

RELOCATION CASE STUDY: Facilitating multi-modal journeys for healthy transitions

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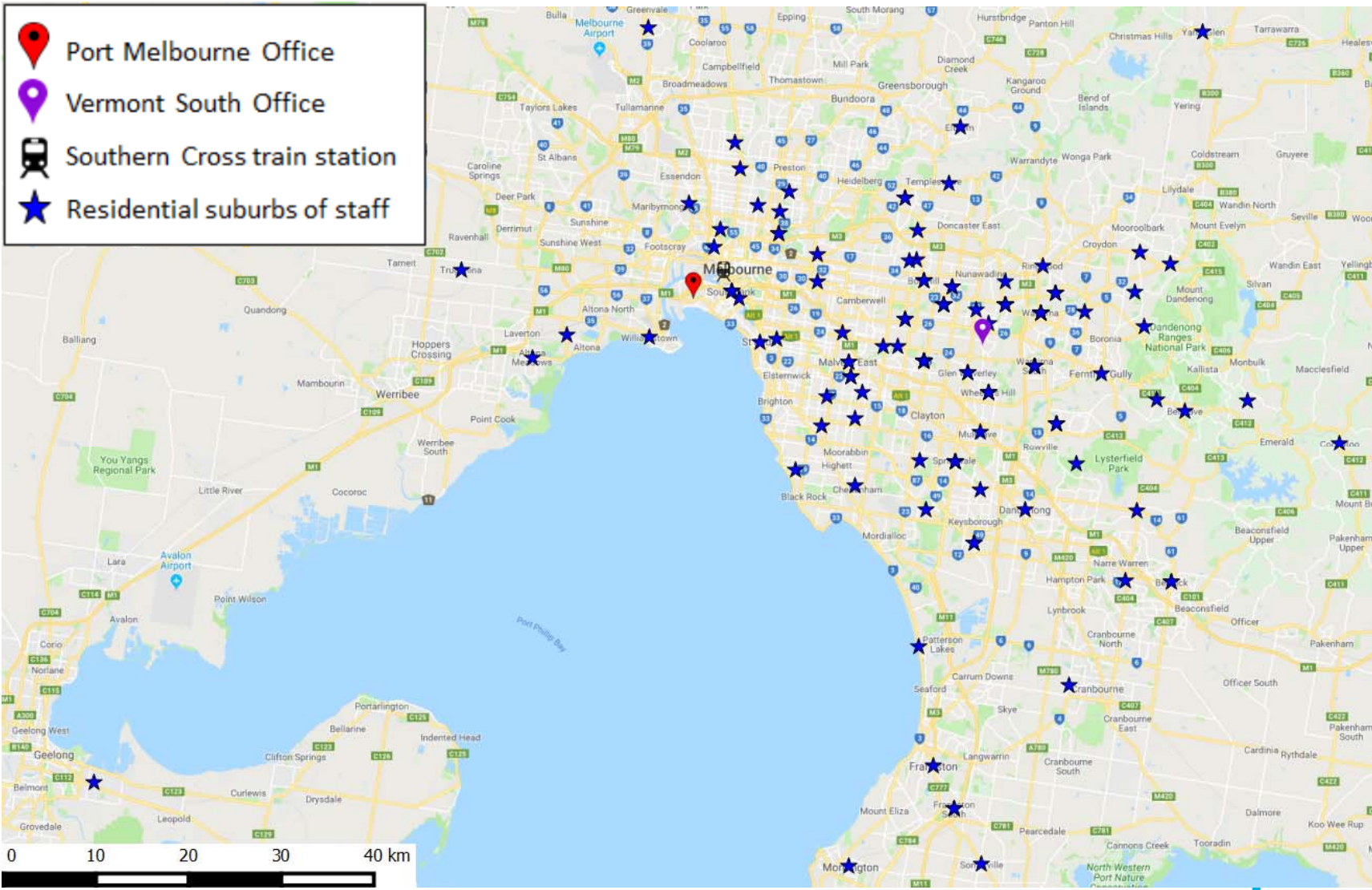
31/7/2018



ARRB head office Vermont South 1972 - 2018



ARRB head office Port Melbourne 19th July 2018 -



ARRB staff residential suburbs December 2017

Survey questions

Topics covered

- Stated preference
 - Transport journey options
 - overall
 - last leg
 - Time, cost, convenience
 - Group travel

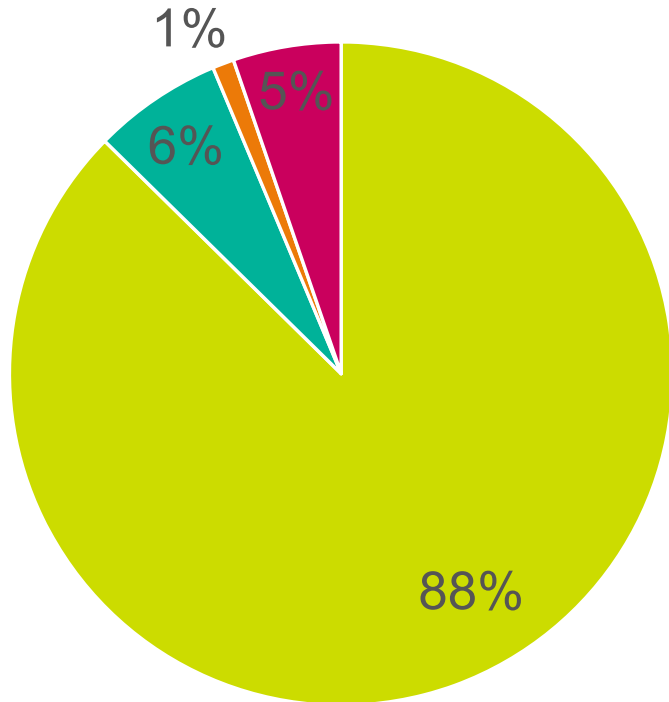
Q. What is your current mode of transport to Vermont South?

