



Deakin University - Waterfront 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 Waterfront 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 lead by example, and influence the travel behaviours of other people in Geelong.

In August 2009, staff and students at Deakin University's Waterfront Campus were invited to complete an online survey related to their travel behaviour as well as their views on using sustainable travel modes. These data have been compiled in this report for use in the development of the Waterfront Campus Travel Plan.

Key findings from student and staff surveys

- ▶ The majority of students and staff travel by car to and from the Waterfront Campus because it is convenient. (*The rate of single occupant car use was considerably lower at the Waterfront Campus compared with the Waurin Ponds and Warrnambool Campuses.*)
- ▶ Postcode data show that half of students who study at the Waterfront Campus live more than 50 kilometres away from the campus and a further 40 percent live within 10 kilometres. Half of the staff live within 10 kilometres, a quarter live between 11-35 kilometres and about 12 percent live 50 kilometres or more from the campus.
- ▶ The rate of car ownership is high among students and staff (76 percent and 95 percent respectively).
- ▶ Sixty-two percent of students and 83 percent of staff own a bike. Approximately half of the students and staff reported that they cycle regularly, however, fewer students cycle to university compared with staff (5 percent vs 35 percent).
- ▶ Time restrictions and the weather are the major barriers to more students and staff cycling to the Waterfront Campus. Separating bikes from motorised vehicles by constructing off-road cycle paths has been suggested to encourage more people to cycle to the campus.
- ▶ It has been suggested that inadequate end of trip facilities (bike storage and washroom) discourages cycling to the Waterfront Campus.



- ▶ An increase in the frequency of bus services to and from the Waterfront Campus as well as adding extra bus services are high priority travel issues for over three-quarters of students and staff. A third of students and staff indicated they would consider travelling to and from the campus by bus.
- ▶ Among staff, the most common mode of travel between campuses was to travel in a Deakin University car. A third of staff drove alone, 40 percent carpooled with colleagues and 10 percent used their private car. Very few staff reported their usual mode of travel between campuses as train or bus (three and two percent respectively).
- ▶ Approximately one third of Waterfront Campus staff would use a Deakin University mini-bus service if it ran daily between Burwood and Geelong; another one third responded that 'maybe' they would use this service if it was available.
- ▶ A carpooling service was a high to very-high priority issue for approximately two-thirds of students and staff. Many indicated that they would consider carpooling to travel to and from the Campus.
- ▶ Over 80 percent 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.
- ▶ Domestic flights were taken by over 60 percent of students and thirty percent of staff in the past twelve months and most did not take short international or long international flights. Very few reported taking more than 1-2 of each type of trip. Only one quarter of staff indicated that being able to voluntarily off-set carbon produced by air travel was a high to very-high priority.
- ▶ Approximately one third of students and staff (38 percent and 27 percent respectively) reported that they were happy about the effect of their current lifestyle on the environment and about two-thirds reported that they would like to do a bit more to help the environment (61 percent and 73 percent).

Key recommendations

- ▶ Request that V/Line make small adjustments to the timetable to have trains (particularly from Melbourne) arrive in Geelong before the hour and depart after the hour, to better fit with the start and finishing times of classes. A more frequent half hourly service has been suggested to encourage even more students and staff to travel by train. The ability to do university work on the train is an additional benefit of train travel. Parking and traffic difficulties as well as the cost of fuel are disincentives for car travel and contribute to the increased attractiveness of train travel.
- ▶ The timetable of trains from Warrnambool to Geelong, that travel through places such as Colac, Whittlesea and Marshall might also be adjusted (more frequent and better aligned with university hours) as incentive for more students and staff who live west of Geelong to travel by train.
- ▶ The introduction of a car pooling website for students and staff to log their trips and travel together would enable more students and staff to identify others who live 'on-route' and allow them to travel together.



- ▶ A further incentive for students and staff to car pool has been the suggestion to trial an increase in parking fees for those who travel alone, or a discount for those who car pool.
- ▶ Responses to several survey questions indicate that buses should be more frequent and extra services should be added. Careful examination of existing bus timetables would be beneficial to know exactly which routes should be added or upgraded.
- ▶ One staff member suggested that the Xpress bus between the Geelong campuses needs to operate over the summer trimester.
- ▶ Review staff car bookings for trips between Burwood and Geelong from the past two or three years and explore the feasibility of providing a daily Deakin University mini-bus service between Burwood and Geelong.
- ▶ Explore the feasibility of providing staff with myki cards for public transport travel in addition to the provision of fleet cars.
- ▶ Consultation with the City of Greater Geelong to access information on the 'walk-ability' and 'bike-ability' of routes radiating up to 10 kilometres from the Waterfront Campus. It may be possible for students and staff to contribute to the process of identifying problem areas to improve the infrastructure and make it safer, more convenient and more pleasant to walk or cycle to the campus. Off-road walking and cycling paths are preferred to on-road lanes.
- ▶ A further incentive for more students and staff to cycle to the Waterfront Campus would be to improve the security of bike storage.
- ▶ Few staff are currently required to commute regularly to Warrnambool, however if the Geelong to Warrnambool train timetable was better aligned with university hours, staff could use time more efficiently by working on the train rather than driving.
- ▶ The time is right to form a Waterfront Campus TravelSmart Committee to develop a campus specific Travel Plan to promote greater awareness of ways to make more sustainable travel choices and remove some of the barriers and disincentives to making these choices.

