



# Deakin University - Warrnambool Campus TravelSmart Report December 2009



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## Introduction

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.

Developing a Travel Plan for the Warrnambool Campus of Deakin University is an important strategy to encourage more staff and students to make sustainable travel choices that contribute to improved health as well as environmental benefits. An effective travel plan at the Campus presents an opportunity to influence the travel behaviours of others in the Warrnambool region through leading by example.

In August 2009, staff and students at Deakin University's Warrnambool Campus were invited to complete an online survey related to their travel behaviour well as their views on using sustainable travel modes. These data have been compiled in this report for use in the development of the Warrnambool Campus Travel Plan. A limitation of this report relates to the small number of respondents who completed the surveys (students n= and staff n=).

## Key findings from student and staff surveys

- ▶ The majority of students and staff travel by car to and from the Warrnambool Campus. Car travel is the most convenient mode of travel, particularly for those living beyond the City of Warrnambool where public transport alternatives are limited.
- ▶ Postcode data show that the majority of students and staff who study or work at the Warrnambool Campus live in the City of Warrnambool during semester. The distance from most locations in the city to the Campus is a maximum of 10 kilometres, which is a distance suited to commuting by bike.
- ▶ Car ownership is very common among students and staff (87 percent and 92 percent respectively).
- ▶ Two-thirds of students and 87 percent of staff own a bike. A smaller proportion of student's cycle regularly compared with staff (28 percent vs 63 percent) and this is also reflected in the proportion that cycle to university (3 percent vs 21 percent).
- ▶ Concern for safety is a major barrier to more students and staff cycling to the Warrnambool Campus. Separating bikes from motorised vehicles by constructing an off-road cycle path connecting the Campus to the city centre has been widely suggested as a way of making the route safer and more pleasant, therefore encouraging more people to cycle to the Campus.
- ▶ Improved end of trip facilities (bike storage and washroom facilities) has been identified as a barrier to cycling by current cyclists, as well as those who would consider cycling to the Campus.



- ▶ High priority travel issues for over three-quarters of students and staff were to have an increased frequency of bus services to and from the Campus as well as extra bus services.
- ▶ A third of students and staff indicated they would consider travelling to and from the Campus by bus.
- ▶ A carpooling service was a high to very-high priority issue for approximately 60% of students and 70% of staff.
- ▶ Two-thirds of the students and half of the staff indicated they would consider carpooling to travel to and from the Campus.
- ▶ Few students and staff (28 percent and 17 percent respectively) reported that they were happy about the effect of their current lifestyle on the environment and the majority reported that they would like to do a bit more to help the environment (72 percent and 83 percent).
- ▶ Among staff, the most common mode of travel between campuses was to drive in a Deakin University car. Half of the staff carpoled with colleagues and 44 percent drove alone. Only 6 percent reported their usual mode of travel between campuses as by train.
- ▶ Over the three-quarters of staff regarded having a travel policy to encourage green travel between campuses as a high to very-high priority and this is consistent with rating improved efficiency of the university fleet vehicles as a very-high priority also.
- ▶ Few students or staff reported taking more the 1-2 domestic, short international or long international trips in the past twelve months. Almost two-thirds of the staff indicated that being able to voluntarily off-set carbon produced by air travel was a high to very-high priority.

## Key recommendations

- ▶ An off-road cycling / walking path connecting the Campus to the existing foreshore paths. This would provide a safe and more pleasant alternative to cycling or walking along the Princes Highway.
- ▶ Improved bus service (frequency and extra routes) connecting the Campus to the city centre and residential areas of Warrnambool.
- ▶ A car pooling website for students and staff to log their trips and travel together
- ▶ Purchase more efficient university fleet vehicles
- ▶ More frequent train services connecting Warrnambool and Geelong (multiple daily services already exist between Geelong and Melbourne) to accommodate travel between campuses for a day of classes or meetings. This issue should be included in the list of priorities in the surveys (Q6).
- ▶ The time is right to form a Warrnambool Campus TravelSmart Committee to develop a Campus specific Travel plan because there is a high level of awareness and concern about the environmental impact of current travel behaviour among students and staff at the Campus,



