TOWNSVILLE INTEGRATED TRANSPORT PLAN
STRATEGIC DIRECTIONS

Survey Outcomes Report

JUNE 2020

CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF ACRONYMS

SRG	Stakeholder Reference Group
TCC	Townsville City Council
TITP	Townsville Integrated Transport Plan
TMR	Department of Transport and Main Roads
TWG	Technical Working Group

1. INTRODUCTION

Townsville is facing concerns with the competing capacity requirements on its transport system. In response to this, Townsville City Council (TCC) is developing a new transport plan for the Townsville local government area – the Townsville Integrated Transport Plan – Strategic Directions (TITP). The plan will set the strategic direction for Townsville's transport system and to guide transport planning, decision making and investment in the capital of North Australia over the next 15 years.

The TITP will build on the previous plan – the Townsville Thuringowa Integrated Regional Transport Plan (2001) – while taking into account known and potential future issues, challenges and opportunities affecting or likely to affect Townsville. Specifically, the development of this new transport plan provides an opportunity to address social, economic and environmental changes across Townsville and to effectively position the city to best capitalise from new and emerging trends in mobility.
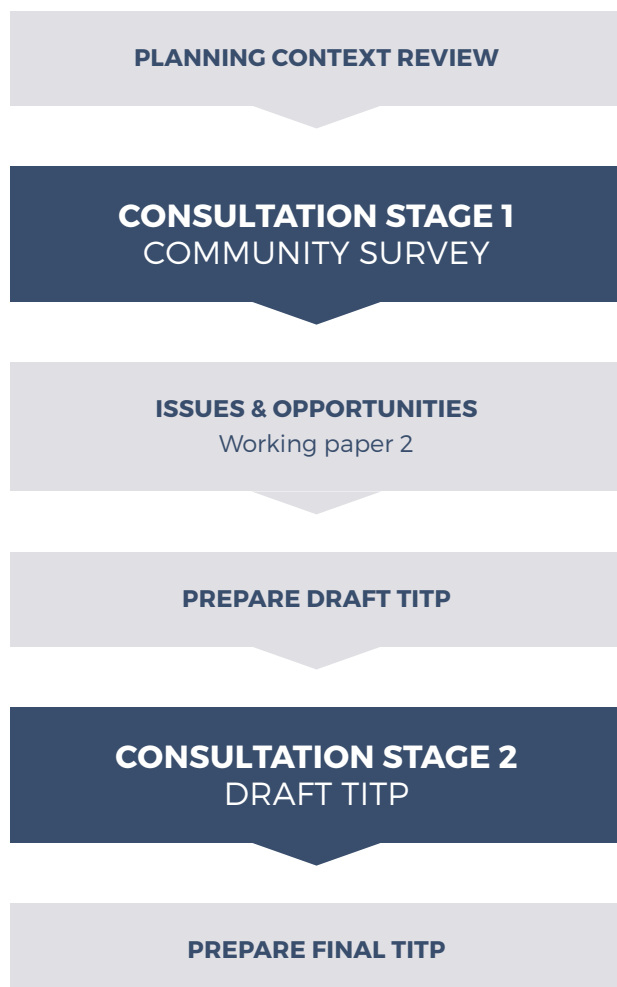
1.1 BACKGROUND

The strength of any plan is determined by how well it reflects the needs and aspirations of those that it affects. In light of this, a two-stage community consultation process has been incorporated in the methodology to inform the development of the TITP. The consultation stages are listed below and their relationship with the development of the TITP is presented in Figure 1.

·   **Stage 1** Community survey (August and September 2019 and the focus of this report)
·   **Stage 2** Community consultation on the draft TITP

1.2 PURPOSE

The purpose of this document is to present the findings of the community survey in order to outline implications for the development of the TITP.

1.3 REPORT STRUCTURE

Beyond this first introductory section, the report is divided into the following four sections.

Section 2 - Community Survey Methodology
Outlines the methodology adopted to undertake the community survey.

Section 3 - Community Survey Outcomes
Summarises the outcomes from the community survey including key statistics, current travel behaviour and network usage, responses relating to the draft vision and future transport system elements.

Section 4 - Implications of Community Survey Outcomes
Outlines the implications of the community survey outcomes for the development of the TITP.

Section 5 - Conclusions and Next Steps
Provides a summary of the report and identifies the next steps for the project.

PLANNING CONTEXT REVIEW

CONSULTATION STAGE 1
COMMUNITY SURVEY

ISSUES & OPPORTUNITIES
Working paper 2

PREPARE DRAFT TITP

CONSULTATION STAGE 2
DRAFT TITP

PREPARE FINAL TITP

Figure 1: Consultation stages
This first stage of broader community consultation, was prepared following a review of current Federal, State and Local planning, consultation with key stakeholders, and the early development of the draft vision for the TITP. The purpose of the community survey was to better understand current travel behaviour, transport system usage and community values in order to ensure the future TITP reflects the needs and aspirations of the local community. It should be noted that the survey is not intended to replicate or act as a substitute for a more comprehensive Household Travel Survey. This survey provides a snapshot of current travel behaviours, usage and community values with the results and subsequent findings limited to the quantity and quality of valid survey responses received from the community.

2. COMMUNITY **SURVEY METHODOLOGY**

This section provides a summary of the approach adopted to develop, distribute and market the survey and the process applied to consolidate and analyse the results following the conclusion of the consultation period.

2.1 SURVEY DEVELOPMENT

The ultimate purpose of the survey was to better understand current travel behaviour, transport system usage and community values in order to ensure the future TITP reflects the needs and aspirations of the local community. Whilst travel behaviour and transport system usage information can be generated with more confidence from other data sources, a key outcome of the survey was to understand the community's needs and aspirations in the context of how people currently travel in Townsville.

The timing of the survey provided an opportunity to understand the suitability of, and support for, the early draft vision which was developed in Working Paper 1 and refined through consultation with the Technical Working Group (TWG) and the Stakeholder Reference Group (SRG). This timing also provided an opportunity to understand current transport system issues, challenges and opportunities as experienced by Townsville residents and visitors. These two broad purposes informed the questions which were developed for the survey.

Each of the approved 19 survey questions and their respective rationales are summarised in Table 1.