Q. At this stage, what is your preferred (option which appeals to you the most) mode of transport to Port Melbourne?

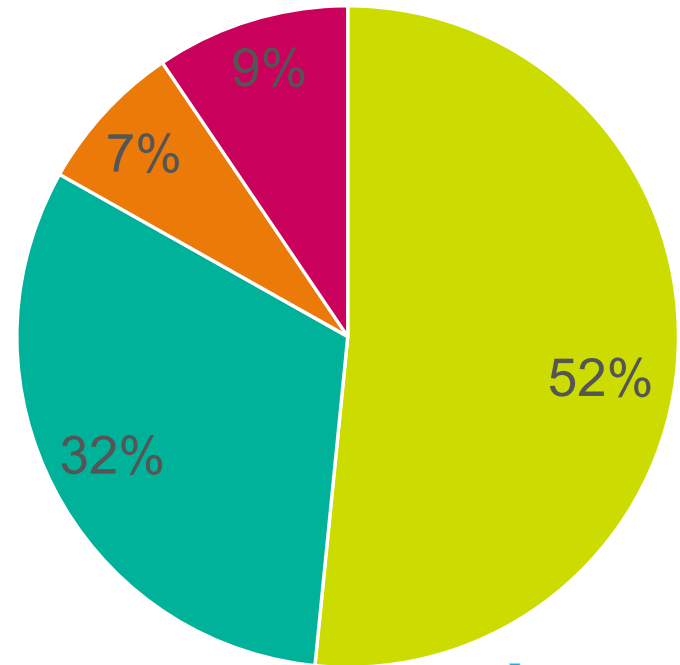
Q. At this stage, what is your anticipated (option you'll most likely use) mode of transport to Port Melbourne?

Modal Shift

Current Transport Mode Vermont South



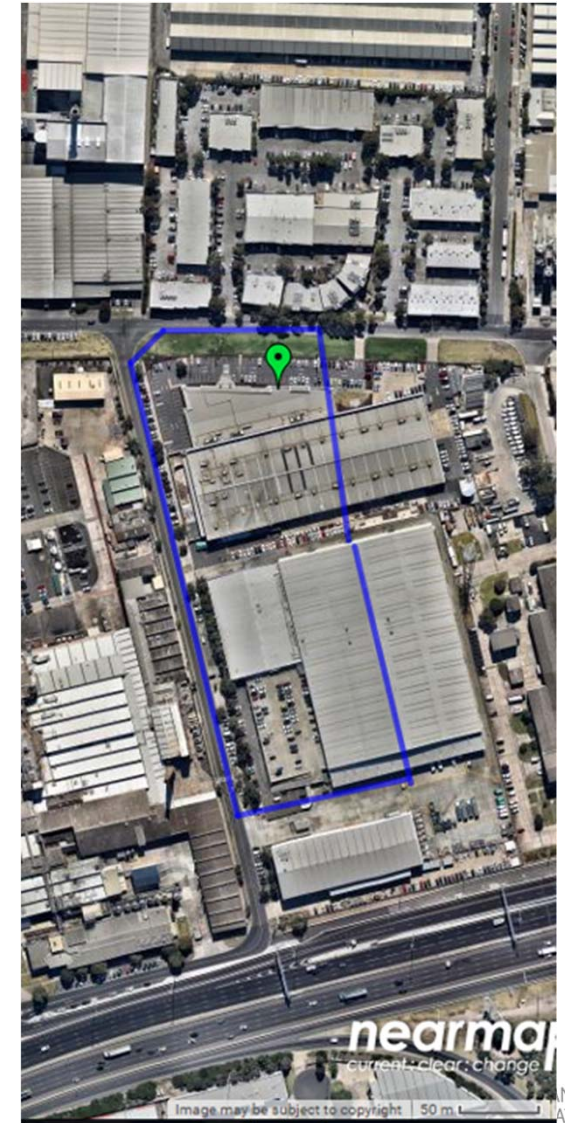
Anticipated Transport Mode Port Melbourne



- Drive myself by car
- Public transport
- Bicycle
- Other

From Vermont South..

to Port Melbourne



Survey questions

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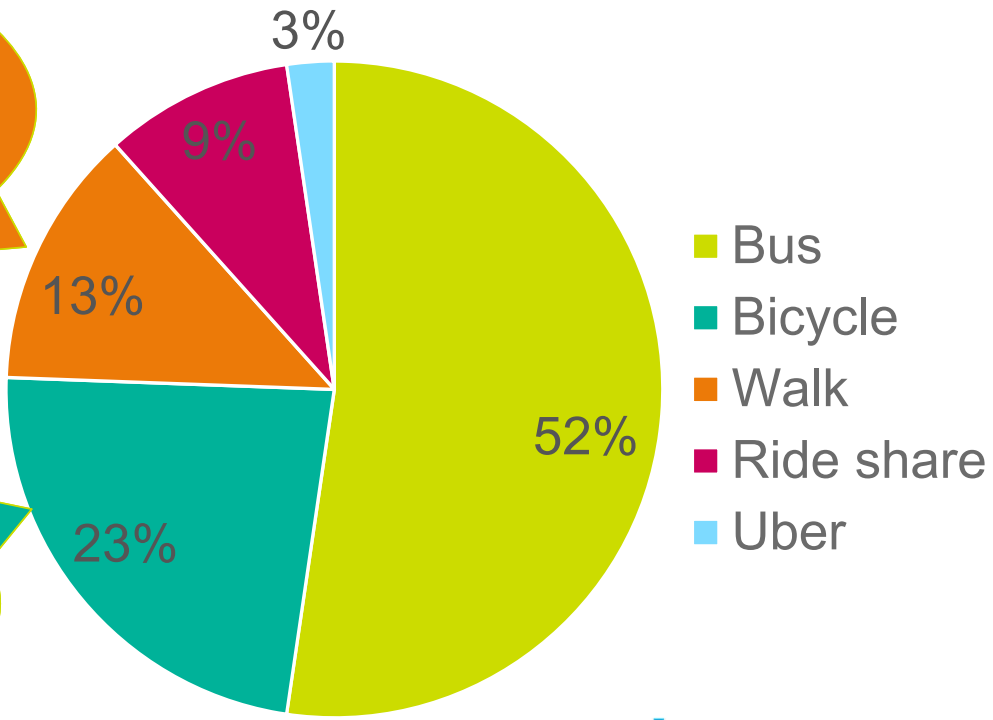
Q. If the last leg of your journey was from Southern Cross station to Port Melbourne, which currently available transport options would you consider most favourable?