## Local considerations

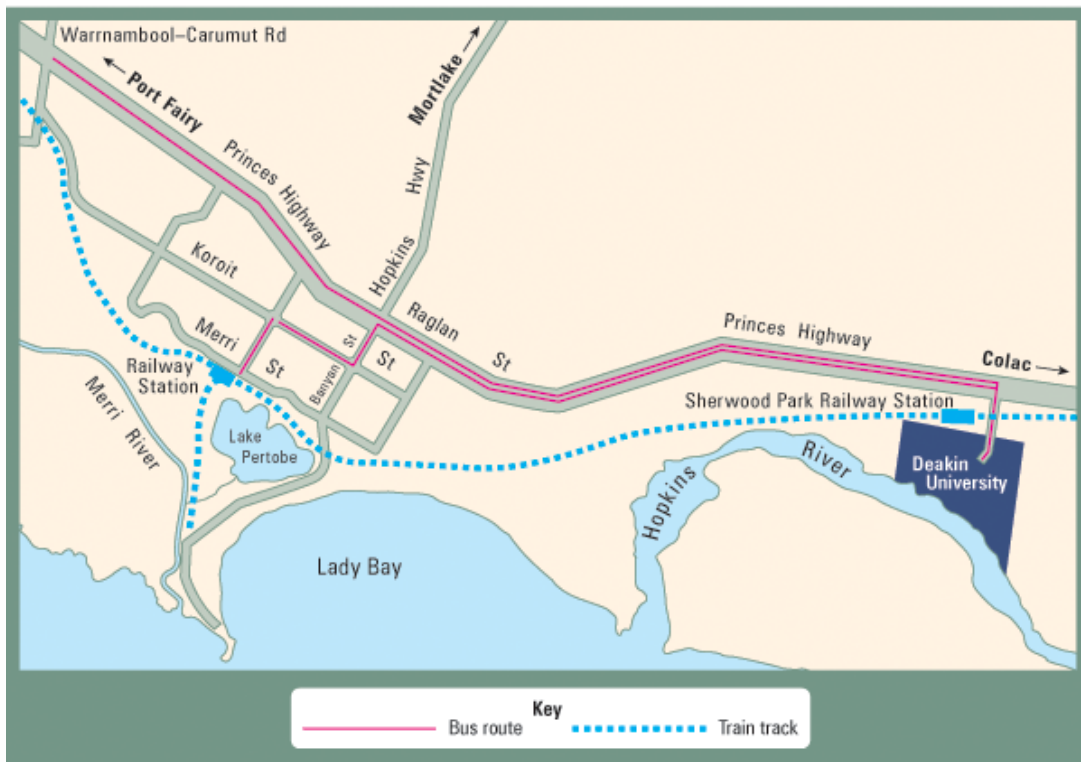
- ▶ Warrnambool City Council has a proposal for an off-road cycling / walking path along the Hopkins River to link the city centre to the Campus as part the 'Recreation Plan.' Development of this infrastructure would provide an excellent opportunity for Deakin students and staff to choose active travel and potentially influence the behaviour of others through example. Such a path would also provide recreation opportunities for all residents of the city and visitors.
- ▶ Consultation with current cyclists who use the Campus washroom facility is advised to identify how the facilities on Level 2 of B Building can be improved. There has been some suggestion of cyclists accessing washroom facilities at the Sharks football / netball clubrooms that are currently under construction.
- ▶ Consultation with current cyclists regarding their bike storage location would be informative. Several staff members indicated that they store their bike in their office rather than leave it outdoors where it can be tampered with and exposed to the weather.
- ▶ The current bus service connecting the Warrnambool Campus to the city centre is used by very few students and staff. Buses are scheduled hourly from 7.30am to 6pm on weekdays. It has been suggested that the bus timetable of the existing service is made available to be downloaded to a phone or computer.
- ▶ The first bus of the day on the routes that connect residential areas of Warrnambool to the city centre, start after 9am after the school bus run and these buses do not run between 3.30 – 4.30pm because once again they are used for the school run. Therefore staff and students who do not live close to the bus route from the city centre to the university cannot arrive on Campus till after approximately 9.30am at the earliest. Departure times are also constrained.
- ▶ Car pooling is seen as a viable sustainable transport option and would be particularly suited to staff and students who live in towns such as: Port Fairy, Portland, Heywood, Terang, Camperdown, Cobden, Timboon and Colac.
- ▶ The proximity of the campuses to the railway stations for commuting between the Warrnambool and Geelong campuses is very good; however, the train timetable is not conducive to inter-campus commuting. The morning train from Warrnambool to Geelong and Melbourne is very early (5:38am) and the next train leaves at 11:40am which means arriving in Geelong or Melbourne too late for activities in business hours. The evening train returns to Warrnambool at 10pm is less than desirable during the working week.
- ▶ In the current circumstances, promoting more sustainable modes of travel to and from the Warrnambool Campus and between campuses is preferable to introducing disincentives for car travel because over half of students and staff report that they want to be proactive and adopt more sustainable behaviours.

# Deakin University – Warrnambool Campus

## Location

Deakin's Warrnambool Campus is set on the banks of the picturesque Hopkins River, close to local surf beaches and popular tourist attractions, and approximately five kilometres from the central business district (see Figure 1). The Campus is serviced by daily rail and bus services to and from Melbourne and Geelong. The trains all stop at Sherwood Park Station which is located adjacent to the Campus (see Figure 2). A bus service also runs between the Warrnambool city centre and the Campus. Walking paths link all buildings and services on campus and the routes to other areas of the city are largely via the Princes Highway.

**Figure 1. Location of Deakin University – Warrnambool Campus**







## Travel Survey Student and Staff Samples

In August 2009, staff and students at Deakin University's Warrnambool Campus were invited to complete an online survey related to travel behaviour (see Tables 1 and 2 for characteristics of the two samples).

**Table 1. Characteristics of student sample**

	n=36	%
Gender		
Male	8	21.6
Female	28	78.4
Age (years)		
<19	7	18.9
20-29	24	64.9
30-39	2	5.4
40-49	4	10.8
Enrolment characteristics		
On campus	28	75.7
Off campus	9	24.3
Domestic	37	100
International	0	0
Full time	30	81.1
Part time	7	18.9
Undergraduate	34	91.9
Postgraduate	3	8.1
First year	14	37.6
Second year	9	24.3
Third year	11	29.7
Fourth year	2	5.4
Fifth year	1	2.7
Vehicle ownership		
Car	32	86.5
Bike	5	13.5
Deakin car parking permit holders	12	32.4
Public transport concession card	13	35.1