Table 1: Survey Question Rationale

QUESTION NUMBER	QUESTION	QUESTION RATIONALE
1	What age group are you in?	To understand age spread of respondents and level of representation of the survey
2	Do you identify as? [male, female, other, prefer not to say]	To understand gender spread of respondents and level of representation of the survey
3	What suburb do you currently live in?	To understand geographical spread of respondents and level of representation of the survey. To inform origin-destination pairings to understand travel behaviour
4	Which of the following categories best describes your current employment status?	To understand employment spread of respondents and level of representation of the survey. To better understand travel behaviour and motivations
5	Over the course of a week, how often do you typically travel to the following destinations? [Townsville CBD, The Strand, James Cook University, etc.]	To understand popularity of key destinations across Townsville and frequency of travel. Can be combined with other questions to better understand travel behaviour and motivations
6	Between Monday and Friday, which suburbs do you typically travel to the most from your home?	To understand weekday popularity of particular suburbs. To inform origin-destination pairings to understand weekday travel behaviour
7	On weekends, which suburbs do you typically travel to the most from your home?	To understand weekend popularity of particular suburbs. To inform origin-destination pairings to understand weekend travel behaviour
8	What are your main reasons for travelling around Townsville between Monday to Friday?	To understand weekday trip purposes. Can be combined with other questions to better understand weekday travel behaviour and motivations
9	What are your main reasons for travelling around Townsville on the weekend?	To understand weekend trip purposes. Can be combined with other questions to better understand weekend travel behaviour and motivations
10	Considering your current lifestyle and commitments, what is your most suitable method for traveling around Townsville?	To determine which transport modes are the most suitable for traveling around Townsville. Can be combined with other questions to better understand mode share for different destinations and trip purposes
11	Why is this currently the most suitable method for you?	To understand the motivations behind modal choice. Can be combined with other questions to better understand mode share for different destinations and trip purposes
12	How often do you use the following in Townsville? [footpaths, cycle paths and lanes, local roads, etc.]	To understand relative usage of different aspects of the transport system
13	Reflecting on the past six months, how would you rate your experience using each of the following in Townsville? [footpaths, cycle paths and lanes, local roads, etc.]	To understand perceptions and experiences using different aspects of the transport system
14	Which of the below statements best reflects your opinion on the draft vision?	To understand the level of support for the draft vision
15	What would you like to see changed or emphasised in the vision?	To provide an opportunity for respondents to reshape the vision to better align with community needs and aspirations
16	Please provide an indication of how important each of the below elements of a future transport system for Townsville are to you [e.g. having a range of practical options for when and how I travel]	To understand which elements of the transport system are important and what could or should be emphasised in the future
17	Do you have any further thoughts or comments regarding the future of transport in Townsville?	To provide an opportunity for respondents to inform the development of the TITP by identifying areas which could or should be considered in Townsville's transport future
18	Would you like to enter the competition to win one of five $100 vouchers?	To provide an incentive for survey completion
19	Would you like to receive updates on the development of the Townsville Integrated Transport Plan?	To provide an opportunity for respondents to continue to be involved in the development of the TITP.

2.2 SURVEY DISTRIBUTION AND MARKETING

The finalised survey was distributed and marketed online by TCC through a variety of channels, including Council's website, social media platforms (LinkedIn, Facebook, Instagram) and direct email communication with stakeholders from the SRG to raise awareness and encourage dissemination and completion of the survey by members of the respective organisations.

The survey was open to the entire Townsville community for a period of four weeks between 7 August and 3 September 2019.

2.3 RESULTS CONSOLIDATION AND ANALYSIS

On completion of the four-week digital consultation period, the raw survey outcomes were compiled by TCC and provided to PSA Consulting for analysis and interpretation. The outcomes of the analysis are presented and discussed in Section 3.
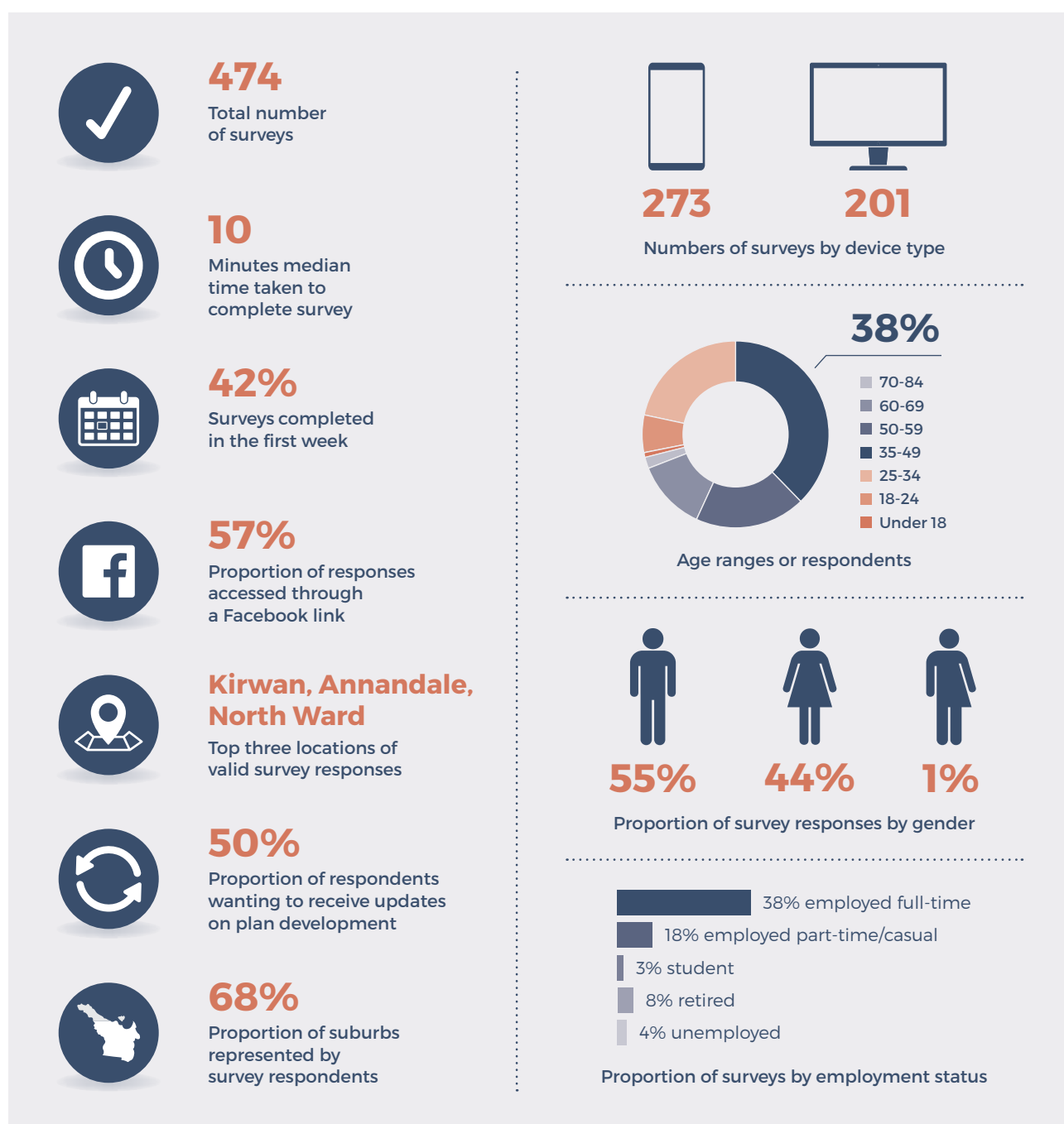
3. COMMUNITY **SURVEY OUTCOMES**