Please rank the options from the most preferred (1) to the least preferred (5)

Q. Please indicate the reason(s) behind your ranking

Last leg transport preferences

Most favourable last leg commuting options



- Bus
- Bicycle
- Walk
- Ride share
- Uber

"Weather dependent, exercise options".

"I heard bus is always full and you can't get on. Walking or cycling is good for health"

"If my commute is going to be long, I need to get in some exercise, so walking is my preferred option"

"Fast and cheap"

"Cycling is fun and quick. walking will be so long, and bus is not reliable"

"Cycling is the quickest method (approx. 16 minutes) compared to bus (minimum 23 minutes)"

Conclusions and further research

- Stated preference survey to be followed by a revealed preference survey
- Shift away from driving
- Estimating a five-fold increase in active transport modes following the relocation
- Favourable perception of walking: “good for health”
- Favourable perception of cycling: “fast and cheap” and “good for health”



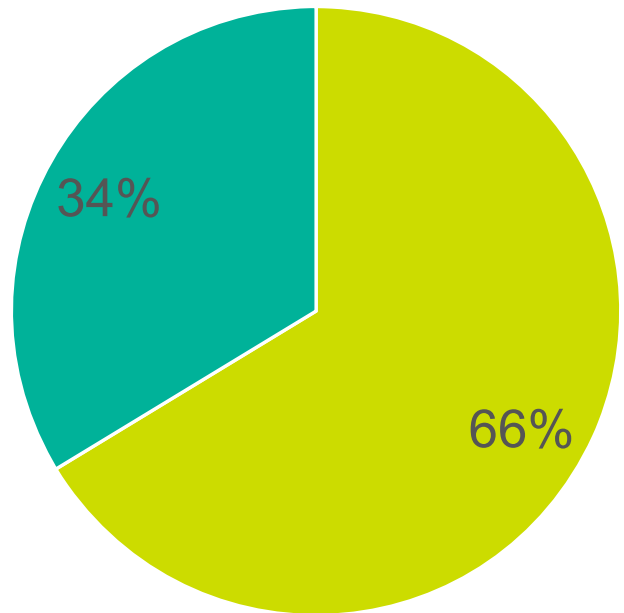
Thank you

stephanie.davy@arrb.com.au

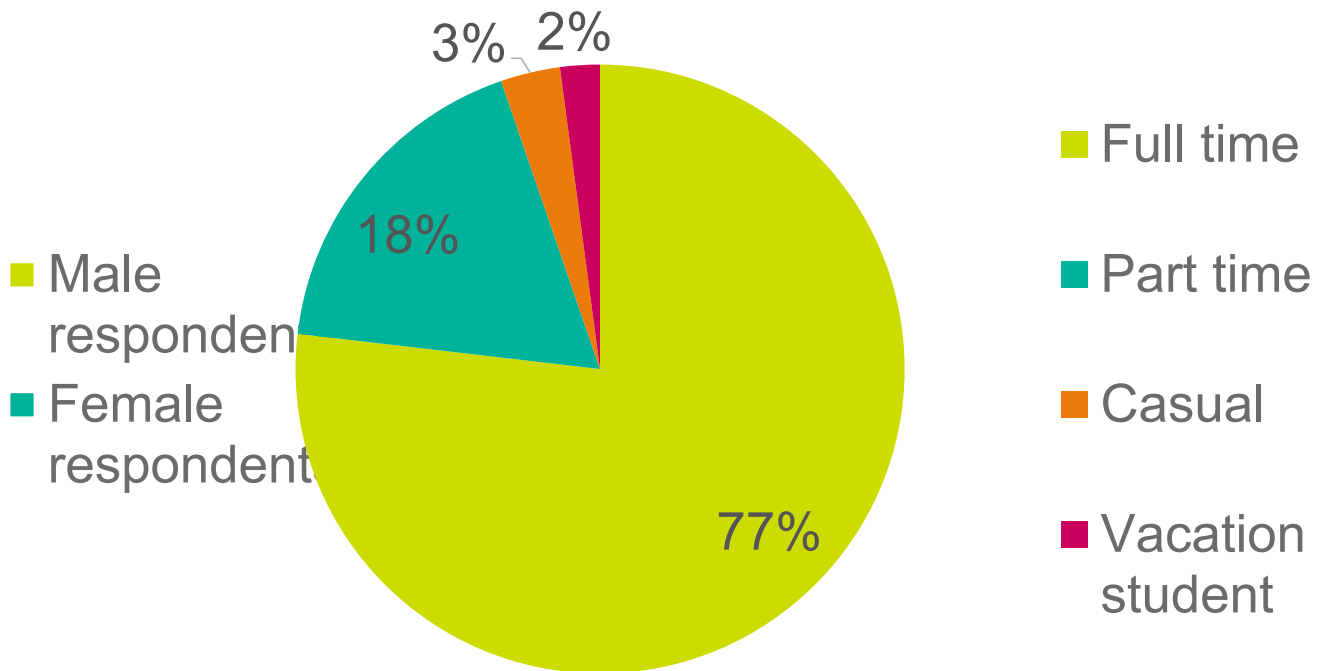
arrb YOUR NATIONAL TRANSPORT
RESEARCH ORGANISATION

