FUTURE OF PUBLIC TRANSPORT ENGAGEMENT FEEDBACK

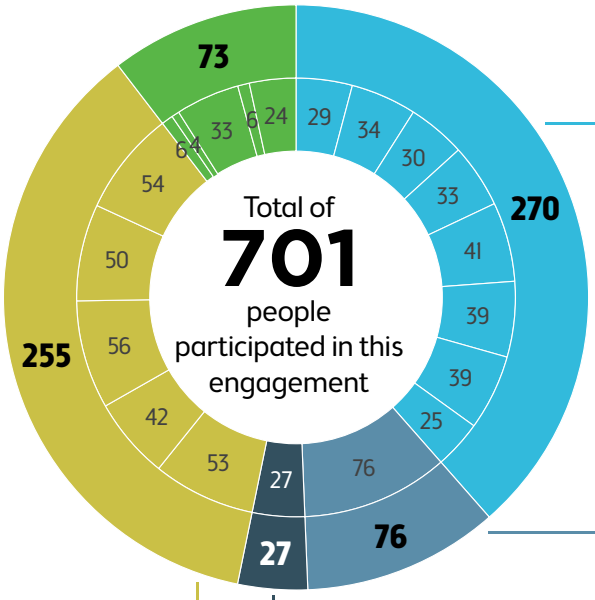
PREPARED FOR:
CITY OF CHARLES STURT
11 APRIL 2018
DRAFT

intermethod

City of Charles Sturt: Future of public transport
Engagement feedback

EXECUTIVE SUMMARY

City of Charles Sturt commissioned Intermethod to carry out community engagement to inform development of the Public Transport Plan. This engagement took place from October 2017 until February 2018 and comprised face-to-face engagement activities on an individual basis, group discussions, and also embraced electronic feedback platforms. 701 people participated in this engagement. The figure on this page provides an overview of all engagement activities, interview locations and participation numbers.



73	**Workshop participants**
6	Community centre workers
4	Traders
33	Council staff
6	EDC employees
24	Kilkenny Primary School teachers

270	**Face-to-face interviews**
29	Civic and Woodville Rd
34	Findon Library and Shopping Centre
30	Grange residential area and the beach
33	Point Malcolm Reserve
41	Queen Elizabeth Hospital
39	Queen St and West Croydon residential area
39	St Clair residential area
25	Woodville West residential area

76	**On-line surveys**

27	**FaceBook responses**

255	**Pop-up interviews**
53	Arndale Shopping Centre
42	Bowden Plant 4
56	Henley Beach
50	Fulham Gardens Shopping Centre
54	Bartley Shopping Centre

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Engagement feedback

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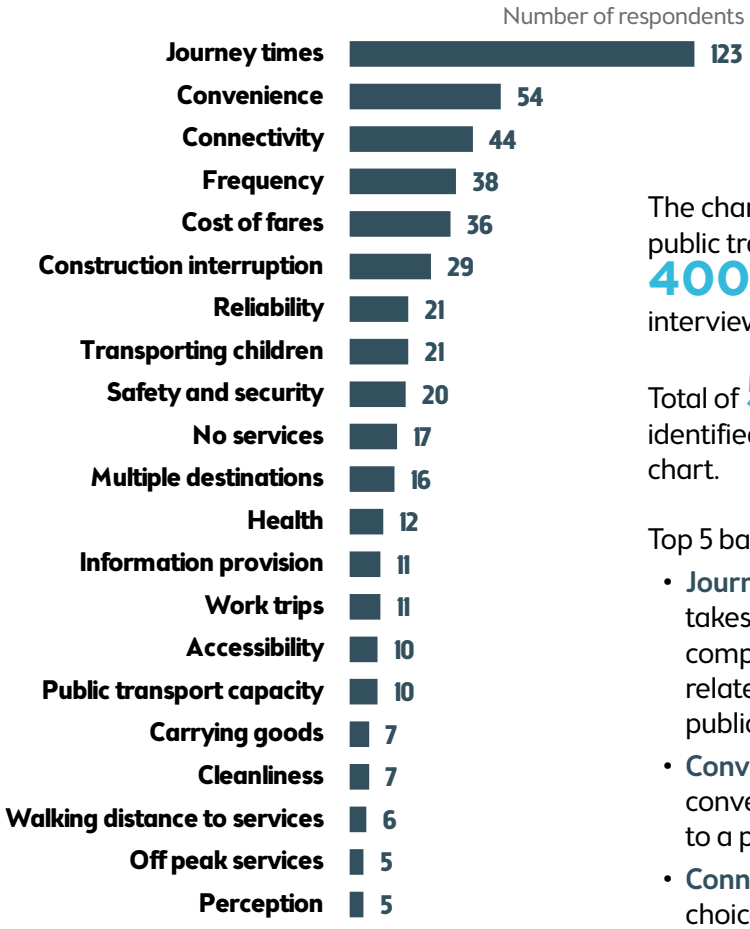
BARRIERS TO USING PUBLIC TRANSPORT