Local considerations

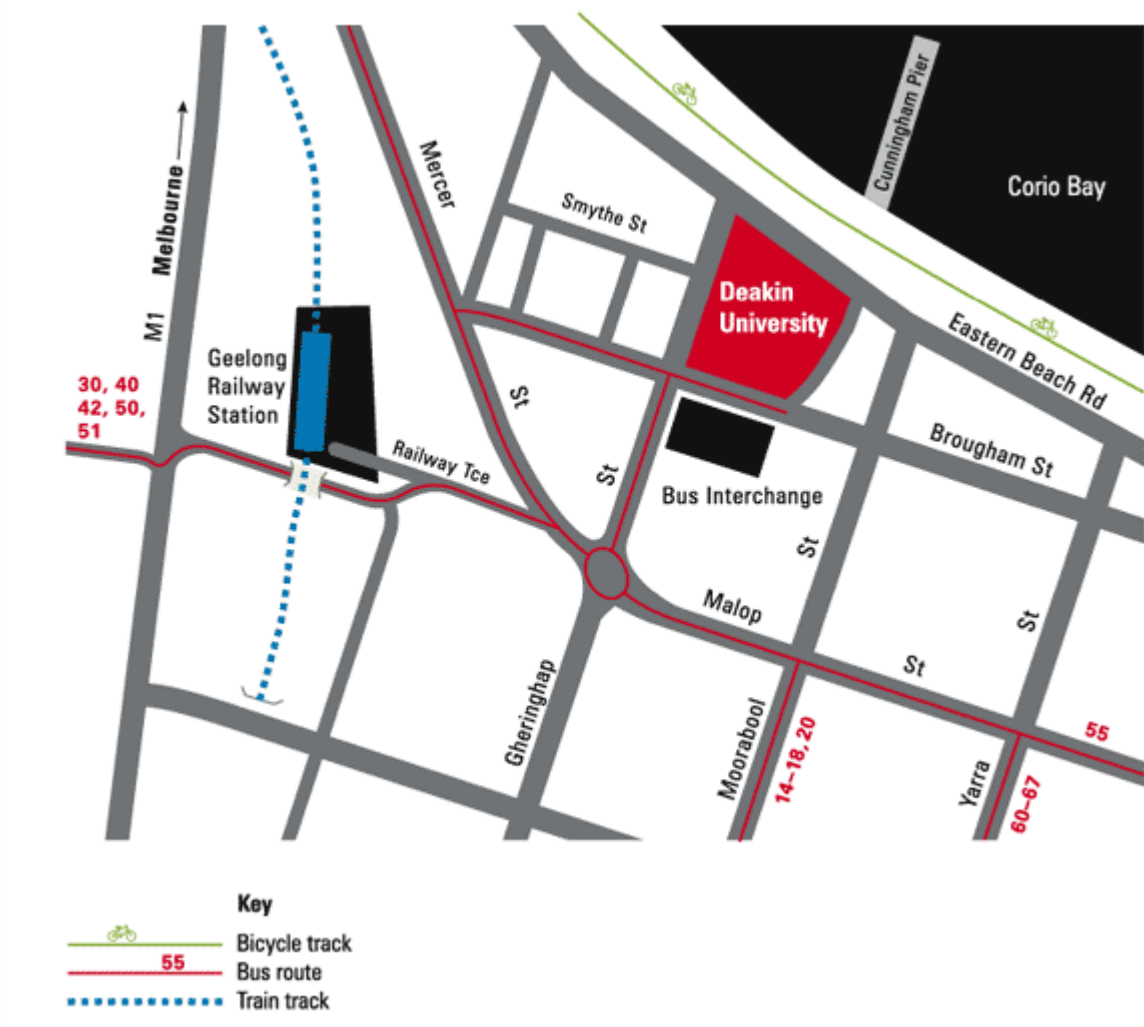
- ▶ The close proximity of the Geelong railway station and the bus interchange to the Waterfront Campus makes train and bus travel a convenient choice IF timetables align well with university hours.
- ▶ The location of the Waterfront Campus on the Geelong foreshore is conducive to walking or cycling in this area.
- ▶ Benders buses use myki cards; the same public transport cards as are used in Melbourne.

Deakin University – Waterfront Campus

Location

Deakin's Waterfront Campus is located on the foreshore of Corio Bay in the central business district (CBD) of Geelong. Originally built as wool stores in 1893, the buildings have been extensively renovated to create a modern and impressive campus. Geelong Railway Station and the bus interchange are within two city blocks of the Waterfront Campus and the block between Smythe, Gheringhap and Brouham streets contains the car park for use by students and staff who purchase a permit (see Figure 1).

Figure 1. Location of Deakin University – Waterfront Campus



Travel Survey Student and Staff Samples

In August 2009, staff and students at Deakin University's Waterfront 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=103	%
Gender		
Male	23	22.3
Female	80	77.7
Age (years)		
<19	18	17.5
20-29	69	67.0
30-39	9	8.7
40-49	6	5.8
50-59	1	1.0
60+	0	0
Enrolment characteristics		
On campus	92	90.2
Off campus	10	9.8
Domestic	98	95.1
International	5	4.9
Full time	91	88.3
Part time	12	11.7
Undergraduate	77	74.8
Postgraduate	26	25.2
First year	26	25.2
Second year	30	29.1
Third year	19	18.4
Fourth year	19	18.4
Fifth year	9	8.7
Vehicle ownership		
Car	78	75.5
Bike	64	62.1
Deakin car parking permit	18	17.5
Public transport concession card	41	39.8