This section provides a summary of the key outcomes identified from the community survey. The summary has been broken into three sections to provide targeted information on the survey overall (Section 3.1), on current behaviour, usage and experiences of the Townsville transport network (Section 3.2) and on community views on the draft vision and transport system elements (Section 3.3).

3.1   SURVEY COMPLETION

A total of 474 surveys were completed. A snapshot of key statistics relating to the completion of the community survey is provided in Figure 2.

Figure 2: Key survey statistics

474
Total number of surveys

10
Minutes median time taken to complete survey

42%
Surveys completed in the first week

57%
Proportion of responses accessed through a Facebook link

Kirwan, Annandale, North Ward
Top three locations of valid survey responses

50%
Proportion of respondents wanting to receive updates on plan development

68%
Proportion of suburbs represented by survey respondents

273   **201**
Numbers of surveys by device type

38%
- 70-84
- 60-69
- 50-59
- 35-49
- 25-34
- 18-24
- Under 18

Age ranges or respondents

55%   **44%**   **1%**
Proportion of survey responses by gender

38% employed full-time
18% employed part-time/casual
3% student
8% retired
4% unemployed

Proportion of surveys by employment status

3.2 TRAVEL BEHAVIOUR, NETWORK USAGE AND EXPERIENCES

A snapshot of key travel behaviour, network usage and transport system experience results from the community survey is provided in Figure 3. These and other relevant transport findings relating to travel behaviour, network usage and transport system experiences are discussed in Section 3.2.1, 3.2.2 and 3.2.3 respectively.

Figure 3: Key travel behaviour and network usage results

Townsville CBD, Aitkenvale, Kirwan
Top three weekday destinations

North Ward, Townsville CBD, Kirwan
Top three weekend destinations

Townsville CBD
Most popular attraction on a daily basis

Shopping Centres
Most commonly accessed on a monthly basis

85%
Private vehicle stated as most suitable method for travelling around Townsville

9%
Respondents who stated active transport as most suitable method for traveling around Townsville

Distance, Time efficiency, Practicality
Top three overall determinants for selection of transport mode

Ferries
Most positive user experience of all transport system aspects

Local roads
Most commonly used on a daily basis

6%
Respondents who stated public transport as most suitable method of travelling around Townsville (1.5% of daily trips undertaken on public buses)

3.2.1 TRAVEL BEHAVIOUR

Travel behaviour is associated with where, how, when and why people travel. A snapshot of key findings is provided in the relevant sub-headings below, noting that for the purpose of this report the data is limited to respondents of the survey and will be incorporated with other data sets to further inform the development of the TITP.
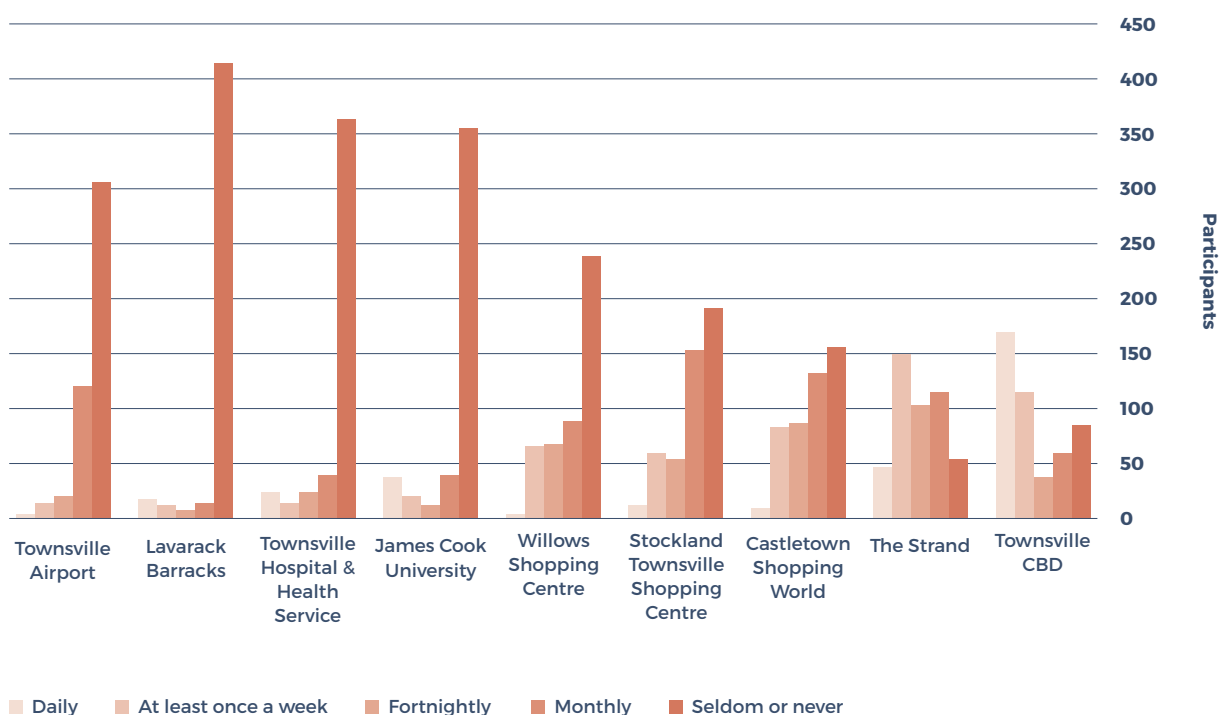
WHERE RESPONDENTS TRAVEL

To better understand where people currently travel in Townsville, the following four questions included in the survey:

· What suburb do you currently live in? [any suburb across the Townsville local government area available to be selected]

· Between Monday and Friday, which suburbs do you typically travel to the most from your home?