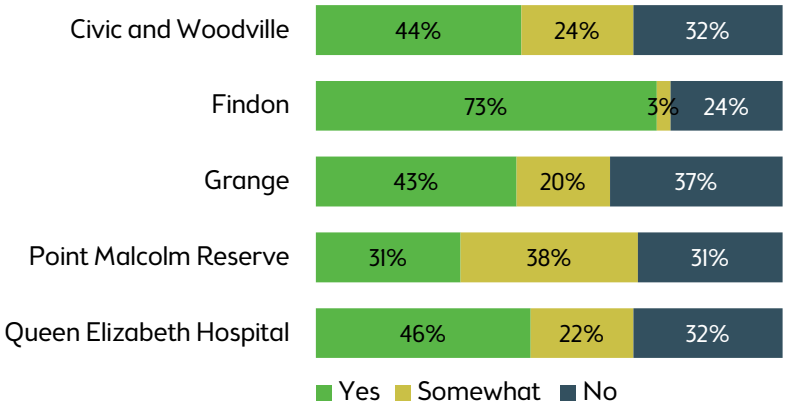
The chart to the left summarises barriers to using public transport identified by approximately **400** respondents to surveys and pop-up interviews.

Total of **537** barriers were identified. Barriers identified by 5 or more people are presented by the chart.

Top 5 barrier types included:

- **Journey times** (**23%** of all responses): the time it takes to complete a journey on public transport, compared with a private car. Many comments related to long journeys requiring more than one public transport connection.
- **Convenience** (**10%** of all responses): lower convenience of public transport when compared to a private car.
- **Connectivity** (**8%** of all responses): limited choice of destinations and especially lack of connections for local trips.
- **Frequency** (**7%** of all responses): long gaps between services and limited to no services in the mornings, late at night and on weekends.
- **Cost of fares** (**7%** of all responses): high cost of travel when compared with perceived costs of driving.

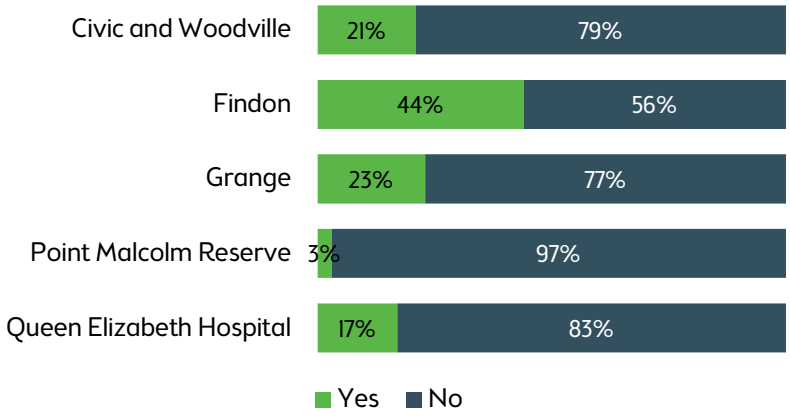
AWARENESS OF PUBLIC TRANSPORT OPTIONS



Respondents to face-to-face survey interviews were asked whether they were aware of public transport options for accessing the area where they were at the time of the interview. Between 29 to 40 people responded to this question at each of the five locations shown.

Between 37% and 24% of visitors to local areas in the City of Charles Sturt were not aware of public transport options, i.e. they never looked into making this trip on public transport.