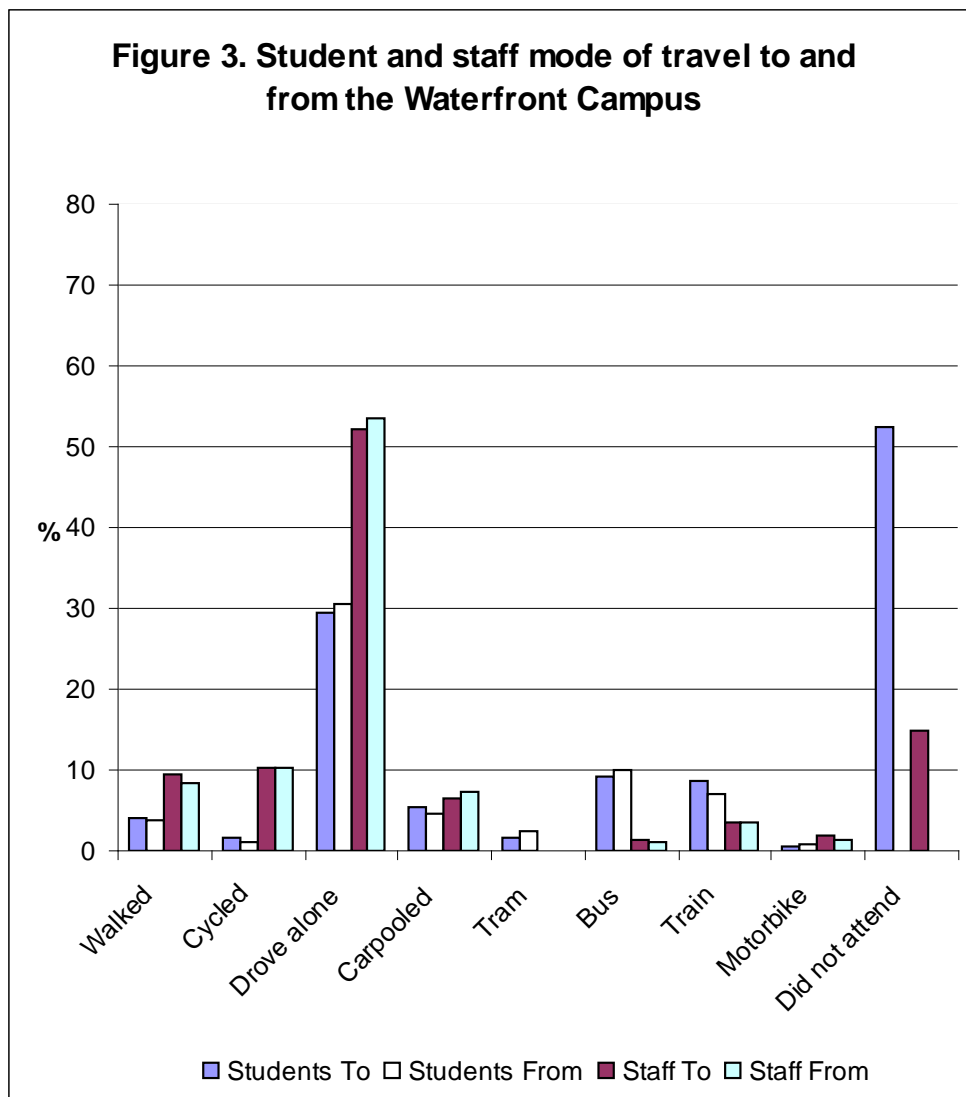
Table 2. Characteristics of staff sample

	n=59	%
Gender		
Male	24	41.4
Female	35	58.6
Age (years)		
<19	0	0
20-29	12	21.1
30-39	17	29.8
40-49	16	28.1
50-59	12	21.1
60+	0	0
Employment type		
Academic	8	86.4
General	51	13.6
Employment time fraction		
Full time	42	71.2
Part time	15	25.4
Casual	2	3.4
Vehicle ownership		
Car	56	94.9
Bike	49	83.1
Deakin car parking permit	40	67.8

The current situation

How staff and students travel

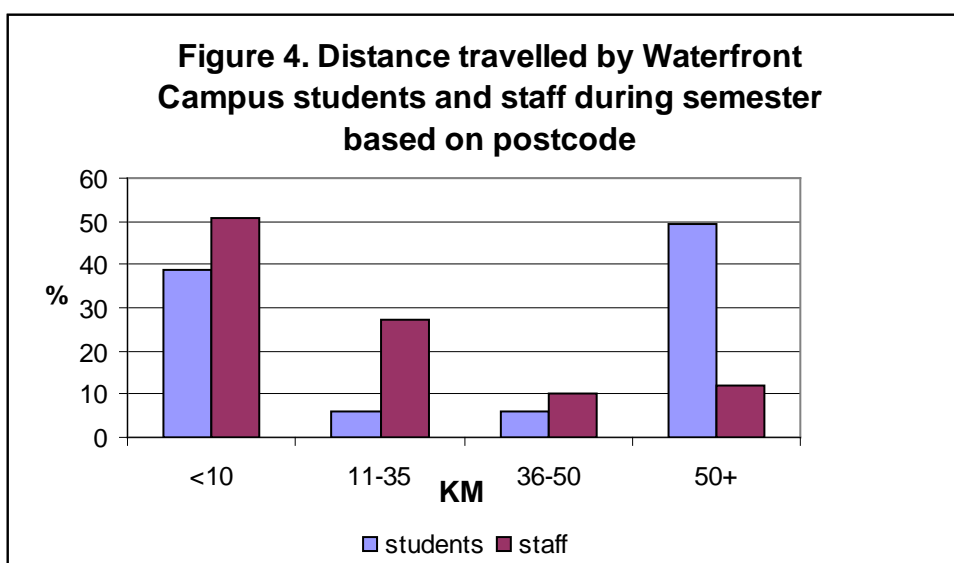
Slightly more than half of the staff (52 percent) and one third of the students (30 percent) travelled to and from the Waterfront Campus as the sole occupant of a car (see Figure 3). About six percent of students and staff carpooled and approximately 10 percent of staff walked and a similar sized group cycled to the campus. Less than four percent of students reported walking or cycling to the Waterfront Campus. About ten percent of students travelled by bus or train compared with smaller groups of staff (one percent and four percent respectively). On average, approximately 52 percent of the students and 15 percent of staff did not attend university on any given day.