· On weekends, which suburbs do you typically travel to the most from your home?

· Over the course of a week, how often do you typically travel to the following destinations? [Townsville CBD, The Strand, Castletown Shopping World, Stockland Townsville Shopping Centre, Willows Shopping Centre, James Cook University, Townsville Hospital and Health Service, Lavarack Barracks, Townsville Airport]

The first three questions were combined to provide an understanding of the top travel origins and destinations, and the top suburbs with the highest level of self-containment (i.e. trips that started and finished within the same suburb) for survey respondents during both weekdays and weekends. It should be noted that valid survey responses were not received from residents of every suburb in Townsville (refer to Figure 2) and that some suburbs were better represented than others. Although not every Townsville suburb was represented in the survey, the findings are still considered statistically relevant due to the quantity of valid surveys received.

The fourth question outlined above helped provide a more detailed understanding of the popularity of major attractors in Townsville, including but not limited to, the Townsville CBD, The Strand, James Cook University, Townsville Airport and a number of suburban shopping centres. An analysis of the responses from this question is provided in Figure 4.

Figure 4: Frequency of travel to key attractors

Legend: Daily · At least once a week · Fortnightly · Monthly · Seldom or never
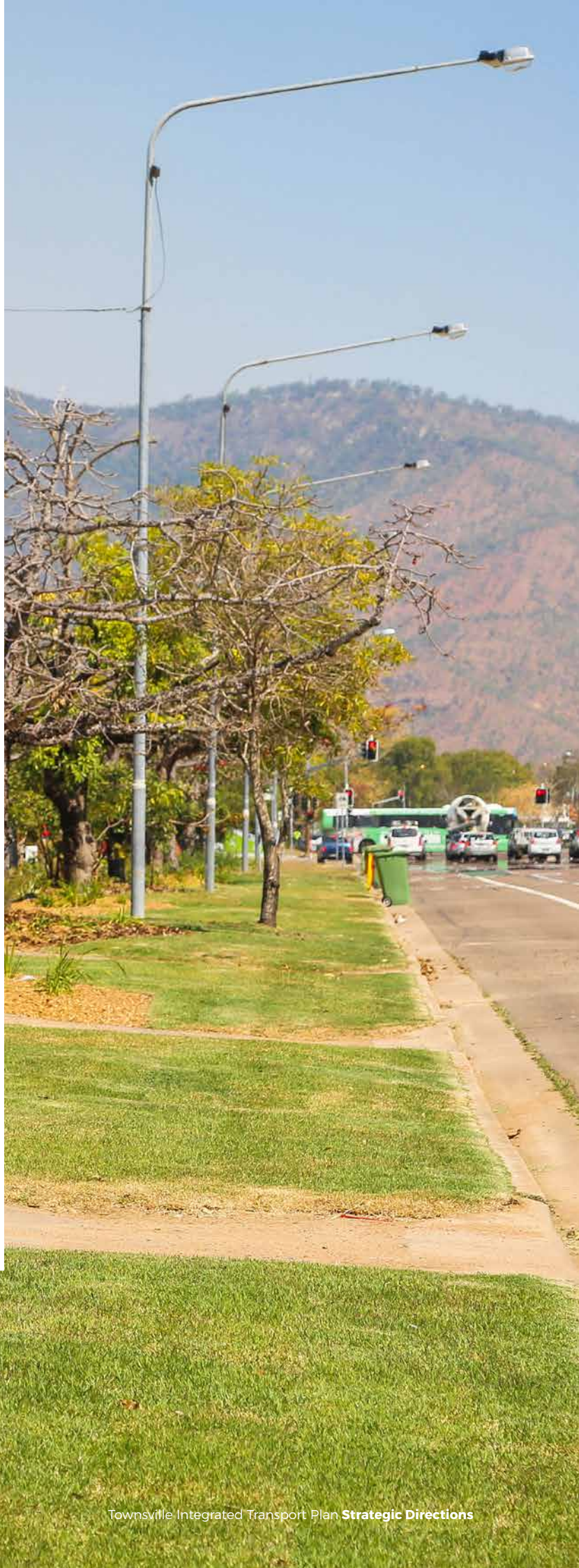
WHERE RESPONDENTS TRAVEL
KEY POINTS

- The top five travel destinations on a weekday were:

  1. Townsville CBD
  2. Aitkenvale
  3. Kirwan
  4. North Ward
  5. Garbutt.

- The top five travel destinations on a weekend were:

  1. North Ward
  2. Townsville CBD
  3. Kirwan
  4. Aitkenvale
  5. Garbutt.

- During the week, trip self-containment was highest in Horseshoe Bay (27%), Kirwan (19%) and Nelly Bay (18%) while on the weekends trip self-containment was highest in Horseshoe Bay (27%), Heatley (22%) and Balgal Beach (20%).

- Townsville CBD was identified as the most popular attractor on a daily basis.

- Over the course of a month, The Strand was identified as the most popular attractor followed by the Townsville CBD and Castletown Shopping World.

- Of the shopping centres included in the survey the top three most frequently accessed over the course of a month were:

  1. Castletown Shopping World
  2. Stockland Townsville Shopping Centre
  3. Willows Shopping Centre

- More survey respondents travel to James Cook University on a daily basis than to Townsville Hospital and Health Service, Lavarack Barracks, Townsville Airport and to each of the suburban shopping centres.

**The implications of these findings for the development of the TITP are discussed in section 4.**

HOW RESPONDENTS TRAVEL

To better understand how people currently travel in Townsville, the following questions were included in the survey:

· Considering your current lifestyle and commitments, what is your most suitable method for travelling around Townsville?

· Why is this currently the most suitable method for you?