PAST USE OF PUBLIC TRANSPORT TO ACCESS THE AREA



Respondents to face-to-face survey interviews were asked if they previously used public transport to reach the destination at which they were interviewed.

44% of the respondents previously travelled on public transport to reach Findon Library and/or Shopping Centre. For the remaining 4 areas, 23% of respondents or less had accessed the area by public transport in the past.

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Engagement feedback

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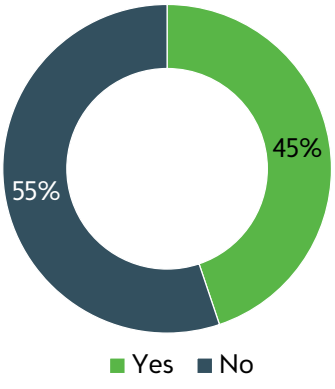
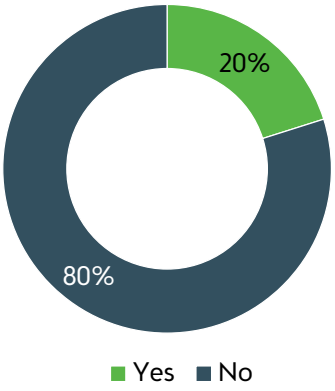
INFORMATION PROVISION

Regular use of Adelaide Metro website



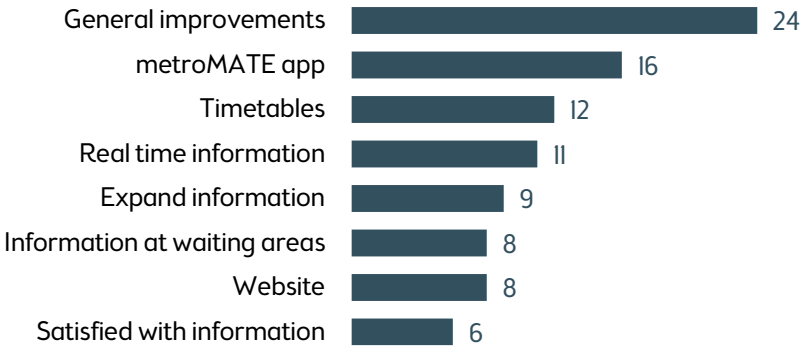
Regular use of metroMATE mobile app



339 survey respondents commented on their use of Adelaide Metro website and metroMATE mobile phone app.

Adelaide Metro website was more regularly used by the survey/ interview respondents than the metroMATE app: 45% of 339 respondents used the website while only 20% used the app.

Recommendations to improve information provision



The chart to the left summarises recommendations to improve public transport information provision identified by **90** survey respondents.