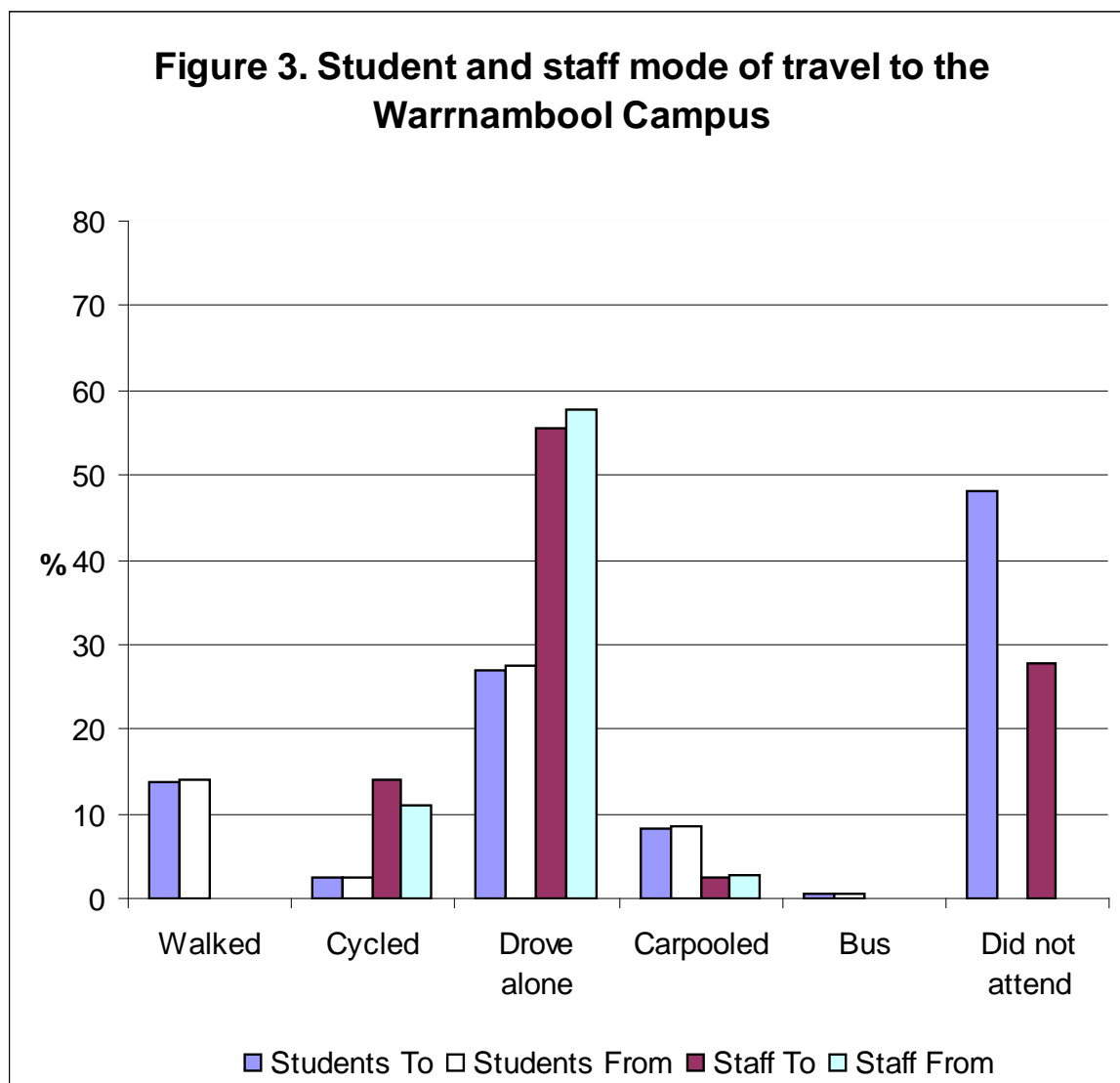
**Table 2. Characteristics of staff sample**

	n=24	%
Gender		
Male	7	29.2
Female	17	70.8
Age (years)		
<19	0	0
20-29	0	0
30-39	8	33.3
40-49	5	20.8
50-59	8	33.3
60+	3	12.5
Employment type		
Academic	12	50
General	12	50
Employment time fraction		
Full time	13	54.2
Part time	6	25.0
Casual	5	20.8
Vehicle ownership		
Car	22	91.7
Bike	21	87.5
Deakin car parking permit holders	7	29.2

# The current situation

## How staff and students travel

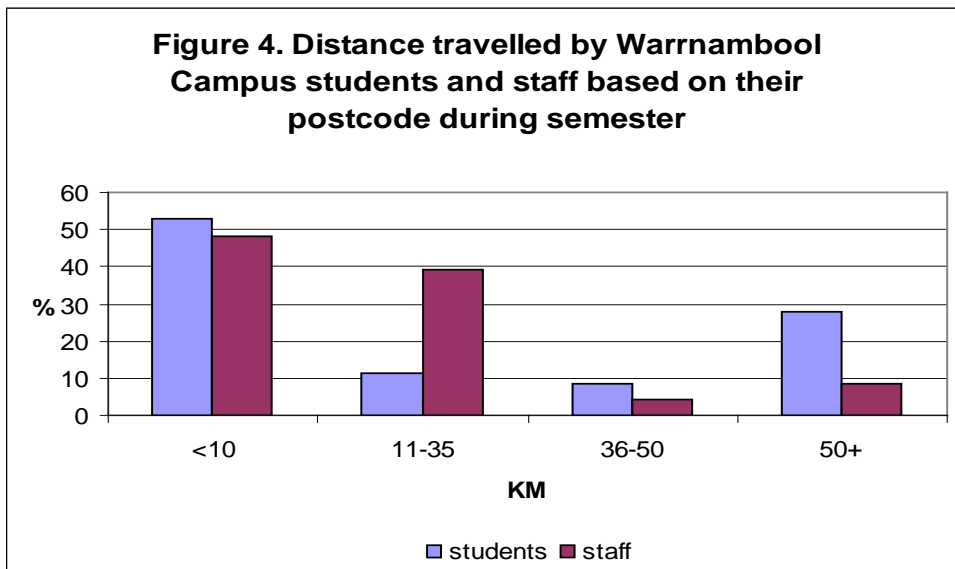
Slightly more than half of the staff (56 percent) and over a quarter of the students (27 percent) travelled to and from the Warrnambool Campus as the sole occupant of a car (see Figure 3). Fourteen percent of students and no staff walked to the Warrnambool Campus and 2 percent of students cycled compared to 12 percent of staff. Less than 10 percent of students and staff used other sustainable modes of travel such as a carpool or bus and no-one reported riding a motorbike. On average, approximately 48 percent of the students and 28 percent of staff did not attend university on any given day.



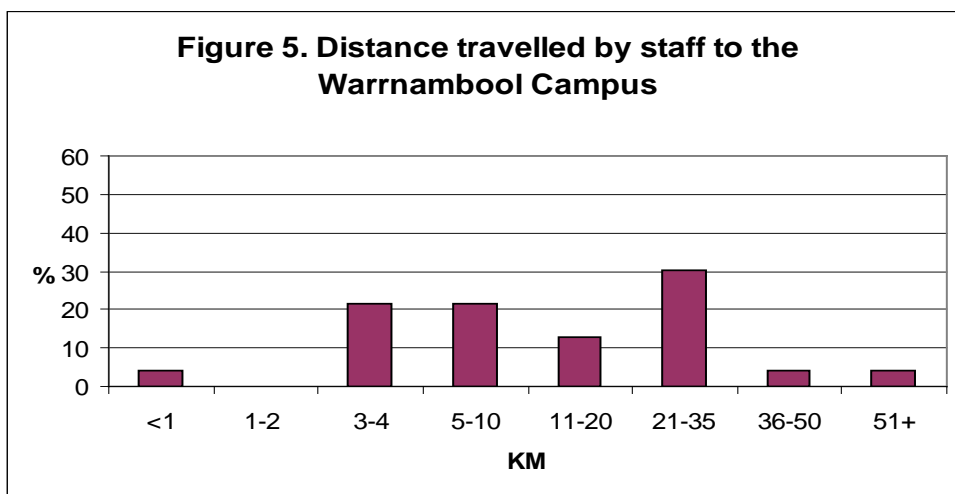
## How far staff and students travel

Based on the postcode of where students and staff live, roughly half of both groups live within a 10 kilometre radius of the Warrnambool campus (see Figure 4). According to the Cycling Promotion Fund, in built-up areas, it can be almost just as fast to ride a bike as it is to drive a car if the distance is 10km or less.

