University of Tasmania
Travel Behaviour Survey 2017

SUMMARY OF FINDINGS

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About the University of Tasmania
Travel Behaviour Surveys

- **UTAS Travel Behaviour Survey (TBS)** initiated in 2012

- Three datasets: 2013, 2015, 2017

- What the UTAS TBS provides:
  - tracks UTAS staff and student travel behaviour associated with university business (work and study land based)
  - data for all campuses in all regions in which UTAS has operations (Tasmania and NSW)
  - informs planning and performance indicators that underpin the University’s sustainable transport strategies
  - databases for further in-depth research (students/academic use)
Changing transport planning backdrop

- Reduced proportion of student enrolments as ‘on-campus’ despite a significant increase in enrolments

- Increase in share of ‘on-campus’ international students (particularly Hobart and Launceston)

- Dispersal of students and staff across Hobart CBD facilities – to continue into future with UTAS expansion programs in Launceston, Hobart and Burnie city centres
Working internally and with external partners - Improvements implemented since 2015

- Tasmanian public transport service improvements:
  - higher frequency/through-service bus routes in Launceston and Hobart
  - high frequency bus services linking Launceston campuses to CBD

- Infrastructure upgrades:
  - >250 bicycle parking, lockers/hubs, end-of-trip facilities
  - bus shelter installations/upgrades – Newnham, Inveresk, West Park, Sandy Bay
  - >25 more motorcycle/scooter parking spaces
  - availability of car pool parking permits and dedicated spaces

- Videoconference Improvement Program (VCIP)

- Decide Your Ride online videos and maps informing safest bicycle routes

- Increase in parking permit costs
Method, response, confidence

- 2 online surveys – staff and students (similar questions)
- 2671 responses overall (2017)
- 90-95% confidence levels (high)
- Margin of error less than 3%
Results
Journey to work and study

- 1 in 3 respondents reported their journeys to work or study at the University as multi-modal

- Top two **student multi-modal** journey types to university, 2017

- Top two **staff multi-modal** journey types to university, 2017
Students - Primary mode to study
Change over time and by campus (2017)

Students – All UTAS

Students – by campus 2017

Mode Share %

Year 2013

Year 2015

Year 2017

other
taxi/Uber
bicycle (incl. electric bicycle)
walk/run
bus/train
motorcycle/scooter
car as a passenger
drove car - multiple occupants
drove car - sole

Year 2013

Year 2015

Year 2017

other
taxi/Uber
bicycle (incl. electric bicycle)
walk/run
bus/train
motorcycle/scooter
car as a passenger
drove car - multiple occupants
drive car - sole

Sandy Bay

Hobart CBD

Newnham

Inveresk

CC & RCS

Sydney
Primary mode change over time

Students – south

Students – north
Primary mode change over time

Students – Sandy Bay

Students – Hobart CBD
Primary mode change over time

Students – Cradle Coast

Students – Sydney

Note: Year-to-year comparisons are to be taken with caution for these regions as sample sizes are small <100. Instead the data provides an indication of the mode share.
Staff- Primary mode to work change over time and by campus (2017)

Staff – All UTAS

Staff – by campus 2017
Primary mode change over time

Staff – south

- Year 2013: 50.6% (car as a passenger), 15.8% (drove car - multiple occupants), 4.1% (motorcycle/scooter)
- Year 2015: 48.2% (car as a passenger), 14.0% (drove car - multiple occupants), 4.3% (motorcycle/scooter)
- Year 2017: 50.1% (car as a passenger), 16.7% (drove car - multiple occupants), 3.0% (motorcycle/scooter)

Staff – north

- Year 2013: 69.7% (car as a passenger), 11.1% (drove car - multiple occupants), 4.7% (motorcycle/scooter)
- Year 2015: 66.3% (car as a passenger), 10.2% (drove car - multiple occupants), 4.0% (motorcycle/scooter)
- Year 2017: 63.6% (car as a passenger), 13.1% (drove car - multiple occupants), 4.7% (motorcycle/scooter)
Primary mode change over time

Staff – Sandy Bay

Staff – Hobart CBD
Staff working from home

- Increase over time in working from home in north and south

<table>
<thead>
<tr>
<th>% staff working from home/remote</th>
<th>2013</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>South (Hobart)</td>
<td>2.0%</td>
<td>3.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>North (Launceston)</td>
<td>2.2%</td>
<td>3.4%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Cradle Coast</td>
<td>5.2%</td>
<td>-</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

- Working from home varies by weekday and location
Student intercampus travel

- Most frequented inter-region route:
  - between Launceston and Hobart campuses
  - almost all used private vehicles (half each as sole/multi-occupant)

- Most frequent intra-city route:
  - between MSP and SB campus
  - 76% by sustainable modes (majority by bus)