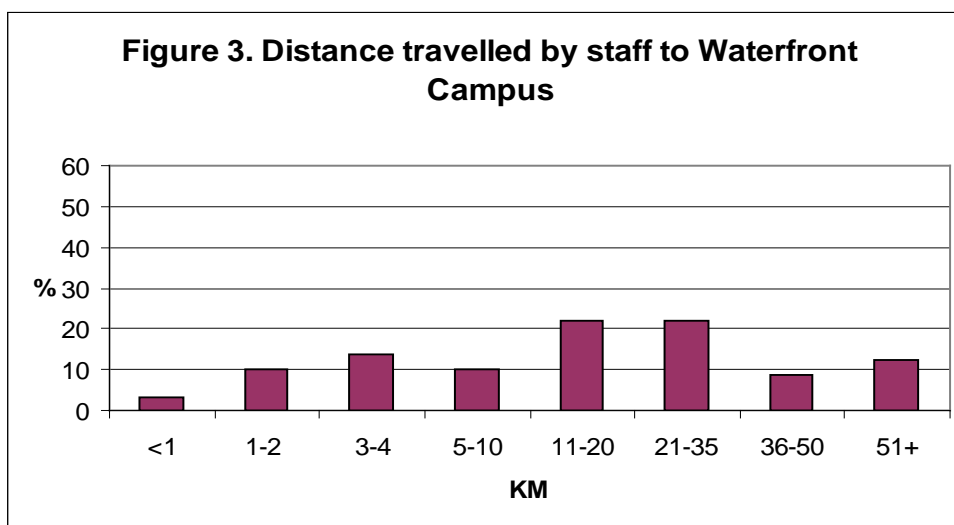
How far staff and students travel

Based on the postcode of where students and staff live, almost 40 percent of students and half of staff live within a 10 kilometre radius of the Waterfront 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 half of students made a 100 kilometre or more return trip to the campus, compared with ten percent of staff. Students and staff who live more than 10 kilometres from the Waterfront Campus would most likely reside outside the City of Geelong 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).

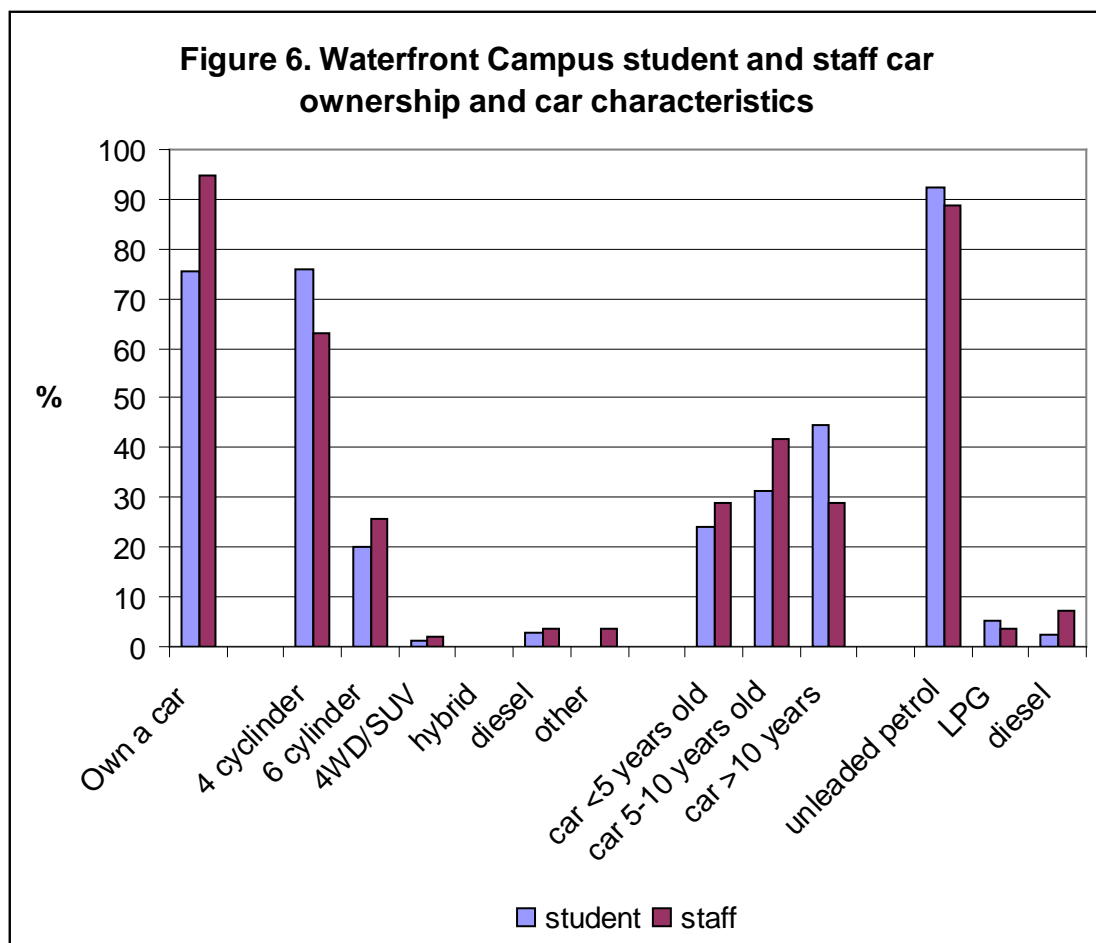


Approximately 13 percent of staff travel 2 kilometres or less to the Waterfront Campus, suggesting that they are close enough to walk (see Figure 5). Distance travelled by students was not available in 2009.