Almost one-third of students made a 100 kilometre return trip to the Campus, compared with less than 10 percent of staff. Students and staff who live more than 10 kilometres from the Warrnambool Campus would most likely reside outside the City of Warrnambool and could perhaps make more sustainable trips by carpooling, catching public transport or combining some form of active travel into their trips (i.e.: walking or cycling to a bus stop).

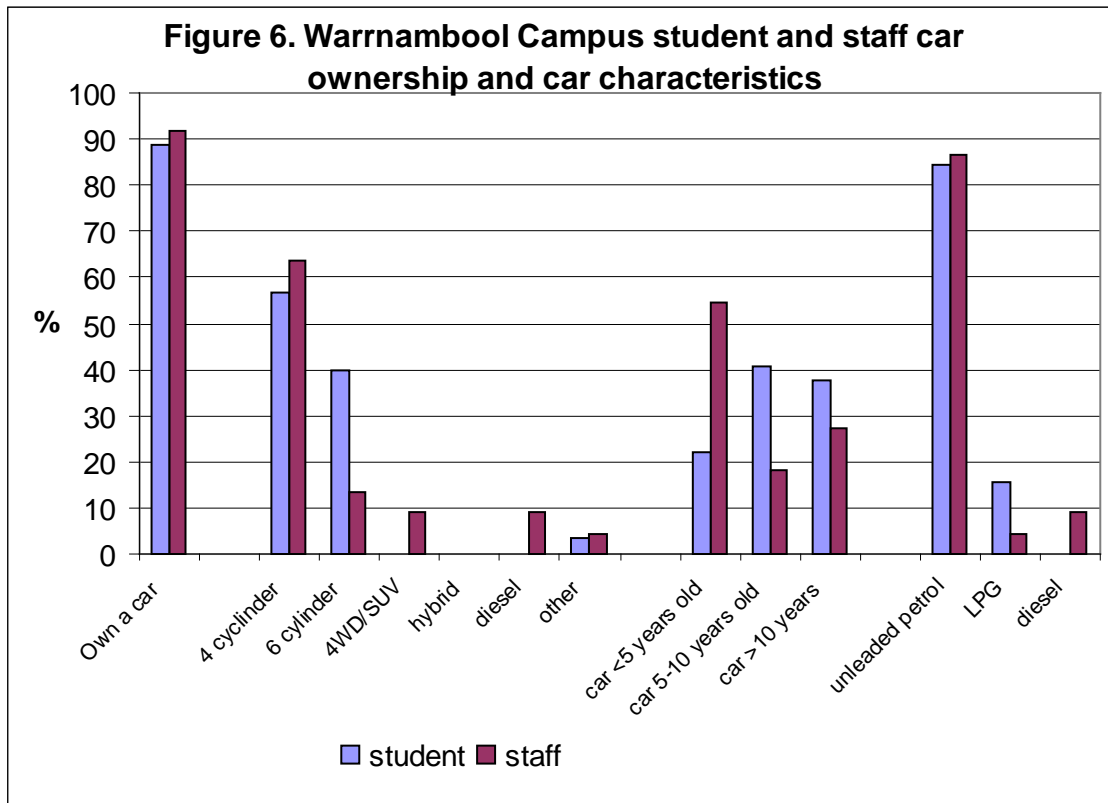


Only 4 percent of staff travel 2 kilometres or less to the Warrnambool Campus, which is a distance that would be close enough to walk (see Figure 5). Data on the distance travelled by students to and from the Warrnambool Campus were not collected in the 2009 survey.



## Car ownership and car characteristics

The rate of car ownership among students and staff at the Warrnambool Campus is high with approximately 90 percent of both groups owning a car and the majority of the cars are powered by unleaded fuel (Figure 6). Over half of the cars owned are 4-cylinder, with students owning older cars compared with staff. No students or staff who completed the survey, own a hybrid car.



All staff and the majority of students (89 percent) reported being aware of the impact vehicle emissions have on the environment. A small group of students (8 percent) requested more information on vehicle emissions.

