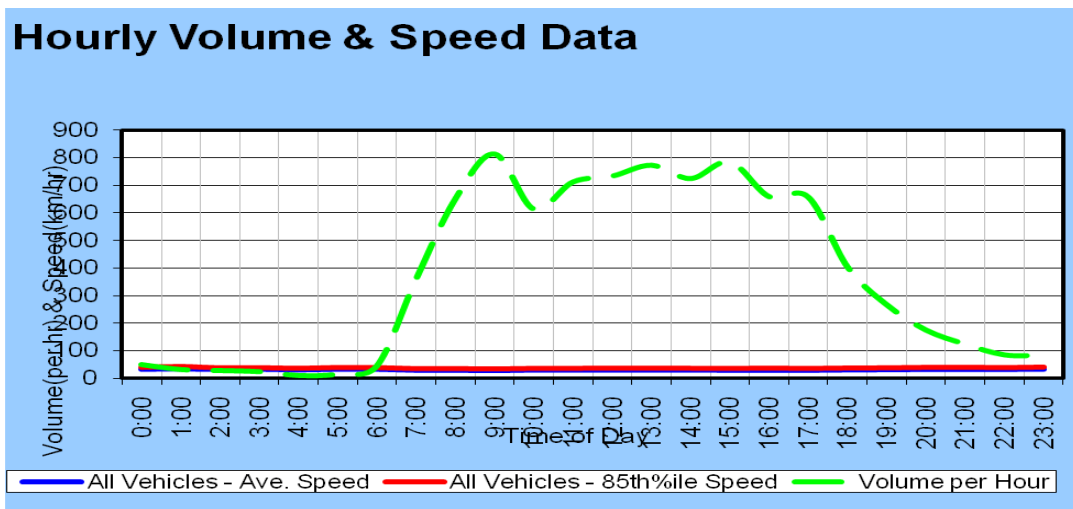


Appendix B

Results from the Traffic Counts

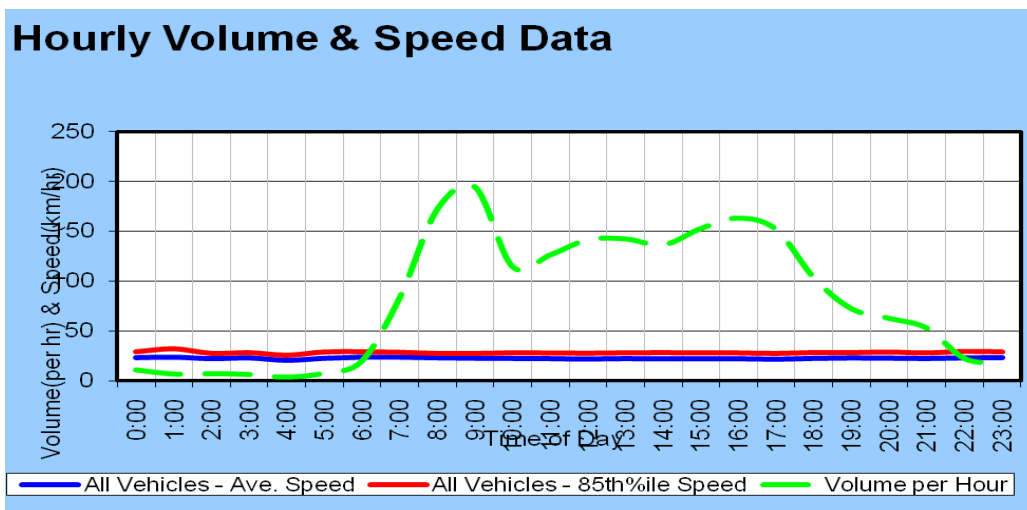
A car counter was placed over a 1 week period between Wednesday 26th August 2009 and Tuesday 1st Sept 2009 to obtain a snapshot of car movements in and out of the Melbourne Campus at Burwood and whether there were any changes in number of car movements. The results are as follows:

Entrance 1: Holland Ave



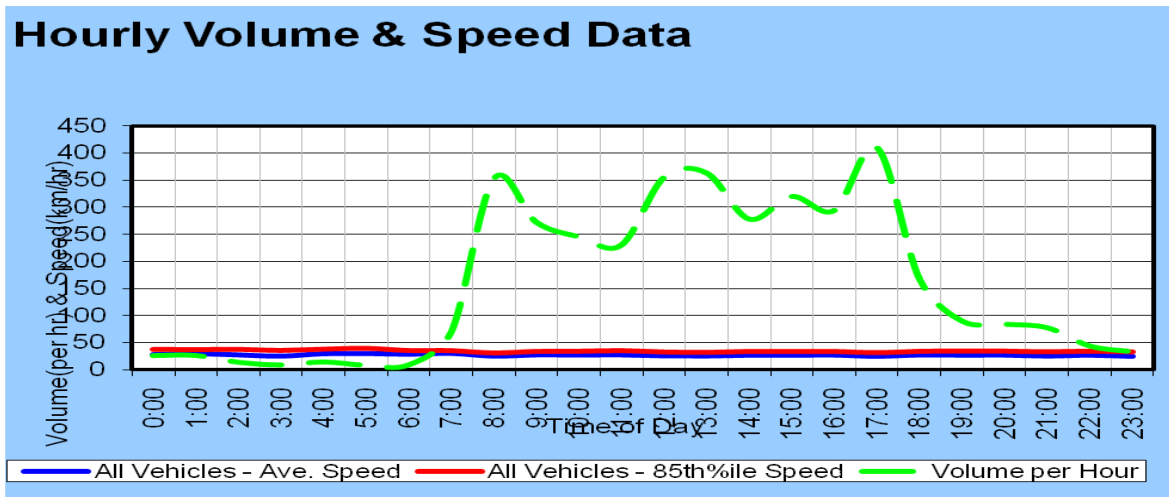
An average of 8836 car movements were recorded each day in and out of Entrance 1 on Holland Ave. This equates to around 4400 cars that enter campus each day. This figure has remained relatively stable since 2008 when 8238 car movements were recorded.

Entrance 2: Burwood Hwy



A total of 1971 car movements were recorded each day in and out of Entrance 2 on Burwood Hwy. This equates to around 985 cars that enter the campus each day. This figure has remained relatively stable since 2008 when 1752 cars were recorded.

Entrance 3: Elgar Road

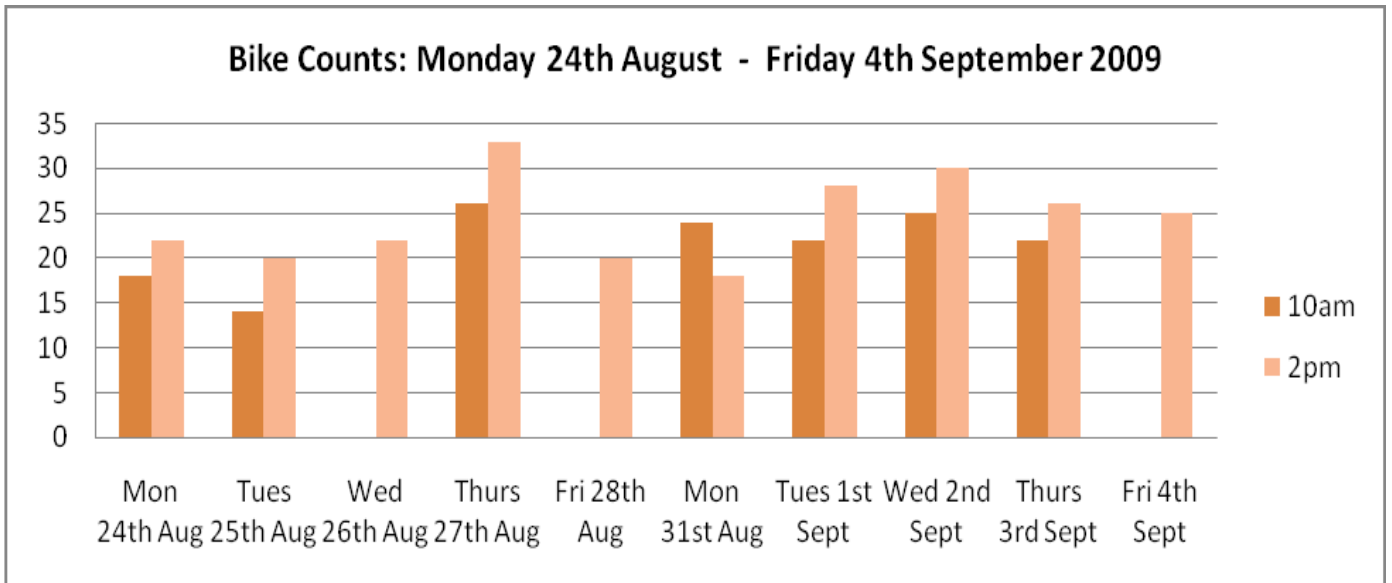


A total of 3787 car movements were recorded each day in and out of Entrance 3 on Elgar Road. It is important to note that the Melbourne Institute of Business Technology (which is affiliated with Deakin) and the student residence is also located down this entrance which may contribute to some of these movements. This figure has increased since 2008 when 2973 car movements were recorded.