Demographics of survey respondents

Gender (n= 95)

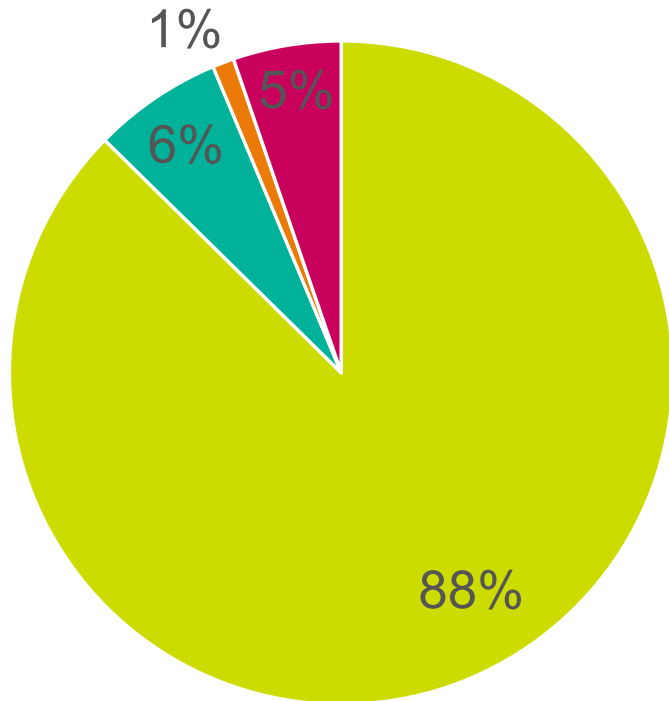


Employment type (n=95)



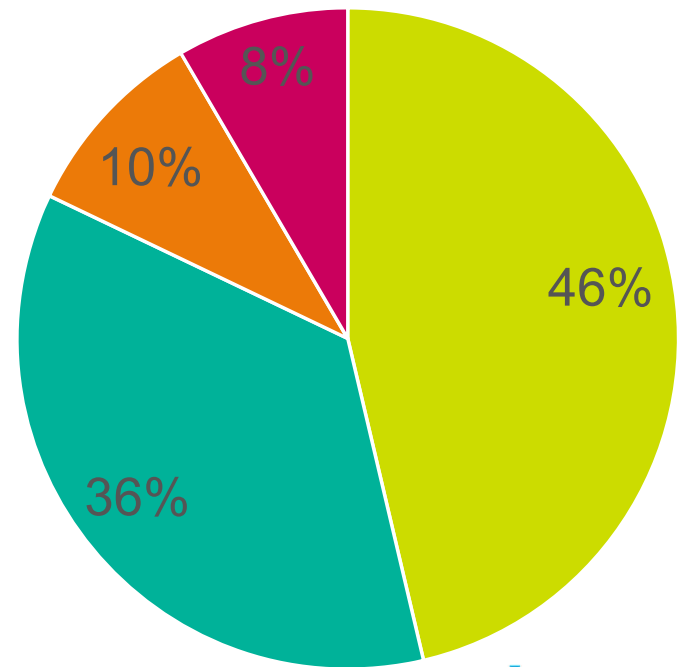
Modal Shift

Current Transport Mode Vermont South



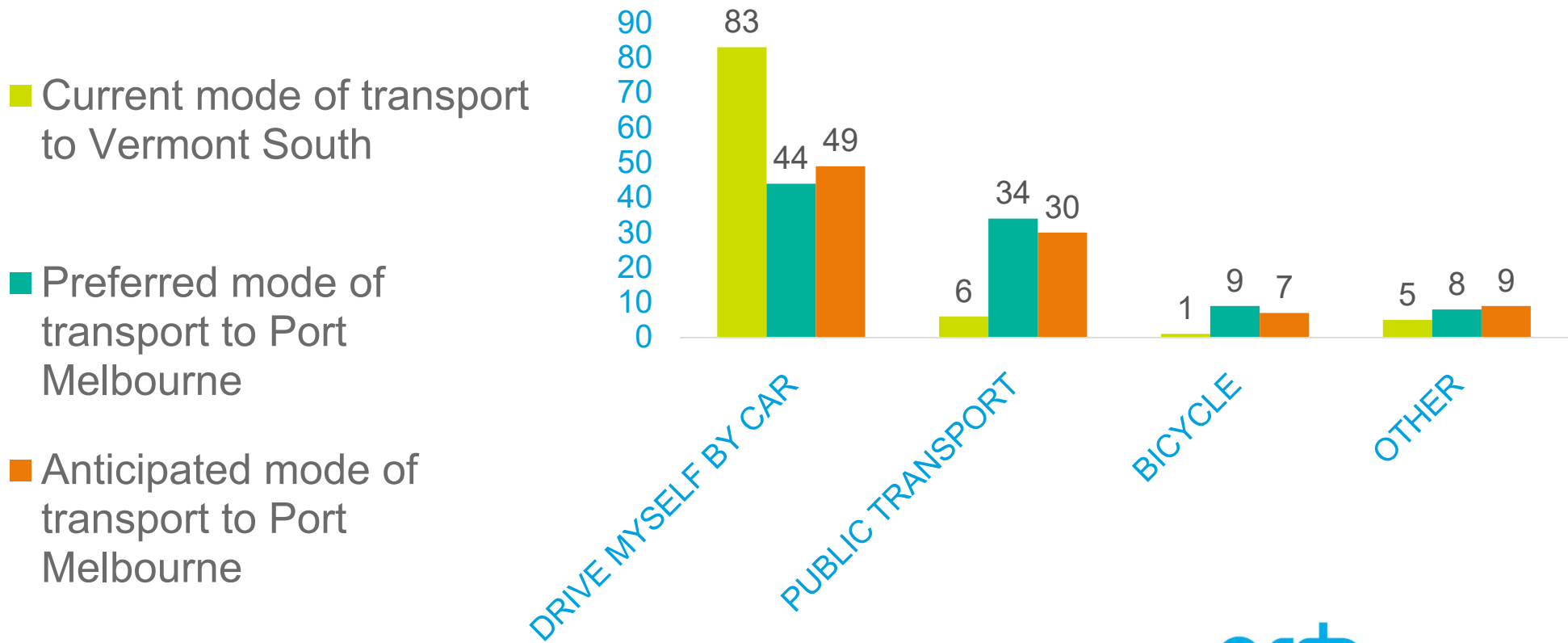
- Drive myself by car
- Public transport
- Bicycle
- Other