Car ownership and car characteristics

The rate of car ownership among students and staff at the Waterfront Campus is high with over 75 percent of students and almost 95 percent of staff owning a car and the majority of the cars are powered by unleaded fuel (Figure 6). Over two-thirds of the cars owned are 4-cylinder, with students owning older cars compared with staff. No student or staff who completed the survey owns a hybrid car and few own diesel cars.



Approximately 90 percent of students and staff reported being aware of the impact vehicle emissions have on the environment. A small group of students and staff (4 percent and 2 percent respectively) requested more information on vehicle emissions.

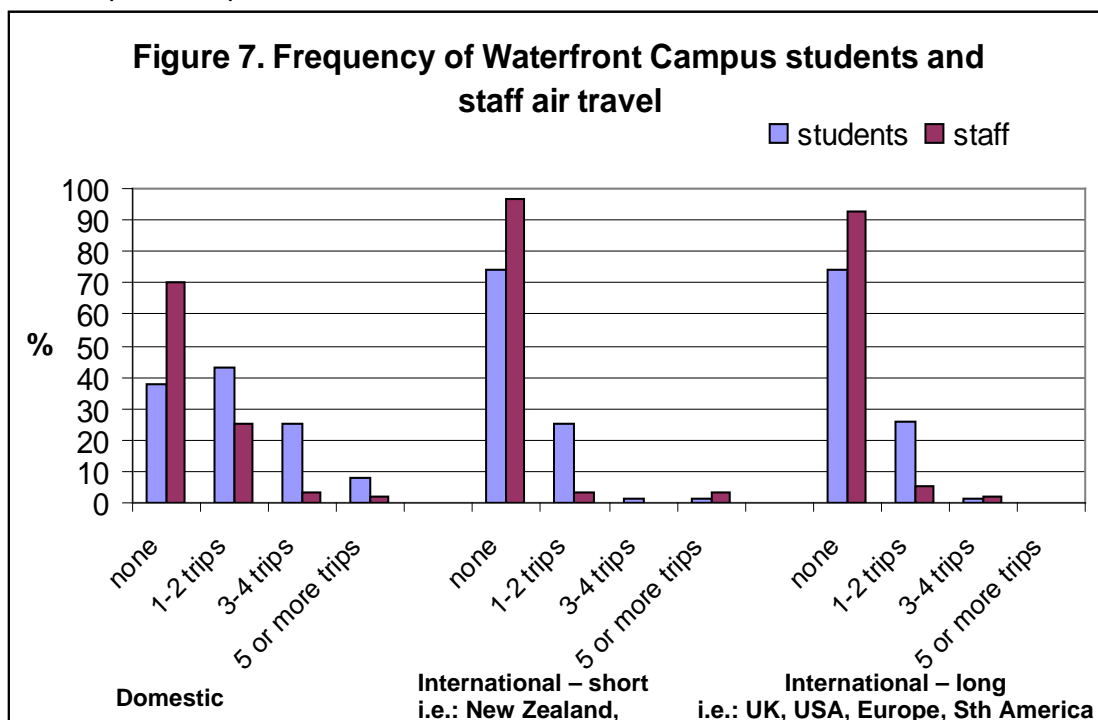
University vehicle provision

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. Eighty percent of the Waterfront Campus staff 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 20 percent of the staff did not have access to a car during the day.

Fifteen percent of staff travelled between the Waterfront and Waun Ponds campuses once a week or more (five percent did so 'once a week', almost seven percent did so 'a few times a week' and three percent 'everyday'). Only three percent of Waterfront Campus staff reported never being required to travel to other Deakin University campuses. Over 50 percent of staff reported to 'never travel' to Warrnambool and 48 percent made the 'occasional trip'. The most common mode of travel between campuses was to drive in a Deakin University car; a third of the staff drove alone and over 40 percent carpooled with colleagues and just over ten percent drove in a private car. Very small groups reported their usual mode of travel between campuses as train or bus (three and two percent respectively). Approximately one third of staff would use a Deakin University mini-bus service if it ran daily between Burwood and Geelong and another one third responded with 'maybe.'

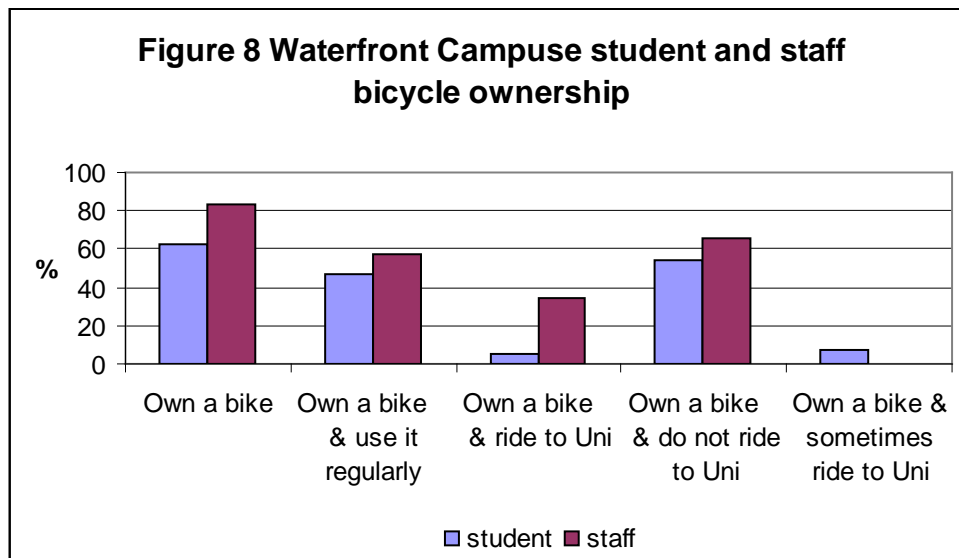
Frequency of aeroplane travel in the past year