## University vehicle provision

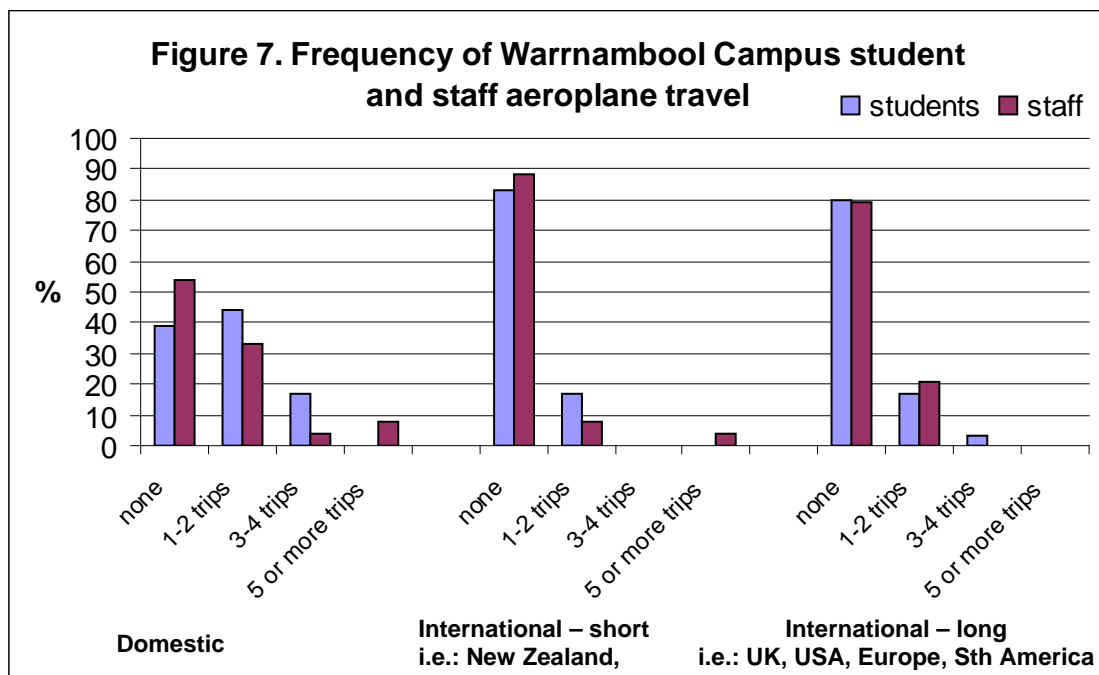
Deakin University provides cars for staff to conduct University business. Some staff have vehicles assigned to them and have unrestricted use; others have access to department vehicles or 'Central Pool vehicles.' Central Pool vehicles are located on all campuses.

Slightly more than half of the Warrnambool Campus staff (54 percent) reported that they had access to a vehicle for work-related trips during the day. No one reported having unrestricted use of a University car and 46 percent of the staff reported that they did not have access to a car during the day.

Over 60 percent of Warrnambool Campus staff reported never being required to travel from Warrnambool Campus to other Deakin University campuses. Approximately twenty percent travelled to other campuses (Burwood and Geelong) 'occasionally', 1-2 percent travelled to other campuses monthly and 1 or 2 people travelled to Geelong weekly. The most common mode of travel between campuses was to drive in a Deakin University car; half of the staff carpooled with colleagues and 44 percent drove alone. Only 6 percent reported their usual mode of travel between campuses as by train.

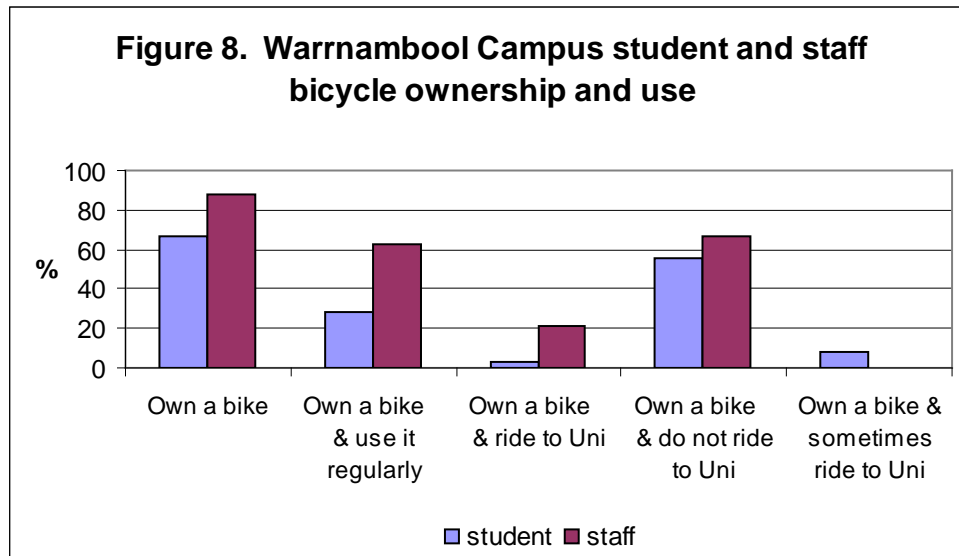
## Frequency of aeroplane travel in the past year

Approximately 60 percent of the students and half of the staff took domestic flights in the past 12 months and approximately 20 percent of both groups took short or long international flights in the past 12 months (see Figure 7). Few students or staff reported taking more the 1-2 domestic, short international or long international trips in the past twelve months.



## Bicycle ownership and use

Two-thirds of students (n=24, 67 percent) and 87 percent of staff (n=21) own a bike (see Figure 8). A smaller proportion of student's cycle regularly compared with staff (28 percent vs 63 percent) and this is also reflected in the proportion that cycle to university (3 percent vs 21 percent).



## What factors support more sustainable travel?

### What are common factors that influence the decisions for staff/students who don't drive to or from the site?

The main reasons why the students and staff who walk or cycle to and from the Warrnambool Campus choose to do so are related to: convenience and cost savings as well as their values in relation to environmental sustainability, health and lifestyle. There were no reasons given for why those who travel by bus do so.

Examples of reasons given for walking or cycling included:

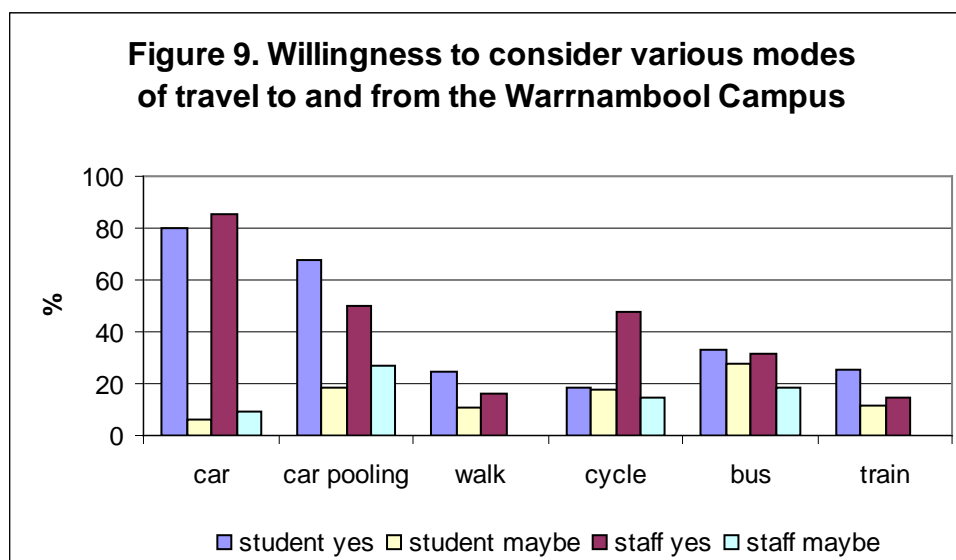
*"I walk because Uni is only a short walk from my accommodation, walking is better for the environment and a free method of exercise" (Student)*