Preferred Transport Mode Port Melbourne

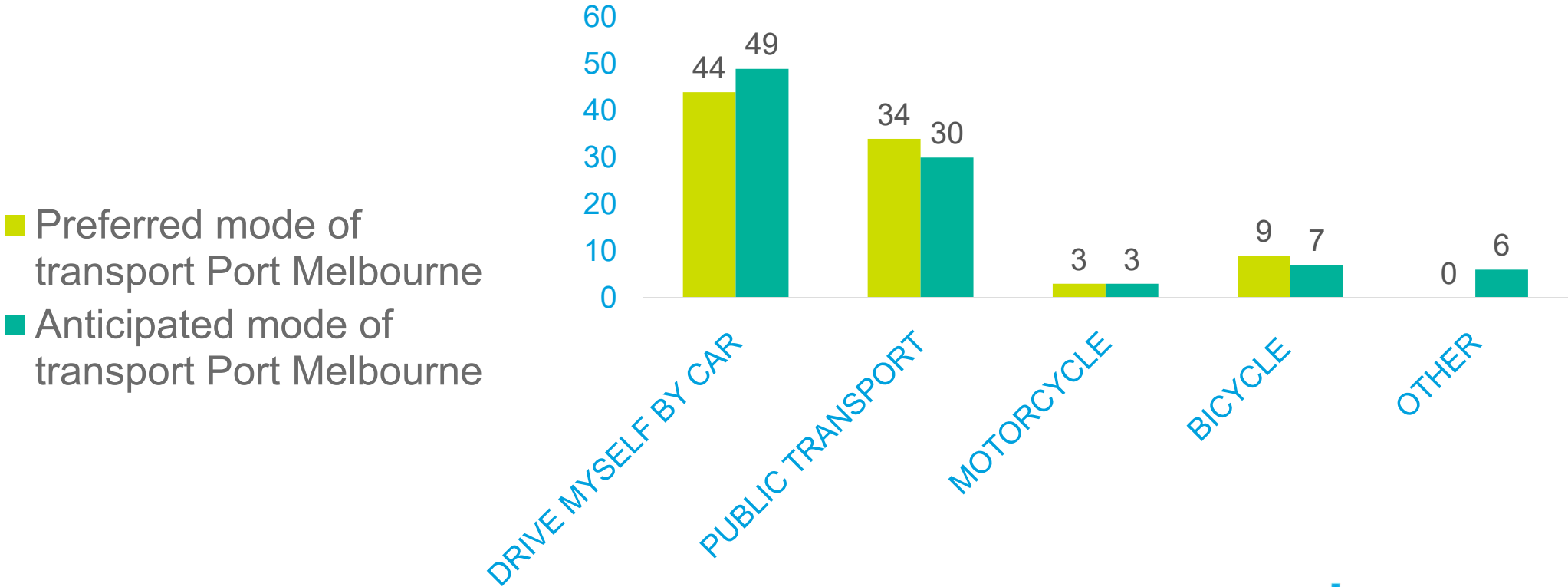


Modal Shift

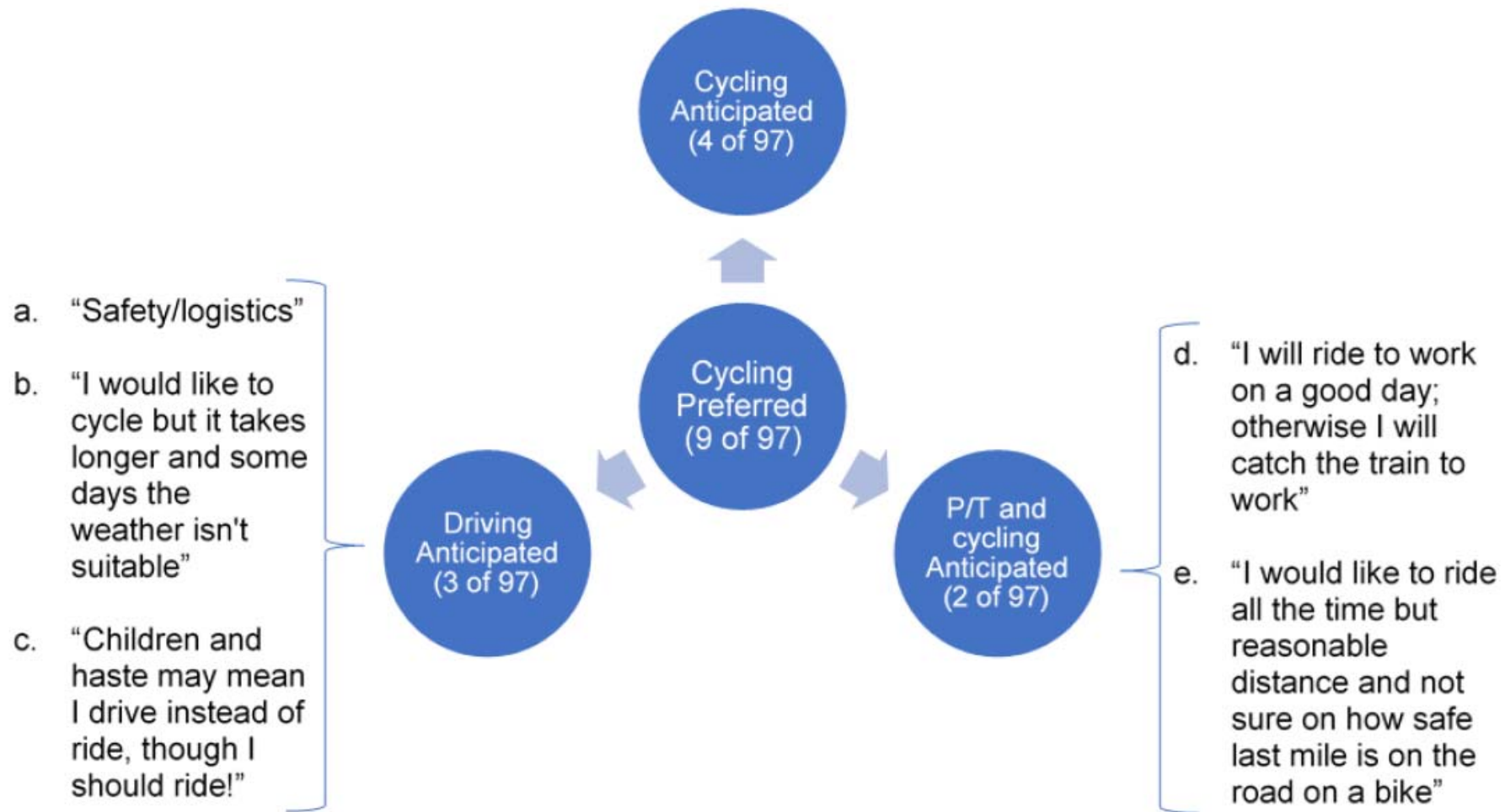