Approximately 60 percent of the students and 30 percent of the staff took domestic flights in the past 12 months with almost a quarter of students taking 3-4 domestic trips. Approximately 25 percent of students and only five percent of staff took short or long international flights in the past 12 months (see Figure 7). Few students or staff reported taking more than 1-2 short or long international trips in the past twelve months.



Bicycle ownership and use

Almost two-thirds of students and 83 percent of staff own a bike (see Figure 8). Fewer students own a bike and use it regularly compared with staff (47 percent and 57 percent respectively) and this difference is more evident in those who ride to the Waterfront Campus (students 5 percent and staff 35 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 reasons students and staff who travelled by bus or train to and from the Waterfront Campus chose to do so, are mostly related to 'not owning a car' and 'having difficulties with car parking.' Students travelling from Melbourne reported that the train was cheaper and less stressful than driving and it also provided an opportunity to do university work on the train.

Examples of such responses Included:

"I don't own a car so the bus is the only option for me to get to uni" (Student)

"Do not own a car" (Staff)

"I travel by train because it is the "only way of getting to uni as I do not have a car" (Staff)

"Parking is too hard to get for a long period of time. It is often not available when I need it (Student)

I don't have to spend 30 mins looking for parking at the uni and/or pay for parking" Student)

"It's often difficult to find a park" (Staff)

Train travel is the "cheapest option" (Student)

"Because it is much cheaper than driving from Melbourne to Geelong and back again" (Student)

Catching the train is "less hassle/stressful than driving" (Staff)

"I don't have to deal with traffic, sometimes causing the trains (vline + connex) to even be quicker" (Staff)

"More convenient (can study in the train Melbourne-Geelong-Melbourne) (Student)

"Train travel is much cheaper and I can read notes, which you can't do while driving" (Student)

Examples of reasons given for walking or cycling included:

"I walk because it's good for my health" (Student)

"I cycle because it's quick" (Student)

"If the class starts later in the day, I will walk as there are no parks in the Deakin car park" (Student)

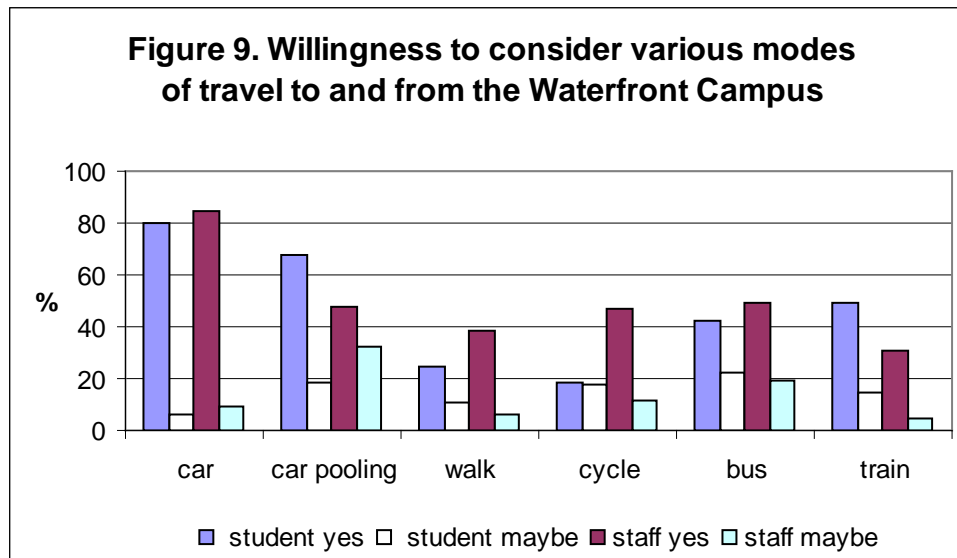
I walk because "I live 2 minutes away from campus" (Staff)

"Walk - ease, direct path to uni, exercise, do errands on way" (Staff)

"I prefer to ride my bike" (Staff)

"Lack of car parking, so I try to ride either my motorbike or mountain bike to work" (Staff)

Students and staff were asked about their willingness to consider various forms of travel to and from the Waterfront Campus (see Figure 9).



Over 60 percent of students and almost half of the staff would consider carpooling and between 30-50 percent of both groups would consider travelling by bus or train. Fewer students than staff would be willing to consider walking and cycling to the Waterfront Campus (walking: approximately 25 percent compared with 39 percent; cycling 19 percent compared with 47 percent respectively).