Appendix C

Results from the Bike Counts

Bike Count Data: Monday 24th August – Friday 4th September



Weather during bike counts

	Mon 24th Aug	Tues 25th Aug	Wed 26th Aug	Thurs 27th Aug	Fri 28th Aug	Mon 31st Aug	Tues 1st Sept	Wed 2nd Sept	Thurs 3rd Sept	Fri 4th Sept
Weather	Cool, windy 16°C	Cool, sunny 14°C	Cool, windy 16°C	Sunny, windy 18°C	Sunny, windy 18°C	Cold, windy max 16°C	Cool, windy max 16°C	Sunny, light winds max 19°C	Sunny, windy max 20°C	Not available

Appendix D

Making sense of the data collected about the current situation

What do we know about how staff and students travel now?

- ▶ How do staff and students travel now? *Look at data.*
- ▶ How far do most staff and students live from the campus? *Look at results of mapping exercises*
- ▶ Do more staff and students live within an easy walking/cycling distance than currently walk or cycle?
- ▶ If there are options for using public transport or buses, are staff and students who could use services doing so?
- ▶ How would staff and students prefer to travel?

What currently supports more sustainable travel in our University campus?

- ▶ What are the common factors that influence the decisions for staff and students who don't drive to or from the University campus?
- ▶ How would staff and students prefer to travel?
- ▶ What existing facilities in the local area support staff and students that walk/cycle, catch a bus or public transport? *Eg. pedestrian crossings, footpaths, bike lanes, bus shelters. Look at results of the local area audit, mapping of where staff and students live, and travel surveys.*
- ▶ Do there appear to be any car pooling arrangements already operating in the University campus? *Look at the surveys for numbers of students and staff travelling by car with others.*
- ▶ What activities or programs in the University campus link with what we are trying to achieve with our University Travel Plan?

What currently discourages more sustainable travel?

- ▶ What were the most common reasons given by staff and students for driving?
- ▶ Do the most common factors given for why staff and students drive agree with what you know about the current situation? Are the reasons justified or are they based on false impressions?
- ▶ Do University campus facilities discourage staff and students from walking/cycling, catching a school bus or public transport? *Look at results of the local area audit - eg. location of entrances/gates, lack of storage facilities for bicycles, no bus shelters, etc.*
- ▶ Are there any locations in the local area that are considered unsafe for staff and students walking/cycling to and from the University campus? What makes these locations unsafe? *Look at the Local Area Audit, mapping of where staff and students live and surveys.*
- ▶ Are there any University policies or rules that discourage staff and students from using more sustainable travel options?

Possible strategies to encourage sustainable transport

The use of curriculum, information, promotion, events and policy such as:

1. Investigate options for cycling – e.g. review current policy, provision of storage/parking facilities, Bicycle Education etc
2. Review provision of lockers, co-ordination of timetables
3. Conduct road safety education programs
4. Conduct bicycle education programs
5. Conduct public transport education programs
6. Incorporate own public transport discovery events in Travel Plan (similar to Metlink)
7. Provide TravelSmart Maps
8. Conduct “sustainable transport days” where everyone is encouraged to walk, cycle, catch public transport, carpool, or combination.
9. Conduct events and launches to promote each aspect of University travel plan

The development of programs. This could include measures such as:

1. Investigate setting up a car-pooling system building on current informal system.
2. Develop a program of incentives (e.g. pedometers, vouchers, certificates, small prizes etc) to encourage staff/students to walk, cycle or catch public transport
3. Develop and encourage a walking, cycling, public transport “buddy” system
4. Investigate the use of personalised journey planning – to show the most convenient journeys to and from campus (Metlink Journey Planner will be of assistance)

Initiatives possibly requiring works / construction / purchase / contracting such as:

1. Investigate council’s Bicycle Strategy to ascertain available links to bicycle paths, or need for improvements.
2. Investigate crossings, traffic movement, parking with assistance from council to determine if improvements can be made.
3. Review / promote storage and parking for bicycles.

Possible Initiatives in conjunction with other campuses

1. Review charter bus services (if applicable).
2. Discuss more specific issues about public transport system with operators (also with other campuses). For issues of perception conduct public transport education programs and “challenges”, for other issues discuss with DOT, Metlink, and Metro, to determine possible solutions.

NB: The strategies proposed above are suggestions based on surveys, focus group discussions, and TravelSmart knowledge and experience. Other proposals require discussions and development with other bodies such as the relevant Council, Metlink and public transport operators. There are also potential strategies involving some or all of the campuses/education bodies in the precinct.