Current, Preferred and Anticipated Transport Modes



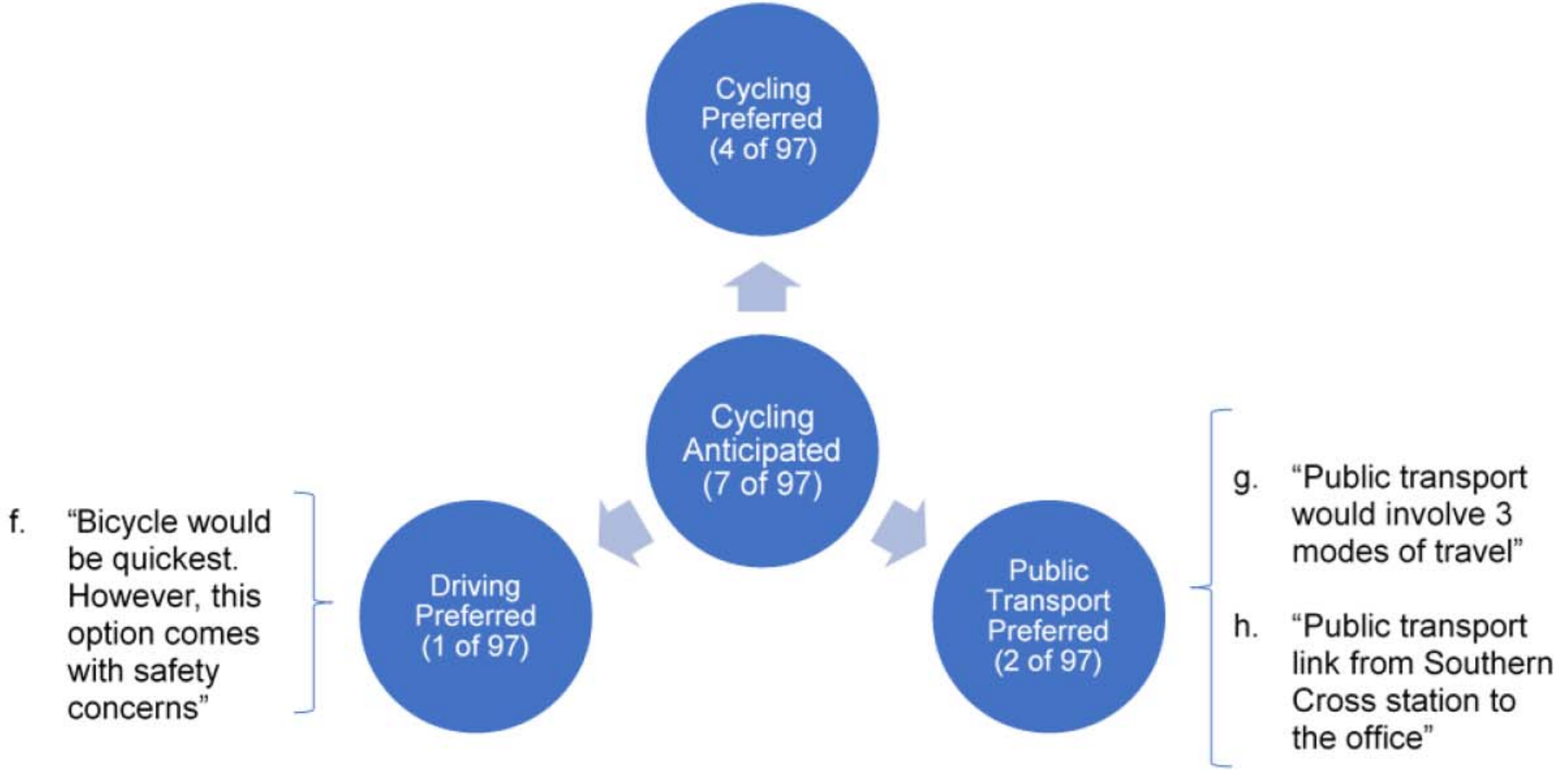
Transport options Preferred (appeals) vs Anticipated (most likely)