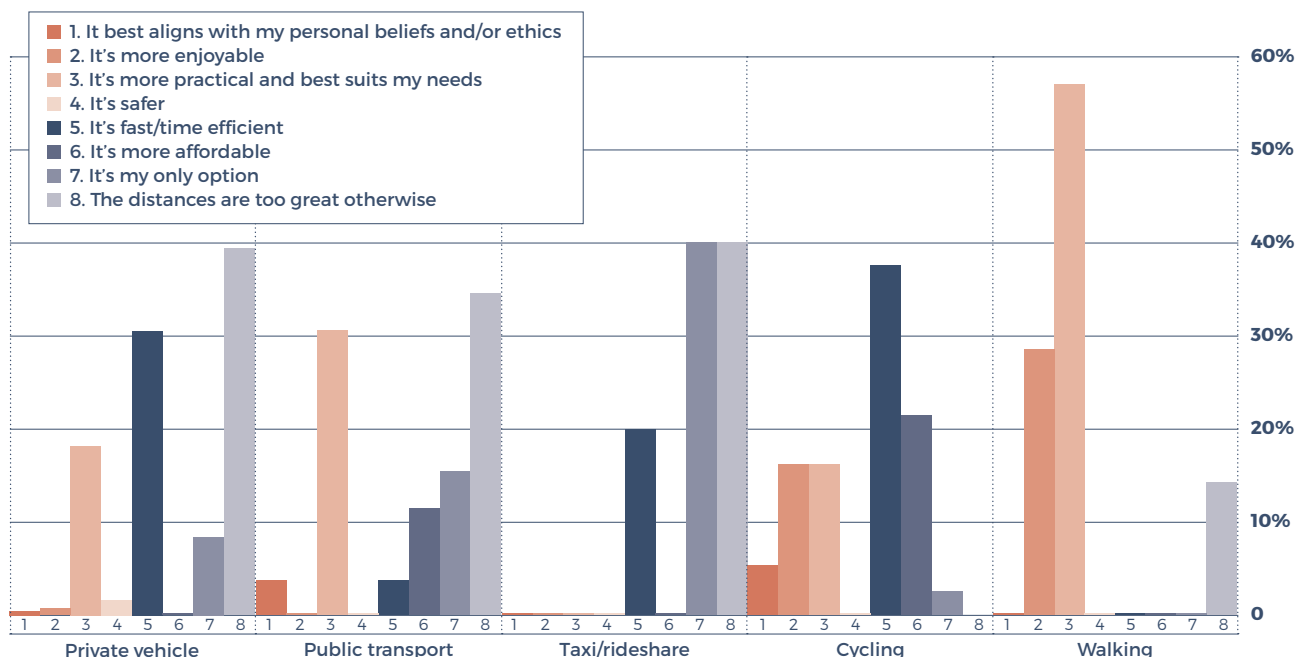**Figure 5: Most suitable method for travelling around Townsville**

- Private vehicle **84%**
- Public transport **6%**
- Taxi/rideshare **1%**
- Cycling **8%**
- Walking **1%**
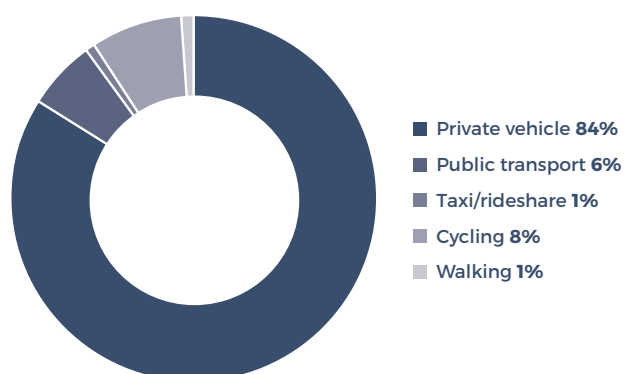
HOW RESPONDENTS TRAVEL
KEY POINTS

· At 84%, Townsville currently has a high private vehicle (as driver or passenger) mode share across all trip purposes. This is generally consistent with the 89% mode share recorded by TMR's Household Travel Survey for Townsville in 2010

· Active (walking and cycling) and public transport modes accounted for a combined 15% of total mode share, with active rather than public transport currently considered to be more suitable for travelling around Townsville

· The leading determinant of modal choice for respondents was the large distances required to be travelled in Townsville (36%), followed by time efficiencies (29%) and practicalities (19%).

· The large distances required to be travelled in Townsville was particularly important in selecting to travel by private vehicle, with 40% of motorists citing this reason

· The requirement to travel large distances combined with a perception of a lack of other transport options accounted for close to half of all reasons cited for selecting private vehicle travel. Other stated reasons for private vehicle use either relate to user preference or convenience (e.g. 'It's more practical or best suits my needs) or to current modal imbalances in the operation of the transport system (e.g. 'It's fast/time efficient').

· At 38% of all responses, the leading reason for cycling in Townsville was because it's fast/time efficient.

The implications of these findings for the development of the TITP are discussed in Section 4.

Figure 6: Reasons for transport mode selection

Legend:
- 1. It best aligns with my personal beliefs and/or ethics
- 2. It's more enjoyable
- 3. It's more practical and best suits my needs
- 4. It's safer
- 5. It's fast/time efficient
- 6. It's more affordable
- 7. It's my only option
- 8. The distances are too great otherwise