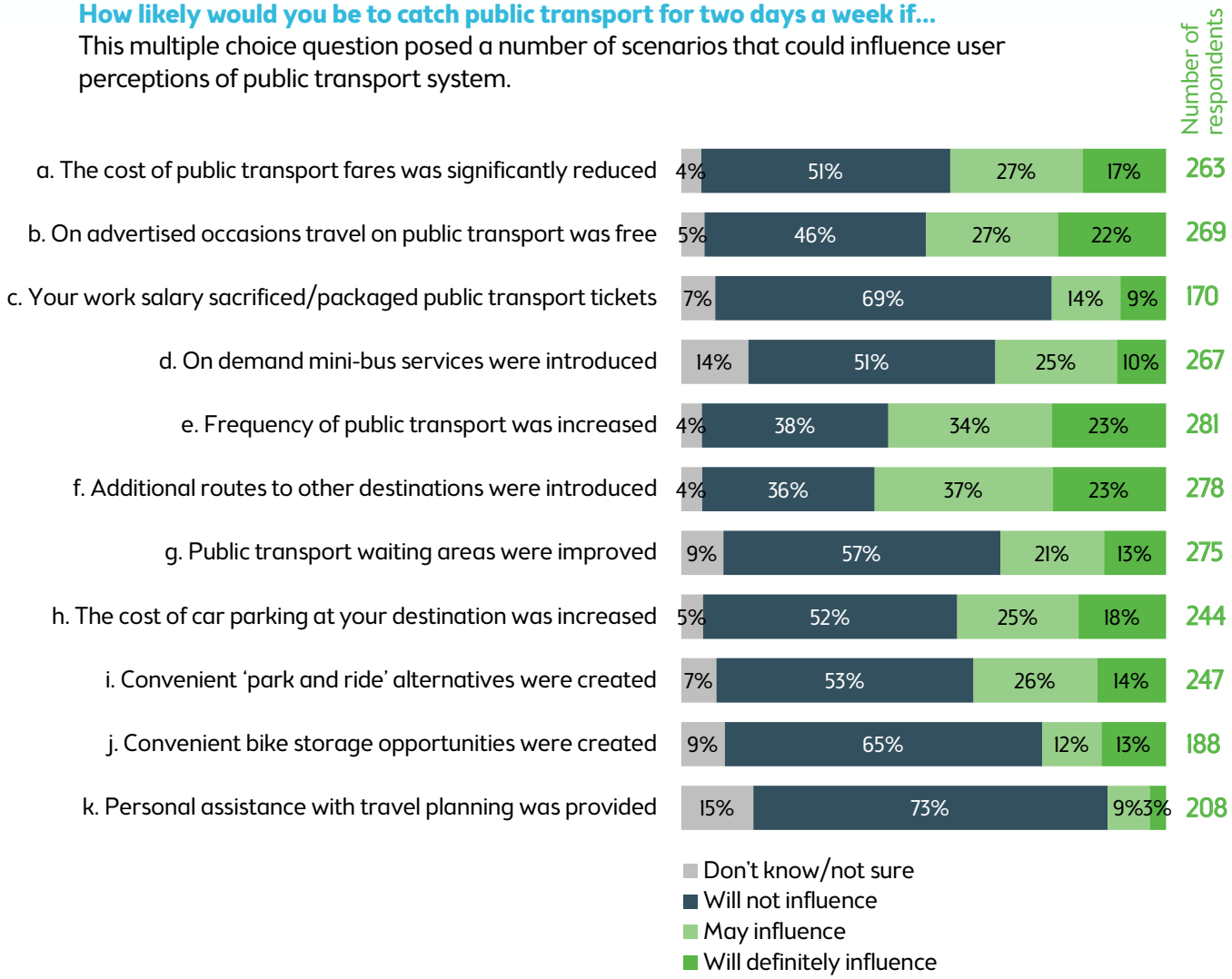
Total of **103** improvements were identified. Improvements identified by 5 or more people are presented by the chart.

Top five types of improvements suggested were:

- **General:** Make information easier to understand, ensure that the information is accurate and reliable.
- **metroMATE app:** Improve navigation, speed and accuracy.
- **Timetables:** Make timetables clearer, consistent, reliable and accurate.
- **Real time information:** Improve accuracy of existing real time information signs, install real time information at waiting areas.
- **Expand information provision:** Provide more notices of planned disruption, provide more information on how to use public transport.

LIKELIHOOD OF INCREASING THE USE OF PUBLIC TRANSPORT

How likely would you be to catch public transport for two days a week if...
This multiple choice question posed a number of scenarios that could influence user perceptions of public transport system.



Scenarios that were most likely to encourage greater use of public transport were:

- **Additional routes to other destinations**, with 60% of respondents indicating they may or definitely will be influenced towards public transport use.
- **Increased frequency**, with 57% of respondents who may or definitely will be influenced.
- **Free occasional travel**, with 49% of respondents who may or definitely will be influenced.