Those preferring cycling who planned to use other modes



Those planning to cycle who preferred other modes



Reasons cycling was a preferred but unlikely choice

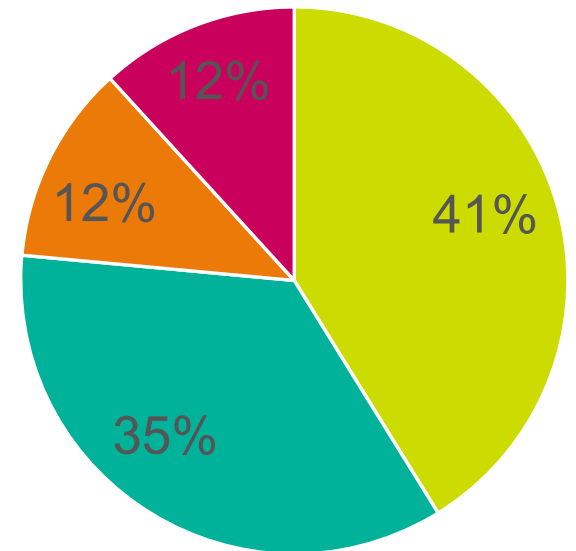
Slide header – describe slide (short)

- “I would like to cycle but it takes longer and some days the weather isn’t suitable”
- “Children and haste may mean I drive instead of ride, though I should ride!”
- “I will ride to work on a good day; otherwise I will catch the train to work”
- “I would like to ride all the time but reasonable distance and not sure on how safe last mile is on the road on a bike”

Influence of daylight saving

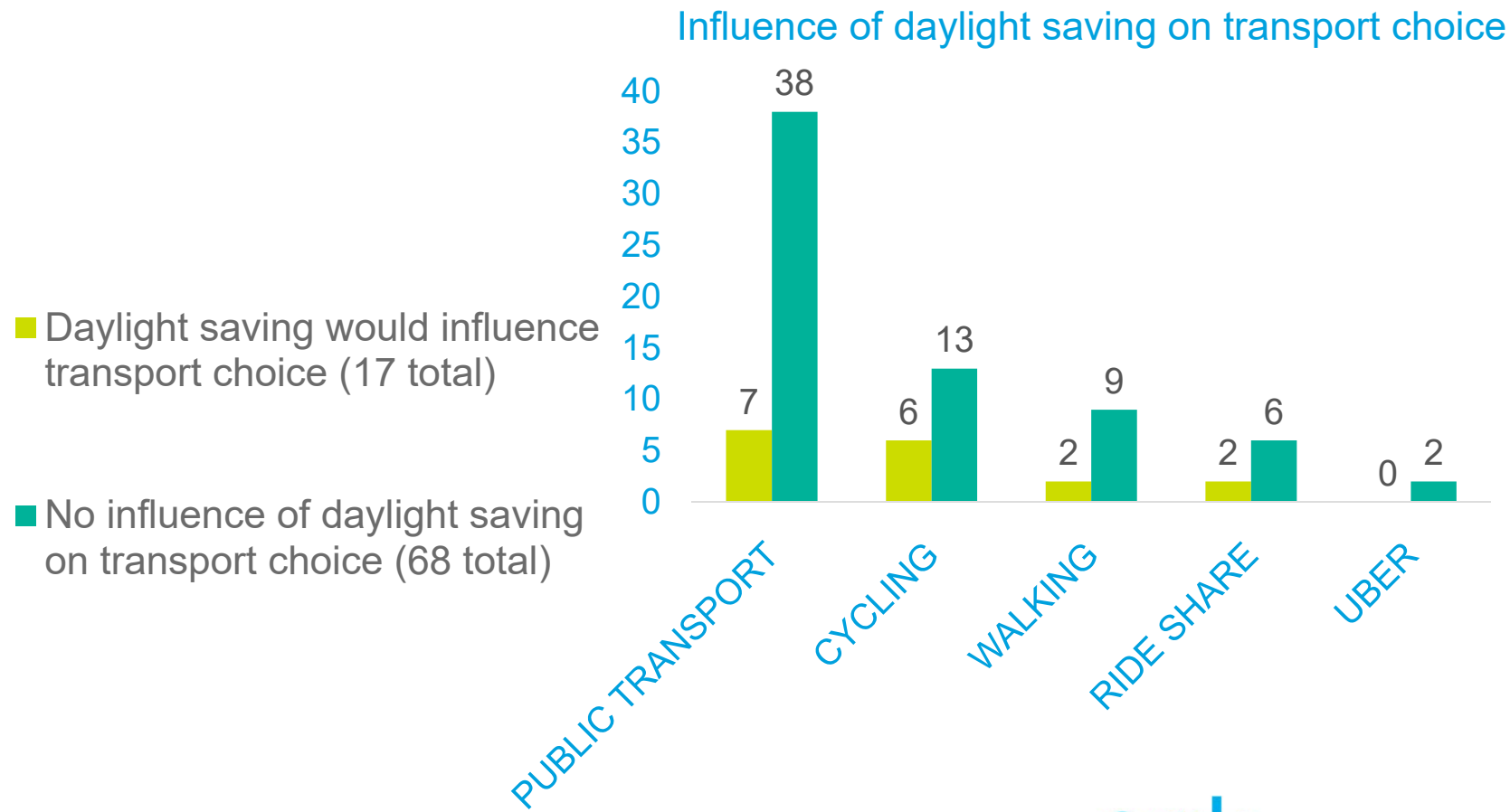
Daylight saving effecting transport choice