Categories: Private vehicle, Public transport, Taxi/rideshare, Cycling, Walking
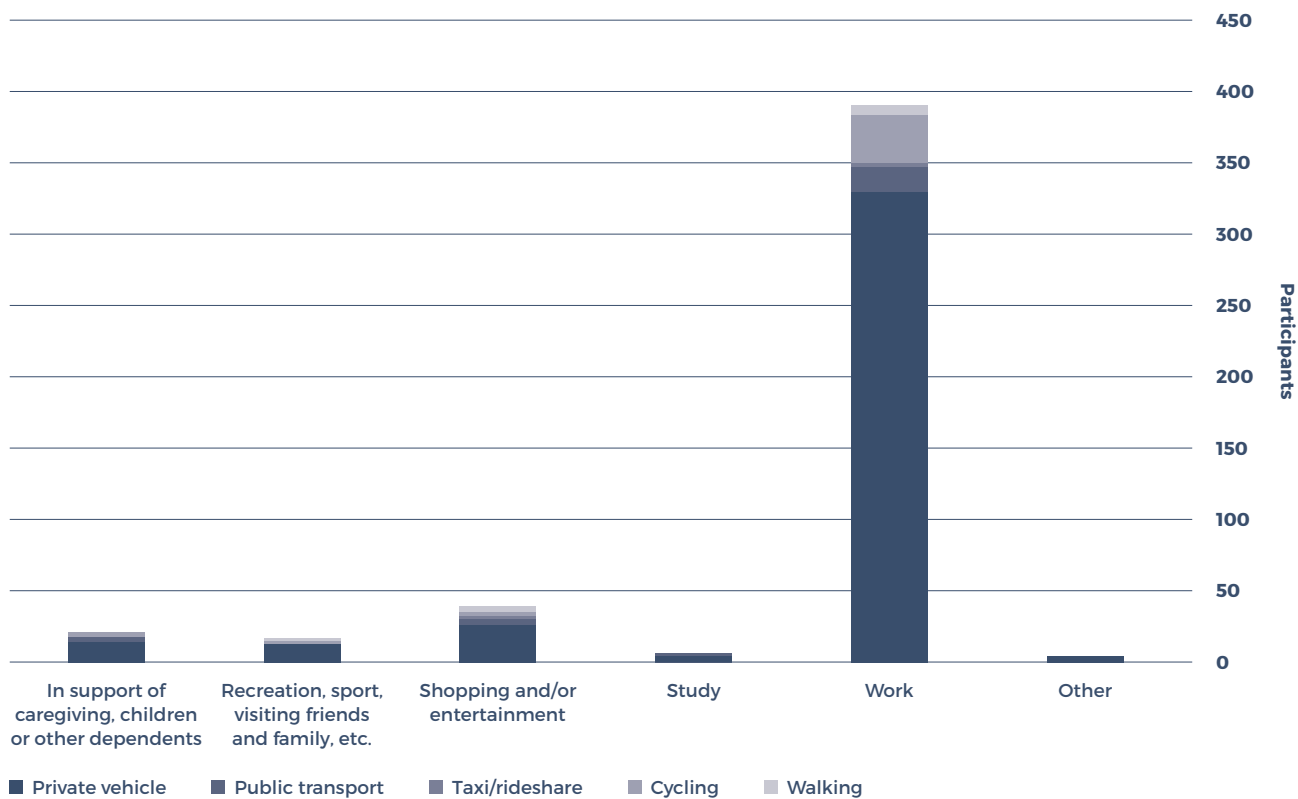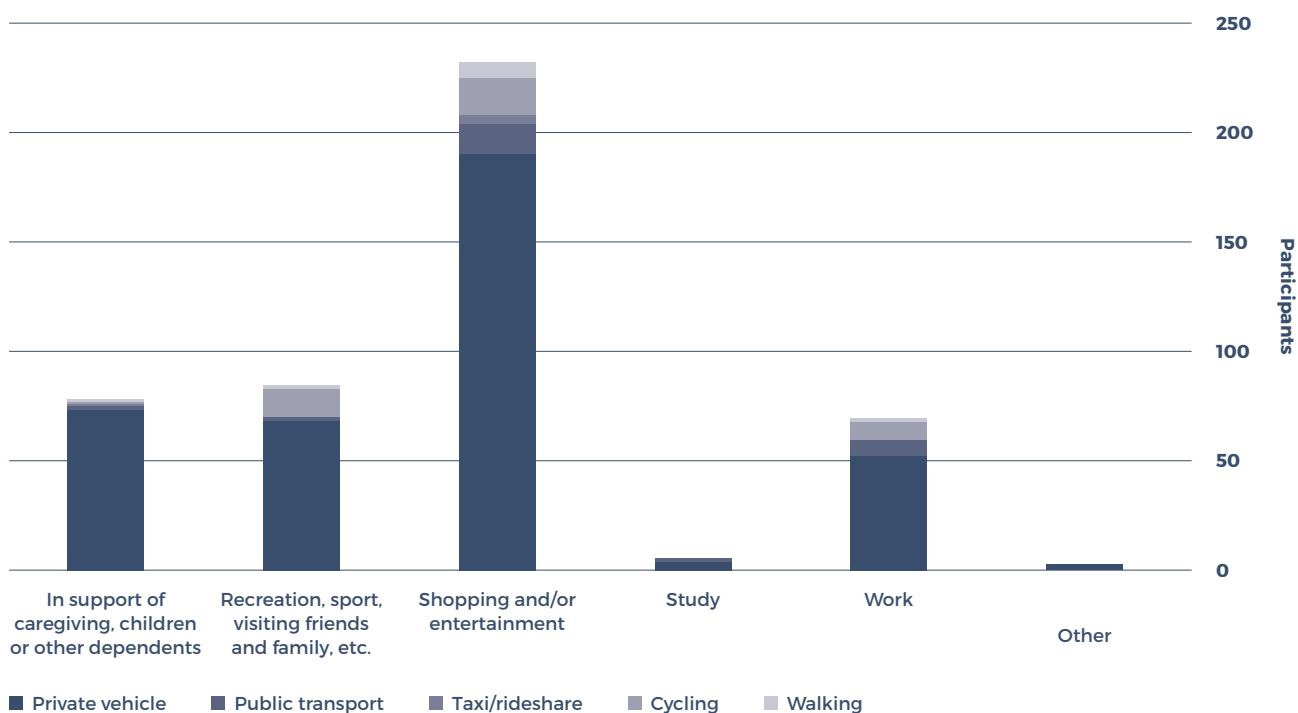
WHEN AND WHY RESPONDENTS TRAVEL

To better understand when and why people travel and make trips on the transport system in Townsville, the following questions were included in the survey:

· What are your main reasons for travelling around Townsville between Monday to Friday?
· What are your main reasons for travelling around Townsville on the weekend?