I walk to uni because *"it is easiest ... I live on res."* (Student)

I cycle to university *"for fitness, environmental sustainability, cost effectiveness and community health"* (Staff)

I cycle to university *"for enjoyment, it's healthy, free and more pleasant than public transport"* (Staff)

Students and staff were asked about their willingness to consider various forms of travel to and from the Warrnambool Campus (see Figure 9). Two-thirds of students and half of the staff reported that they would consider carpooling, and a third of both groups would consider travelling by bus.



Some examples of suggestions to improve rates of car pooling at the Warrnambool Campus included:

*“Have a central database of students/staff interested in car-pooling so that people are aware of students/staff who live close by” (Student)*

*“Make a noticeboard for students that have classes on the same day that are travelling from or through the same towns” (Student)*

*“have a list of staff and their location to help to know who is living where so that car pooling is possible” (Staff)*

*“Car pooling would be possible for part of the journey - needs to be done at a very local level” (Staff)*

Those who would consider bus travel would do so if services were improved. Some examples of comments that support this are listed below:

*“If the public transport (bus) arrived from 8:00 am on the 1/2 hour I would use it” (Staff)*

*“Buses are the only realistic public transport we have at Warrnambool. All public bus routes go through CBD, and connection times between routes during school hours are extended due to servicing school needs. Smaller buses more often, may increase usage” (Staff)*

*“Greater range of options for public transport, particularly more bus routes” (Staff)*

*“Smaller buses that travel more frequently” (Staff)*

Interestingly more staff than students would be willing to consider cycling to the Warrnambool Campus (48 percent compared with 19 percent; see Figure 9).

## Climate change - attitudes, values and priority issues

Changing the travel behaviour of large groups of people to more sustainable modes is challenging because it is very convenient to drive alone and the alternative modes often require planning and effort. However, when confronted with the facts about environmental degradation and climate change many people take a critical look at their lifestyles and seek to make changes to their travel behaviour.

The Deakin travel survey included several questions related to attitudes to climate change and priority travel issues to promote more sustainable travel by students at staff at the Warrnambool Campus. Few students and staff (28 percent and 17 percent respectively) reported that they were happy about the effect of their current lifestyle on the environment and the majority reported that they would like to do a bit more to help the environment (72 percent and 83 percent). Half of students and over 90 percent of staff reported that the issue of climate change was very important or extremely important to them personally and no one reported that it was not important at all. The findings suggest that many students and staff want to be more sustainable in their travel behaviour.

## Main transport priorities to be addressed

The 2009 travel survey included a question related to transport priorities for Warrnambool Campus. Eight issues were presented and staff and students were asked to rank whether they were of a low, medium, high or very high priority. Travel priority issues for students and staff based at the Warrnambool Campus are presented in Tables 3 and 4. About 80 percent of students and staff reported that an increased frequency of bus service and having extra bus services were high to very high priorities. Staff also reported that having improved efficiency of the university fleet vehicles and improved efficiency of the marketing fleet vehicles were high priorities too (87 percent and 91 percent respectively; Table 4).

A carpooling service was a high priority for 70 percent of staff and 58 percent of students and having a travel policy to encourage green travel between campuses was also a high priority for 78 percent of staff and 54 percent of students. Almost two-thirds of the staff indicated that being able to voluntarily off-set carbon produced by air travel was a high to very-high priority. Unfortunately the survey did not include the options in the set of questions about travel priorities related to developing an off-road cycling path or alternative walking route to the dual lane highway, or improving the frequency and timing of trains between Warrnambool and Geelong. Other results and comments from respondents suggest that these are important issues at Warrnambool Campus.

**Table 3: Priority travel issues according to students – Warrnambool Campus**

	Increased frequency of public bus services	Extra bus services	Carpooling Service at Deakin	Travel Policy to encourage Green Travel between campuses	More efficient University Fleet	More efficient Marketing vehicles	Parking Restrictions	Bike Library
Low	2.8%	2.8%	8.3%	8.6%	11.1%	11.1%	13.6%	5.6%
Med	19.4%	19.4%	33.3%	37.1%	30.6%	30.6%	16.7%	30.6%
High	27.8%	33.3%	38.9%	28.6%	27.8%	25.0%	22.2%	36.1%
V High	50.0%	44.4%	19.4%	25.7%	30.6%	33.3%	47.2%	27.8%

**Table 4: Priority travel issues according to staff – Warrnambool Campus**

	Increased frequency of public bus services	Extra bus services	Carpooling Service at Deakin	Travel Policy to encourage Green Travel between campuses	Voluntary off-sets for flights	More efficient University Fleet	More efficient Marketing vehicles	Parking Restrictions	Bike Library
Low	4.3%	8.3%	13.0%	4.3%	13.6%	0%	0%	40.9%	8.7%
Med	17.4%	12.5%	17.4%	17.4%	22.7%	13.0%	9.1%	18.2%	47.8%
High	30.4%	37.5%	43.5%	52.2%	45.5%	17.4%	18.2%	18.2%	30.4%
V High	47.8%	41.4%	26.1%	26.1%	18.2%	69.6%	72.7%	22.7%	13.0%

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

The picturesque location of the Warrnambool Campus is supportive for those who live close enough to walk. This would include students who live at the Campus student residences and the residential areas located in close proximity to the University. Unfortunately only a small proportion of students and no staff reported walking to the Warrnambool Campus (see Figure 3).

The location of the Sherwood Park train platform adjacent to the Campus is an excellent facility and asset to the University. Currently, train travel is rarely suitable for the daily commute of students and staff due to the timing of the services (As of December 2009: Trains to the Campus from Warrnambool Railway Station: 5.45am, 11.48am, 5.08pm; trains from the Campus to Warrnambool Railway Station: 10.54am, 9.38pm). The station is well located for inter-campus travel particularly to both Geelong campuses; however once again the timing of the service has inherent problems (see section 'What currently discourages more sustainable travel').