- Other frequented routes
  - between Inveresk and Newnham campuses
  - between IMAS Salamanca and Sandy Bay

- Some 48% of Inveresk-Newnham trips by sustainable modes and 39% by SoVs
Changes in student intercampus movements

- % of students reporting land based intercampus trips doubled between 2015 (7%) and 2017 (15%)

- Decrease since 2013 in the proportion of trips between:
  - Sandy Bay and Hobart CBD
  - Sandy Bay and Newnham

- ‘Other’ journeys are those that are unspecified. They are likely to include trips to university student accommodation facilities.
Staff intercampus business travel

- 23% of staff reported business trips
- 0.5 land-based business trips made for every staff member Monday-Friday
- 40% of trips were intercampus
- MSP to SB Campus = most frequented route
  - 37% by SoVs (private or uni fleet vehicles)
  - 37% by bus
- IMAS-S to SB Campus route
  - 37% by taxi
  - 12.5% walked
- Inveresk to Newnham = most frequented route in Launceston/Burnie
  - All trips made in vehicles (43% in private SoVs, 36% in university fleet SoVs)
Changes in staff intercampus movements

- The proportion of staff reporting land based intercampus travel decreased from 14% in 2015 to 10% in 2017.

- Change largely seen in route categories:
  - decrease between SB and Hobart CBD;
  - decrease in journeys between SB and Newnham;
  - small increase between Newnham and Inveresk;
  - small increase in ‘other’ journeys.

In 2017 24% of ‘other’ trips were short trips made within the Hobart CBD.
Public transport use

- Public transport = most striking and consistent increase in mode share since 2013 across all regions

- Most significant shift is amongst students with a marginal shift by staff

Estimate of change in number of student actual bus users for all Hobart and Launceston UTAS locations (extrapolated from on campus enrolments, average semester weekday)
Auto-tap cards and online public transport information/apps

- Staff and student auto-tap public transport card ownership has increased since 2013

- Greencard ownership in Launceston noticeably up to 50% in 2017 from 36% in 2013

- Over one third of students and one quarter of staff accessed public transport online/app based information at least a few times a year
Cycling

- Inconsistent changes for journey to work/study across campuses and between students and staff

- Students:
  - minimal change overall in cycling mode share
  - cycling is up from 6% in 2013 to 10% in 2017 in the Hobart CBD but down a little at SB Campus
  - cycling is down by 5 percentage points in northern Tasmanian campuses

- Staff:
  - upswing in cycling mode share
  - cycling in northern Tasmanian and Sandy Bay campus has increased by 3 percentage points since 2013 – reaching 10% in 2017

- Decline in reported e-bike use since 2015
Shifting the cycling gender ratio

Data standardized to account for female gender bias in survey responses
Use of cycling on-campus investments

- Highest quality end-of trip bicycle storage facilities are those most highly used
Key performance indicators – change in sustainable modes

Students

- Sustainable modes (bus, walk, bike)
- Multi-occupant vehicles (including drivers and passengers)
- Single occupant vehicles

Staff

- Sustainable modes (bus, walk, bike)
- Multi-occupant vehicles (including drivers and passengers)
- Single occupant vehicles
What is happening to single occupant vehicles?

- All indicators point to a reduction in actual student SOVs at Hobart and Launceston university campuses/facilities

- Indicators for staff SOVs point to an increase in some (not all) areas, particularly the Hobart CBD

Estimate of change in number of student actual single occupant vehicles for all Hobart and Launceston UTAS locations (extrapolated from on campus enrolments, average semester weekday)

![Graph showing the number of single occupant vehicles (SOVs) from 2013 to 2017 for Hobart and Launceston universities. The graph shows a decrease in SOVs over time, with a sharper decline from Yr 2015 to Yr 2017.]
Conclusions, opportunities and challenges

- The University is achieving its sustainable transport aspirations step by step, but it is an inconsistent challenge across regions, campuses and population groups.

- New university developments provide both opportunities and challenges for community wide benefits.

- What the University can do:
  - Relocation of university facilities, new-builds, facility upgrades – design-in incentives
  - The student community – targeted awareness and incentive programs
  - The staff community – business practices/workplace policies and processes

- External to the University:
  - Packaged parking strategies with travel demand management strategies and public transport investment

- Collaboration is key.
Sustainable Transport Strategy 2017-2021 – strategic action areas

- University Campus & Facilities Planning & Development (6)
- University Vehicle Fleet and Staff Business Travel (6)
- Sustainable Transport Promotion and Safety (14)
- Parking (3)
- Information & Communications Technology (4)
- Stakeholder Engagement (5)
- Data and Performance Monitoring (2)
- Student, Academic and Community Engagement (2)

Questions and discussion

For more information download the online report