Figure 7: Trip purpose by transport mode (weekday)

Figure 8: Trip purpose by transport mode (weekend)

Townsville Integrated Transport Plan **Strategic Directions**

WHEN AND WHY RESPONDENTS TRAVEL
KEY POINTS

- 'Work' was the most common reason cited for travel on a weekday, accounting for 83% of all weekday trips, while 'shopping and/or entertainment' was the most common reason cited for travel on the weekend, accounting for 49% of all weekend trips

- The most popular transport mode for work-related trips on a weekday and weekend was private vehicle at 84% and 77% respectively

- At 10% and 4.5% respectively, the use of active transport for work-related weekday trips was more than double that of public transport

- The majority of active transport and public transport trips made on a weekday were for work-related trips (82% and 65% respectively) while the majority of active transport and public transport trips made on the weekend were for shopping/entertainment trips (51% and 54% respectively)

- Proportionally, public transport mode share was highest for trips made in support of caregiving on a weekday (21%) and lowest for recreational trips on a weekend (2.5%)

- The use of taxis and rideshare vehicles was limited across the survey responses. However, the highest proportional mode share was for trips made for shopping/entertainment purposes on a weekday (5%).

The implications of these findings for the development of the TITP are discussed in Section 4.

3.2.2   NETWORK USAGE

This section provides an overview of current network usage in Townsville and is intended to complement the review of current travel behaviour undertaken in Section 3.2.1. This specifically included determination of the type and frequency of use of different aspects of the transport system. The findings presented in Figure 9 and discussed below were derived from the question, *How often do you use the following in Townsville?*
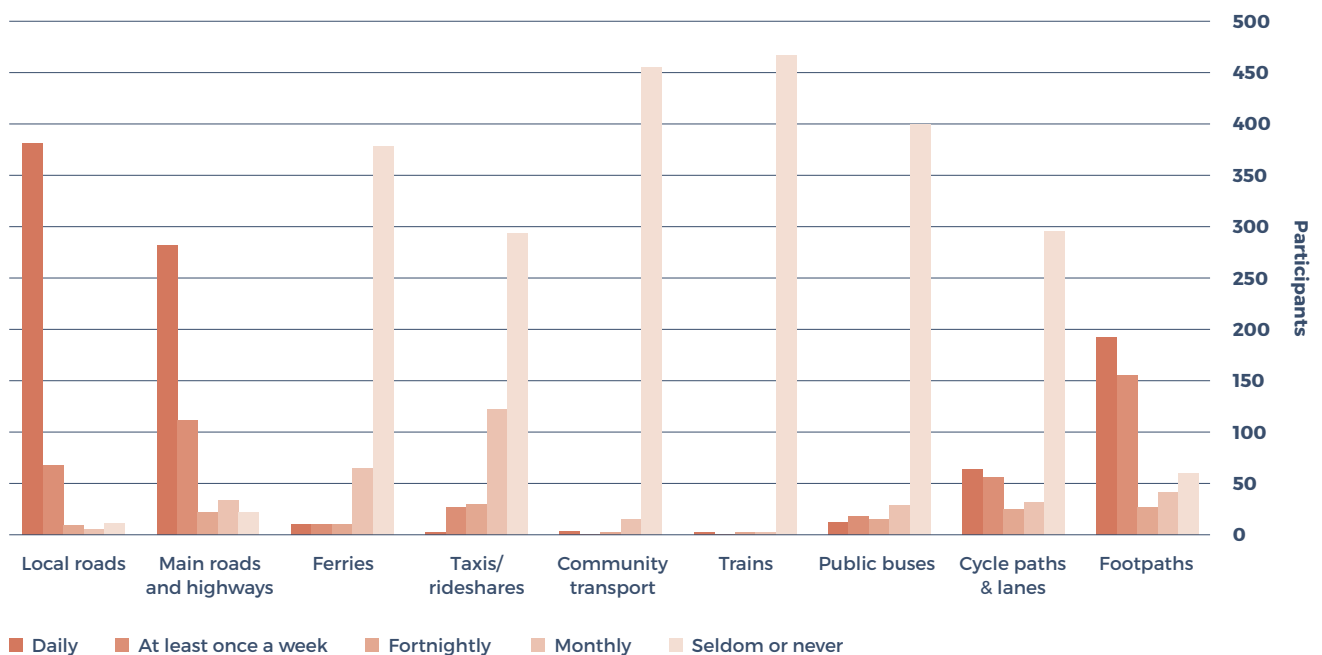
NETWORK USAGE
KEY POINTS

- The road network (including main roads, highways and local roads) was the most frequently used aspect of the transport system with roughly 70% of respondents who used the network doing so on a daily basis

- Footpaths were the second most frequently used aspect of the transport system with roughly 40% of respondents who used the network doing so on a daily basis

- Public buses, trains, community transport, taxis/rideshares and ferries were used very infrequently

- Of all travel undertaken on a daily basis, only 1.5% was by public bus. This is significantly lower than the current daily use of footpaths (20%) and cycle paths and lanes (7%).

The implications of these findings for the development of the TITP are discussed in Section 4.

Figure 9: Transport network usage

Legend: Daily | At least once a week | Fortnightly | Monthly | Seldom or never

### 3.2.3 TRANSPORT SYSTEM EXPERIENCES

In addition to providing an understanding of current travel behaviour and network usage, the survey also sought to better understand community experiences using different aspects of the transport system. This was undertaken through the question: *Reflecting on the past six months, how would you rate your experience using each of the following in Townsville?*

TRANSPORT SYSTEM EXPERIENCES
KEY POINTS

- Ferries provided the most positive user experience of all aspects of the transport system with 80% of respondents who had used a ferry in the last six months rating their experience as 'good' or 'very good'

- The road network (including main roads, highways and local roads) was ranked second in terms of positive user experience with roughly 60% of respondents who had used the network in the last six months rating their experience as 'good' or 'very good'

- The active transport network (including footpaths, cycle lanes and paths) was ranked third in terms of positive user experience with more than 40% of respondents who had used the network in the last six months rating their experience as 'good' or 'very good'. The active transport network also had the greatest proportion of respondents stating that the network was 'average' at roughly 35%

- More than half of respondents who had used a bus in the last six months rated their experience as 'poor' or 'very poor'.

The implications of these findings for the development of the TITP are discussed in Section 4.