Some examples of suggestions given by students and staff to improve rates of car pooling at the Waterfront Campus included:

“Car pooling would be a good option if student had a way of contacting a central data system to express their interest. - this may be on a daily, weekly or monthly basis where you log an expression of interest for a particular day to secure your ride” (Student)

“Website to find people travelling from your area, to introduce people” (Staff)

“Clear rules for costs sharing, better matching of car-poolers to and from (eg create a website of real-time car-poolers who can announce travel schedule/route/pickup points and only staff/students can participate, drivers can select car-poolers by behaviour ranking, etc) (Staff)

“A student travel group, which can assign people into groups in accordance with the area they live in so they can carpool together” (Student)

“A list of where other staff in division is travelling from to allow car pooling” (Staff)

“Car pooling incentives - ie cheaper parking if more in a car (Student)

Interestingly more staff than students would be willing to consider cycling to the Waterfront Campus (48 percent compared with 19 percent; see Figure 9). Some examples of suggestions to improve rates of cycling to the Waterfront Campus included:

“Increase bicycle storage facilities” (Student)

“to encourage people to cycle to work the Uni should offer a safe, undercover area where bicycles can be locked, an adequate number of showers and change rooms” (Staff)

“Bike parking with electric bike charging sockets” (Staff)

“Storage facilities for change of clothes” (Staff)

“Improved bike paths in Geelong, particularly in the CDB” (Staff)

“safer cycle paths” (Staff)

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 Waterfront Campus. Few students and staff (38 percent and 27 percent respectively) reported that they were happy about the effect of their current lifestyle on the environment and approximately two-thirds of students and staff reported that they would like to do a bit more to help the environment (student: 61 percent and staff: 73 percent). Slightly more than half of students (56 percent) and 70 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 an environmental awareness campaign that highlights environmental concerns and includes actual examples of sustainable trips to the campus might be useful to encourage more students particularly, to make these choices.

Main transport priorities to be addressed

The 2009 travel survey included a question related to transport priorities for Waterfront 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 Waterfront Campus are presented in Tables 3 and 4. Over 85 percent of students reported that an increased frequency of bus service as a high priority (53 percent thought that this was a very high priority) and over 75 percent thought having extra bus services was a high to very high priority (Table 1). Almost two-thirds of the student population reported as high to very high priority, the following sustainable travel strategies: carpooling service (62 percent) green travel policy for between campus travel (67 percent), improved efficiency of the university fleet (67 percent) and the marketing fleet (63 percent).

Table 3: Priority travel issues according to students – Waterfront 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	1%	1.9%	9.7%	8.7%	11.7%	14.6%	21.4%	9.7%
Med	13.6%	22.3%	28.2%	24.3%	21.4%	22.3%	18.4%	35.9%
High	32.0%	28.2%	37.9%	48.5%	42.7%	38.8%	19.4%	30.1%
V High	53.4%	47.6%	24.3%	18.4%	24.3%	24.3%	40.8%	24.3%

Similar priorities were apparent for staff as were reported for the student population, with over 75 percent reporting that an increased frequency of bus service was a high priority (43 percent thought that this was a very high priority) and over 73 percent thought having extra bus services was a high to very high priority (see Table 2). Almost two-thirds of the staff reported that a range of sustainable travel strategies were a high to very high priority. These included a carpooling service (64 percent) green travel policy for between campus travel (83 percent), improved efficiency of the university fleet (73 percent) and improved efficiency of the marketing fleet at (67 percent).

Table 4: Priority travel issues according to staff – Waterfront 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	1.8%	3.5%	3.4%	1.7%	19.0%	12.1%	8.6%	37.9%	19.0%
Med	23.2%	22.8%	32.8%	15.5%	50.0%	15.5%	24.1%	13.8%	22.4%
High	32.1%	35.1%	48.3%	46.6%	13.8%	25.9%	20.7%	25.9%	32.8%
V High	42.9%	38.6%	15.5%	36.2%	17.2%	46.6%	46.6%	22.4%	25.9%

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

The location of the Waterfront Campus in the Geelong CBD means that the railway station and bus interchange are a short walk to the Waterfront Campus. The foreshore location is picturesque and therefore those who are close enough to walk or cycle via the foreshore path, have a pleasant route to the campus (see Figure 3).

When asked to suggest changes that would encourage more sustainable forms of travel the most common responses related to having more frequent trains between Melbourne and Geelong.

“a better train timetable (Geelong V/Line) so that you don’t get to uni 50 minutes early or 10 minutes late” (Student)

“more frequent trains; a train that arrives at 7.45am at Geelong station instead of 8.05am or 6.30am, would mean the students could catch the train for 8 am classes and read on the train ride to university” (Student)

“if the V/Line trains during the lunch hour ran every hour instead of every two hours (the ones that actually stop at Werribee), as we either have to get to uni nearly 2hrs early, come late to uni, or (when returning home) wait sometimes 1.5hrs for another train” (Student)

“Larger discounts for university students for V/Line train tickets. The prices may be greatly reduced already, but for students supporting themselves commuting multiple times a week for the entire year the price is a huge chunk out of a budget, no matter how it is spread out. I know of many people who do not attend classes or who have even transferred to another university due to this.” (Student)

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

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

“Car pooling: is convenient when other people living on res. with me have the same classes” (Student)

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 City of Greater Geelong in conjunction with *Bicycle Victoria*, promote ‘Ride to Work Day’ at the City Hall Forecourt which is a few minutes cycle or walk from the Waterfront Campus.

Having the bus shuttle between the two Geelong Campuses is consistent with TravelSmart. Specific questions on reasons for use or non-use should be included in the survey for 2010. Two

interesting comments from a staff member who is a regular bus traveller between Geelong campuses mentioned that:

“The trimester breaks need the Xpress bus to still run between Waterfront and Geelong campuses or a smaller shuttle version would be good to replace this. Publicise the timetable and stops to Staff in order to get them to use the bus favourably” (Staff)

“Myki card now available for Benders Buslines at Geelong should be made available to staff, as good encouragement” (Staff)

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 the Waterfront Campus as a sole occupant in a car. Inadequate public transport services were also mentioned as reasons for car travel.