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Engagement feedback

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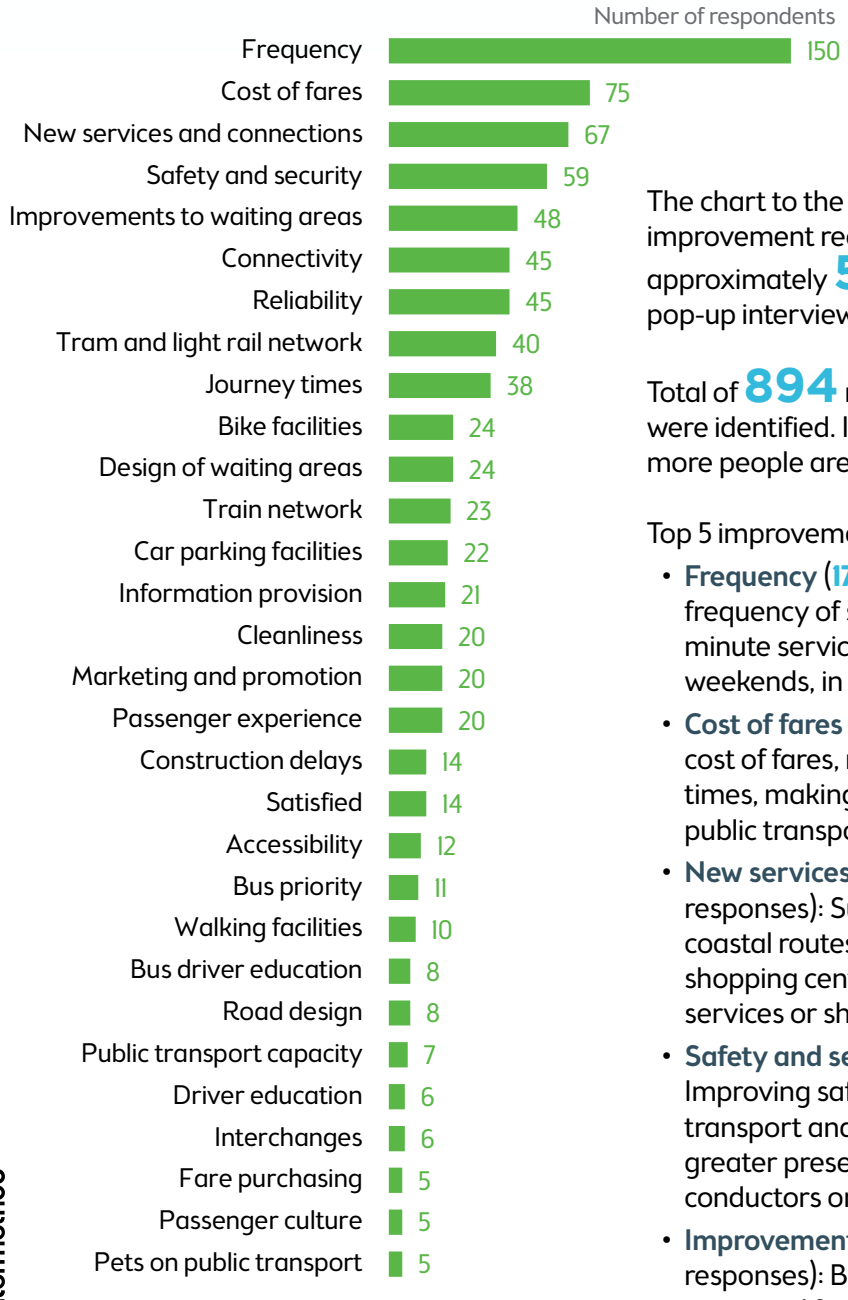
RECOMMENDED IMPROVEMENTS TO PUBLIC TRANSPORT



The chart to the left illustrates the types of improvement recommendations identified by approximately **500** respondents to surveys and pop-up interviews.

Total of **894** recommendations for improvements were identified. Improvement types identified by 5 or more people are presented by the chart.

Top 5 improvement types included:

- **Frequency** (**17%** of all responses): Increasing the frequency of services throughout, achieving 15 minute service frequency, improving services on weekends, in early morning and late evenings.
- **Cost of fares** (**8%** of all responses): Reducing the cost of fares, making fares free for seniors at all times, making short trip fares cheaper, making public transport free for all.
- **New services and connections** (**7%** of all responses): Suggestions for new suburban services, coastal routes, better connections between shopping centres and new local community bus services or shuttles.
- **Safety and security** (**7%** of all responses): Improving safety and personal securing on public transport and in waiting areas by improved CCTV, greater presence of security and presence of conductors on board.
- **Improvements to waiting areas** (**5%** of all responses): Better presentation/design of waiting areas and features such as real time information, shelter, lighting, landscaping and drinking fountains.