There is an existing bus service between the campus and the bus interchange in the city centre.

When asked to suggest changes that would encourage more sustainable forms of travel the most common responses related to having an off-road cycle and walking path connection between the city centre and the university as well as some form of reliable car pooling initiative and an improve public transport opportunities. Specific suggestions included:

*"A suitable walking track would be nice"* (Student)

*"A safe, easy to follow cycling route from town to the bike rack"* (Student)

*"More frequent and reliable public transport. A safe cycling path to campus that is not on the highway!"* (Student)

*"Walking could be encouraged, at the Warrnambool campus, by creating a walking track into the town centre. The only way to walk there is along the highway, which is not very desirable."* (Student)

*"A direct link, off road bike path between the centre of town and the Warrnambool campus would open up a wealth of active commuting options for staff and students. Such a path is proposed in the Warrnambool city council's 'recreation' plan - I wish it could be constructed ASAP."* (Staff)

*"A good bicycle path from town into the uni separate from the highway. Better facilities at work to store bikes in"* (Staff)

*"Adequate bathroom/shower/toilet facilities at Warrnambool campus; secure lock up facilities for bikes; walking/cycling paths to campus"* (Staff)

*"Organised car pooling program possibly on website; raise awareness"* (Staff)

*"Shower facilities across campus, more bike lockers throughout campus (not racks, lockers), better bus connections"* (Staff)

### **Are there any car pooling arrangements already operating at the site?**

Carpooling that currently takes place for travel to or from the Warrnambool Campus tends to be informally organised and is mostly between students. Few staff reported that they car pool.

### **What activities/programs at the site link with what the travel plan is trying to achieve?**

TravelSmart aims to encourage people to make smarter choices to reduce the number of car journeys. Almost half of the students and quarter of staff do not attend the Campus on a given day. Over 80 percent of students are enrolled full-time and therefore it could be hypothesized that the high quality information technology and communication (ITC) facilities at the University, allow students to work from home and avoid some trips to the University. A quarter of staff are part-time which accounts for their non-attendance on a daily basis. Academic staff are also able to stay connected to the University via the ITC facilities and therefore can avoid daily trips to the Campus too.

The Warrnambool City Council in conjunction with *Bicycle Victoria*, promote 'Ride to Work Day' at workplaces in the city. Approximately 20 of staff and students participated in this event in October 2009.

## What factors discourage more sustainable travel?

### **What were the most common reasons given by staff/students for driving?**

Convenience was the major reason why staff and students travelled to university as a sole occupant in a car. Lack of off-road cycle paths to the university, inadequate end-of trip facilities (bike storage and washrooms) and inadequate public transport services were also mentioned as reasons for driving a car. Many staff and students do not walk to university because the distance they need to travel is too great.

*I drive "because the car is convenient" (Student)*

*I drive because the "convenience enables work hours to be flexible" (Staff)*

*I drive because "I have to take my son to day-care first which isn't located on campus" (Student)*

*I drive because "having to travel on the highway by bike is too intimidating and I consider it unsafe. There are several logistic challenges inherent in riding a bike on a dual highway" (Staff)*

*"It would take 2 hours on a bus which (sic) would have to take 2 buses" (Staff)*

*I drive because "Public transport is not frequent enough at Warrnambool" (Staff)*

*"People don't cycle as there's nowhere safe to leave their bikes during the day" (Staff)*

Many staff travel between the Warrnambool and Geelong campuses and the train would seem to be an ideal mode because there are stations located close to the three campuses. The timing and frequency of the daily services limit this choice as demonstrated by the following comment:

*“I would also like to take the train from Warrnambool to the Waterfront campus, but it leaves at 5:38am which is too early. The next train leaves at 11:40am which means arriving at Waterfront at 2pm, which is too late to allow for activities during business hours. I am in the process of writing to V/Line about this” (Staff)*

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

The common factors for driving a car to the Warrnambool Campus do appear to be substantiated. Peak hour traffic problems that extend travel times and deter people from car travel do not exist for staff and students at Warrnambool. Parking is readily available by purchasing a permit or alternatively free parking is available near the Campus football oval and therefore parking cost is not a deterrent from driving a car either.

Bus travel in the City of Warrnambool is inconvenient unless students and staff live along the route between the city centre and the University, which has an hourly bus service. Bus services along other routes in the residential areas of Warrnambool are not in operation during the mornings and afternoons because buses are used to transport students to and from local schools. In practical terms, students and staff living beyond the route connecting the city centre to the University cannot catch buses to the Campus before approximately 9.30am and return travel times during the afternoon are also restricted. The following statement from a Staff member demonstrates this point.

*“I tried to catch a bus to work in Warrnambool and I could not arrive before 10am and it took way to long. We do not have any other public transport options in Warrnambool” (Staff)*

The Warrnambool Campus to the city centre bus service does not run on the weekends therefore students who live in the residences on campus, are isolated during the weekends if they rely on buses for transport.

Many students and staff travel to the Warrnambool Campus from surrounding towns such as Port Fairy, Portland, Heywood, Terang, Camperdown, Cobden, Timboon and Colac. Public transport options (buses and trains) connecting these towns to Warrnambool are limited and infrequent.

The City of Warrnambool has a comprehensive network of bike lanes and paths. Maps are available from the Council Office and can be downloaded from the website. The route from the city centre to and from the Warrnambool Campus is via the dual lane highway which presents challenges for the safety and enjoyment of cyclists. The Warrnambool Campus DUSA service has a set of 6 bicycles available for student and staff use. Concerns about safety on the road would contribute to the lack of use of the bikes.