“It’s much quicker and more convenient (to drive) than catch the train” (Student)

“It’s quicker (to drive) and I get there on time” (Student)

“Using a car means I can easily carry a laptop and drawing equipment necessary for architecture students” (Student)

“Drive- safer and quicker when working late, can run errands and go places further away, carry heavy items” (Student)

“Time (heaps quicker by car) (Staff)

“Need car to pick up kids after school” (Staff)

I drive because the “trip takes too long by public transport” (Student)

“Public transport takes double the time” (Student)

Public transport times do not suit my circumstances ie I must be on a train at 7.25am before childcare opens at 7.30” (Student)

“The public transport that does exist extends my daily travel time by over two hours more than driving” (Student)

“The bus timetable often makes my arrive minutes late to a class, driving is faster to get there” (Student)

“Transport to/from Torquay takes quite a bit longer than driving” (Staff)

“It would take around 3hrs to travel by public transport compared to 1hr 10 min” (Staff)

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

Time required and the weather were the main reasons that discourage people ‘a great deal’ from cycling or walking to the Waterfront Campus. Inadequate end of trip bike storage and washroom facilities discourage more people ‘a moderate amount of time’.

Nevertheless, construction of a secure area to lock bikes has been suggested by those who currently cycle to the campus as well as those who indicated a willingness to consider this mode of travel.

“More bike racks to lock bikes up” (Student)

“Better security and storage facilities for cyclists” (Student)

*“I cycle irregularly due to inadequate storage for high end bicycles (i.e.: secure lockers) “
(Staff)*

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?

Safety concerns are reported to discourage staff and students from cycling to and from the Waterfront Campus. Problems associated with traffic and the lack of bike lanes were the specific reasons for this. Approximately forty-five percent of students and staff reported that traffic discouraged cycling ‘a great deal’ and fifty-three percent of students and staff reported that the lack of bike lanes discouraged cycling ‘a great deal.’ The following comment by a member of staff sums up the danger associated with cycling to the Waterfront Campus:

“Cycling is way, way, way too dangerous. If there were safe cycle paths, I would be more inclined to try” (Staff)

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, 18 percent of students and 68 percent of staff have Deakin University parking permits.

The cost of parking and the close proximity to the Geelong railway station and the bus interchange may be a disincentive for students not to drive alone to the Waterfront Campus. The cost of parking does not appear to be a disincentive to staff from driving to the Waterfront Campus as almost two-thirds of staff has purchased a parking 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

Almost half of students and one third of staff reported that they would consider train travel. A further 15 percent of students reported that they would 'maybe' consider train travel. It would be beneficial to students and staff travelling to the Waterfront Campus from Melbourne to request that V/Line make small adjustments to the train timetable to have trains arrive in Geelong before the hour and depart after the hour to better fit with the start and finishing times of classes. The timetable of trains from Warrnambool to Geelong that travel through Colac, Whittlesea and Marshall might also be adjusted as incentive for more students and staff who live west of Geelong to travel by train.

Re-introduction of a daily Deakin mini-bus travelling between Burwood and Geelong Campuses is worth re-visiting as over one third of Waterfront Campus staff reported that they would use it and another quarter responded that 'maybe' they would use it if it was available. A wide variety of pick-up points were suggested.

For students and staff living in areas surrounding Geelong, such as Bellarine Peninsular, Surf Coast and the Otway region, the current public transport options appear to be limited. These areas are located too far to cycle or walk to the Waterfront Campus. The introduction of a car pooling website for students and staff to log their trips and travel together would enable more students and staff to identify others who live 'on-route' and allow them to travel together. There would be an additional benefit of reduced fuel costs if these were shared. If parking fees were also more expensive for those who travel alone, this would be a further incentive to car pool.

More frequent and extra bus services were reported as a high priority by over three-quarters of all students and staff. The close proximity of the bus interchange to the Waterfront Campus is conducive to bus travel. It is not possible to gauge whether more buses are required in Geelong or to connect the surrounding locations to Geelong. Careful examination of existing bus timetables would be beneficial to know exactly which routes should be added or upgraded. One staff member mentioned that the Xpress bus between the Geelong campuses needs to operate over the summer trimester and also that *myki* cards should be made available to staff at a discount rate to promote bus travel. The feasibility of providing staff with *myki* cards for public transport travel in addition to providing fleet cars should be explored.

It might be worthwhile for the Deakin TravelSmart team to consult with the City of Greater Geelong to access information on the 'walk-ability' and 'bike-ability' of routes radiating up to 10 kilometres from the Waterfront Campus. It may be possible for students and staff to contribute to the process of identifying problem areas to improve the infrastructure and make it safer, more convenient and more pleasant to walk or cycle to the campus. The existing facilities are reported to be unsafe due to traffic as most of the cycle lanes are on the roads. Off-road walking and cycling paths are safer and preferred. The foreshore walking and cycling path is conducive to people living in close proximity to the path to choose these modes. A further incentive for more students and staff to cycle to the Waterfront Campus would be to improve the security of bike storage. A further incentive for more students and staff to cycle to the Waterfront Campus would be to improve the security of bike storage.

Few staff are currently required to commute regularly to Warrnambool, however if there was a more frequent and better timed train service connecting Geelong and Warrnambool, it would be a more efficient use of staff time. Two hours each way can be spent working rather than driving.

The time is right to form a Waterfront Campus TravelSmart Committee to develop a campus specific Travel Plan to promote greater awareness of ways to make more sustainable travel choices and remove some of the barriers and disincentives to making these choices.