- Public Transport
- Cycling
- Walking
- Ride share



Impact of daylight saving on last leg travel preferences

Q. Would daylight saving influence your last leg transport choice?



Reasons daylight saving may influence mode choice

Responses by those indicating that daylight saving would influence their last leg transport choice

The reasons women gave were all related to safety concerns:

“Don't want to be traveling in the dark by foot or cycle as a female”

“I wouldn't want to cycle to the station in the dark at the end of the work day, if a bus wasn't available I would probably take an Uber”

“Do not like to travel in the dark”

“Walking is safer for women in daylight and well patronised routes”.

“Personal safety; perceived weather conditions”

“More dangerous to ride a bike on the road at night”

Generally, the responses from the males tended to be less focused on safety and more logistics based:

“I would do more earlier starts”

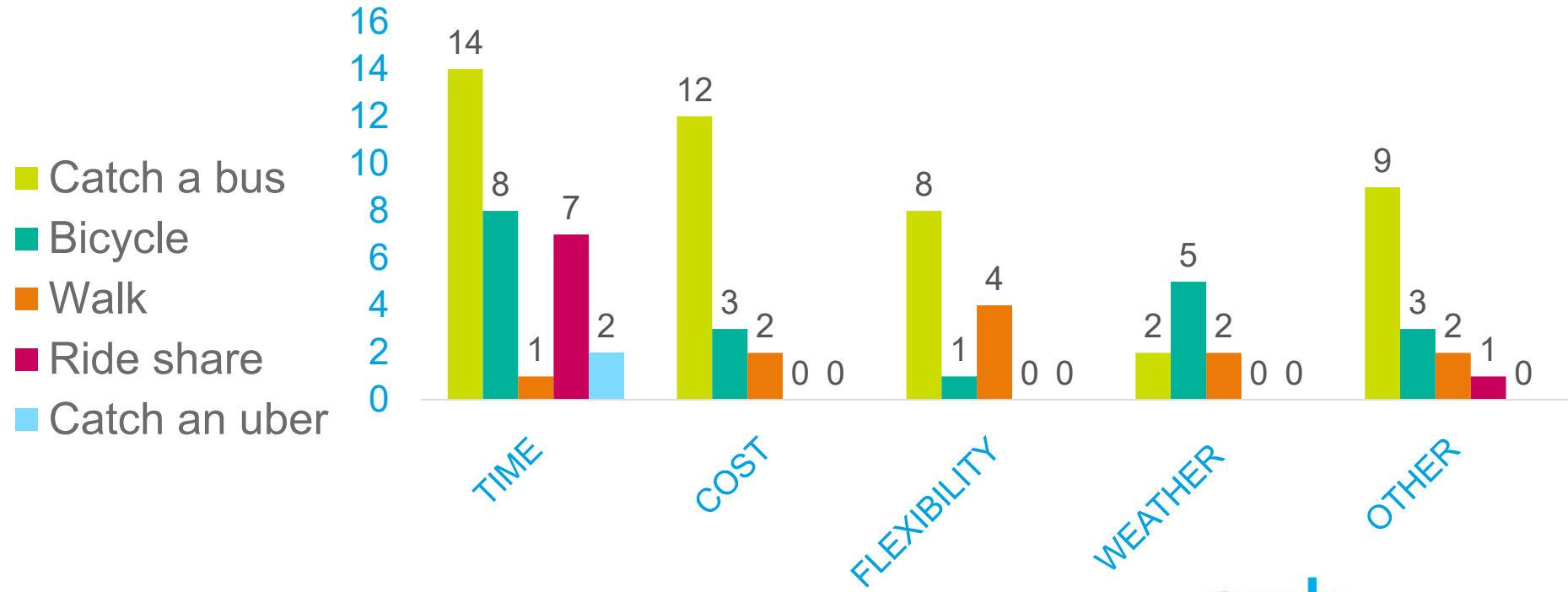
“Cycling obviously safer in daylight than in darkness”

“I may prefer to wait for the bus when it's darker, colder and wetter”

“I would be more likely to use a bike during daylight saving time”

Last leg transport modes and preferences

Most influential factors in most preferred last leg transport options



Reasons why cycling was ranked as most favourable

Slide header – describe slide (short)

“Fast and cheap”

“Cycling would be quickest, walking takes too long”

“Cycling is fun and quick. walking will be so long, and bus is not reliable”

“Cycling is the quickest method (approx. 16 minutes) compared to bus (minimum 23 minutes)”

Reasons why walking was ranked as most favourable

Slide header – describe slide (short)

“Weather dependent, exercise options”.

“I heard bus is always full and you can't get on. Walking or cycling is good for health”.

“Walking is good exercise, I don't cycle (nor do I think it particularly safe on Melbourne's roads) and I dislike the Uber Company”

“If my commute is going to be long, I need to get in some exercise, so walking is my preferred option”

“(1) incorporate exercise into commute, and it takes little longer than the bus (2) bus is scheduled, so reliable – provided you aren't working late or starting really early. (5) cycling is dangerous, particularly in peak hour (CBD) and in a truck-rich environment (Port Melbourne)”