### **Do University Campus facilities discourage staff and students from walking, cycling, or catching public transport?**

Inadequate end of trip facilities for cyclists are barriers to more students and staff cycling to the Warrnambool Campus. Construction of a secure area to lock bikes and improved washroom facilities have been suggested by those who currently cycle to the campus as well as those who indicated a willingness to consider this mode of travel. The current washroom facility has two showers but only one lockable door and therefore only one person can use the facility privately at a time. The room has poor lighting and no basin at the mirror for those who wish to shave. About half of all students and staff who completed the surveys reported that having secure bike storage

would encourage them to leave their bike locked while at work (42 percent and 50 percent respectively) and about two-thirds of students and staff reported that there were not adequate washroom facilities to encourage more people to walk or cycle to work (64 percent and 67 percent respectively). The existing bike racks are outdoors and require cyclist to padlock bikes to rails. Bikes can be tampered with and most racks are not undercover from the weather.

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

Cycling on the dual lane highway to and from the Warrnambool Campus is considered unsafe by over half of the students and staff (56 percent and 58 percent respectively). Problems associated with traffic and the lack of bike lanes were the specific reasons for this.

An off-road cycle and walking path connecting the Warrnambool Campus to the city centre would better cater for students living at the student residences who have no public transport access to the city on the weekends.

## University policies or rules that discourage sustainable travel options

**Deakin University Permits:**

Car parking permits are valued at \$181.50 per year for a blue zone permit or \$91.00 for a red zone permit. They can be purchased through a lump sum payment or through the salary sacrifice scheme. Car parking permits can also be purchased on a monthly basis at \$27.50 per month for blue zone and \$13.50 per month for red zone. As shown in Tables 1 and 2, 32 percent of students and 92 percent of staff have Deakin University parking permits.

For students who are at the Campus for eight months of the year it would be expected that the cost of parking would encourage car pooling or use of other modes of transport, but there is free parking at the Warrnambool Campus football oval, therefore students can avoid the fees for parking. With the current lack of alternative transport options it would not be appropriate to remove the free parking at the Warrnambool Campus as a disincentive for students to drive their cars. Address some of the barriers to cycling, catching buses and carpooling are higher priorities.

The cost of parking does not appear to be a disincentive to staff from driving to the Warrnambool Campus. Even though there is free parking at the football oval, over 90 percent of staff purchase a permit.

**Salary Sacrifice:**

The University provides salary packaging for motor vehicles, including novated leases. On a novated lease staff members do not 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.

It has also been noted that the university does not provide incentives such as subsidised rail or bus passes or bicycles for staff, yet staff are able to salary sacrifice or package laptops, gym memberships and association memberships.

## Where to from here?

This report has been prepared for use in the development of strategies to promote more sustainable travel choices. It will conclude with a series of recommendations and local considerations.

### Recommendations and local considerations

In the current circumstances promoting more sustainable modes of travel to and from the Campus and between Campuses is preferable to introducing disincentives for car travel because over half of students and staff report that they want to be proactive and adopt more sustainable behaviours. Based on diffusion of innovation theory,<sup>1</sup> and theory related to creating the 'tipping point' for behaviour change,<sup>2</sup> it is important to work with 'early adopters' and 'champions for change', in initial stages of changing a culture of behaviour. Therefore the focus of incentives to adopt sustainable travel behaviour is preferable to introducing disincentives to car travel.

Construction of an off-road cycling / walking path connecting the Campus to the existing foreshore paths would provide a safe and more pleasant alternative to cycling or walking along the Princes Highway to travel to or from the Campus. Warrnambool City Council has a proposal for an off-road cycling / walking path along the Hopkins River to link the city centre to the Campus as part the 'Recreation Plan.' Development of this infrastructure would provide an excellent opportunity for Deakin students and staff to choose active travel and potentially influence the behaviour of others through example. Such a path would also provide recreation opportunities for all residents of the city and visitors.

Current cyclists who use the Campus washroom facility should be consulted to identify how the washroom facilities on Level 2 of B Building can be improved. There has been some suggestion of cyclists accessing washroom facilities at the Sharks football / netball clubrooms that are currently under construction. It would be informative to ask current cyclists about where they actually store their bike at the Campus. Several staff members indicated that they keep their bike in their office rather than leave it outdoors where it can be tampered with and exposed to the weather.

An investigation of the feasibility of increasing the frequency of the bus service connecting the Campus to the city centre and running extra services connecting residential areas of Warrnambool to the Campus. The current bus service connecting the Warrnambool Campus to the city centre is used by very few students and staff. Buses are scheduled hourly from 7.30am to 6pm on weekdays. It has been suggested that the bus timetable of the existing service is made available to be downloaded to a phone or computer.

The first bus of the day on the routes that connect residential areas of Warrnambool to the city centre, start after 9am after the school bus run and these buses do not run between 3.30 – 4.30pm because once again they are used for the school run. Therefore staff and students who do not live close to the bus route from the city centre to the Warrnambool Campus cannot arrive at the university till after approximately 9.30am at the earliest and departure times are constrained.

The introduction of a car pooling website for students and staff to log their trips and travel together would appear to be a simple intervention. Car pooling is seen as a viable sustainable transport option and would be particularly suited to staff and students who live in towns such as: Port Fairy, Portland, Heywood, Terang, Camperdown, Cobden, Timboon and Colac.

1. Rogers EM. Diffusion of Innovations. 4th ed. 4th Edition, New York: Free Press; 1995.

2. Gladwell M. The tipping point: How little things can make a big difference. London: Back Bay Books; 2002.

A more frequent train service connecting Warrnambool and Geelong (multiple daily services already exist between Geelong and Melbourne) to accommodate travel between campuses for a day of classes or meetings. This issue should be included in the list of priorities in the surveys (Q6). The proximity of the campuses to the railway stations for commuting between the Warrnambool and Geelong campuses is very good, however, the train timetable is not conducive to inter-campus commuting. The morning train from Warrnambool is very early (5:38am) and the next train leaves at 11:40am which means arriving in Geelong too late to allow for activities during business hours. Return trains depart Geelong at either 2.15pm or 7.30 pm which once again is not suited to work during business hours. The 10pm arrival of the evening train into Warrnambool is not suitable for trips during a working week. The University should purchase more efficient fleet vehicles as staff have limited options for inter-campus commuting from Warrnambool.

The time is right to form a Warrnambool Campus TravelSmart Committee to develop a Campus specific Travel plan because there is a high level of awareness and concern about the environmental impact of current travel behaviour among students and staff at the Campus,