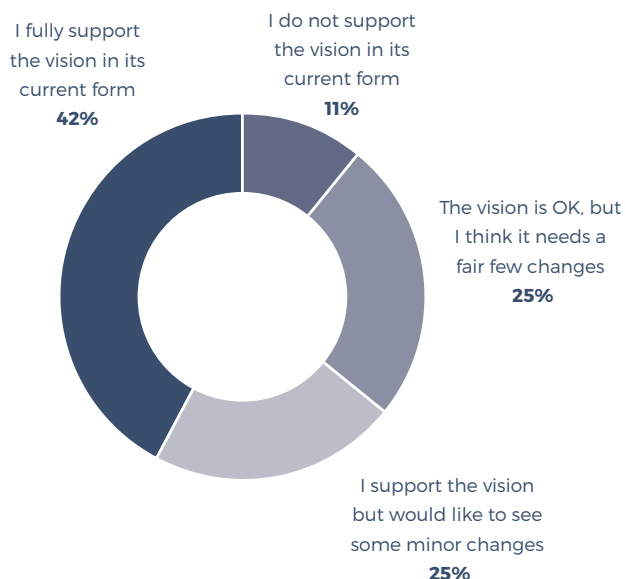**Figure 10: Recent transport system experience**

Legend: Very poor, Poor, Average, Good, Very good
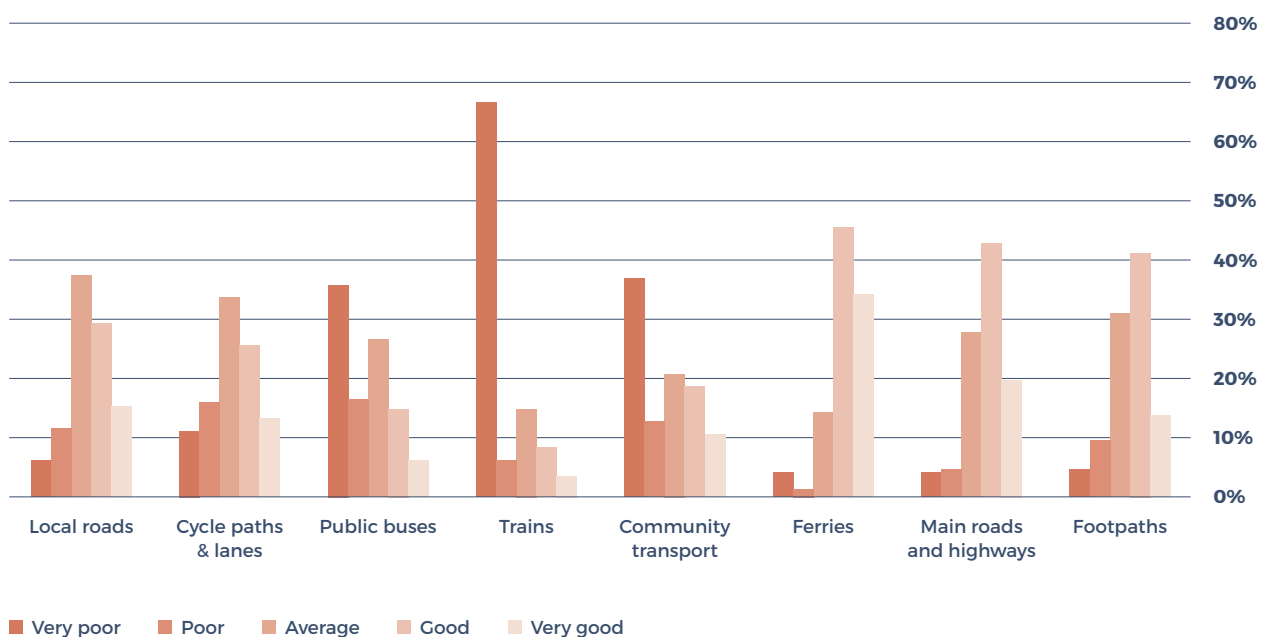
3.3 VISION AND FUTURE TRANSPORT SYSTEM ELEMENTS

An early draft vision for Townsville's future transport system was developed based on a review of relevant existing Federal, State and Local plans and in consultation with community representatives. The vision statement outlines the desired state for Townsville's future transport system and provides a touchstone for future decision making and a unified foundation upon which more detailed supporting policies can be developed. For this reason, it was important to generate community feedback at this stage in the project.

The draft vision which was provided in the survey for review and comment by the Townsville community is:

"As the capital of North Queensland and the largest city in Northern Australia, Townsville has a safe, efficient, accessible and progressive transport system that supports a growing city with resilient centres, inclusive communities, and provides for both national and international connectivity"

In response to the question: *Which of the below statements best reflects your opinion on the draft vision?* close to two thirds of respondents expressed some level of support for the draft vision with over 40% of respondents supporting the vision in its current form without any changes (refer to Figure 11).

I fully support the vision in its current form **42%**

I do not support the vision in its current form **11%**

The vision is OK, but I think it needs a fair few changes **25%**

I support the vision but would like to see some minor changes **25%**

Figure 11: Level of support for draft vision
The survey provided an opportunity for the community not only to indicate their level of support for the draft vision but also to recommend ways that it could be improved. Of the total 190 individual comments received, approximately 35% (65 comments) were of direct relevance to the refinement of the draft vision. These relevant comments primarily related to the terminology of the vision.

Relevant recommendations for draft vision

· Shorten its length
· Simplify its wording
· Reconsider the use of particular phrases (e.g. 'resilient centres')
· Emphasise existing or incorporate new aspects (e.g. consider environmental implications, local connectivity)
· Ensure it is unique to Townsville and reflects the local context.

The remaining 125 comments had only limited direct relevance to the draft vision as they were generally too detailed to inform the more strategic, higher-order vision. These remaining comments covered a variety of topics including active and public transport, sustainability and the environment, local/regional connectivity, transport options, liveability, health and accessibility.

These comments provide valuable insight into current travel behaviour and specific issues, challenges or opportunities for Townsville's transport system (e.g. current frequency and hours of operation of the public bus service) and despite the limited applicability to the development of the draft vision, the intent of these remaining comments will be considered and used to inform the development of the TITP going forward.

In addition to the draft vision the survey also sought to determine the level of importance of 11 different transport system elements. Although not an exhaustive list, the elements presented in the survey provided a selection of key elements that currently and/or have potential in the future to significantly affect the development of Townsville's transport system. The relative importance of each element, as determined by the community is presented in Figure 12.

Figure 12: Level of importance of different transport system elements

Based on the top responses for the combined 'Important' and 'Fairly important' categories as summarised in Figure 12, there is a strong desire within the community to provide a safe transport system that offers practical options for when and how people travel while ensuring that goods and freight can move to, from and within Townsville.
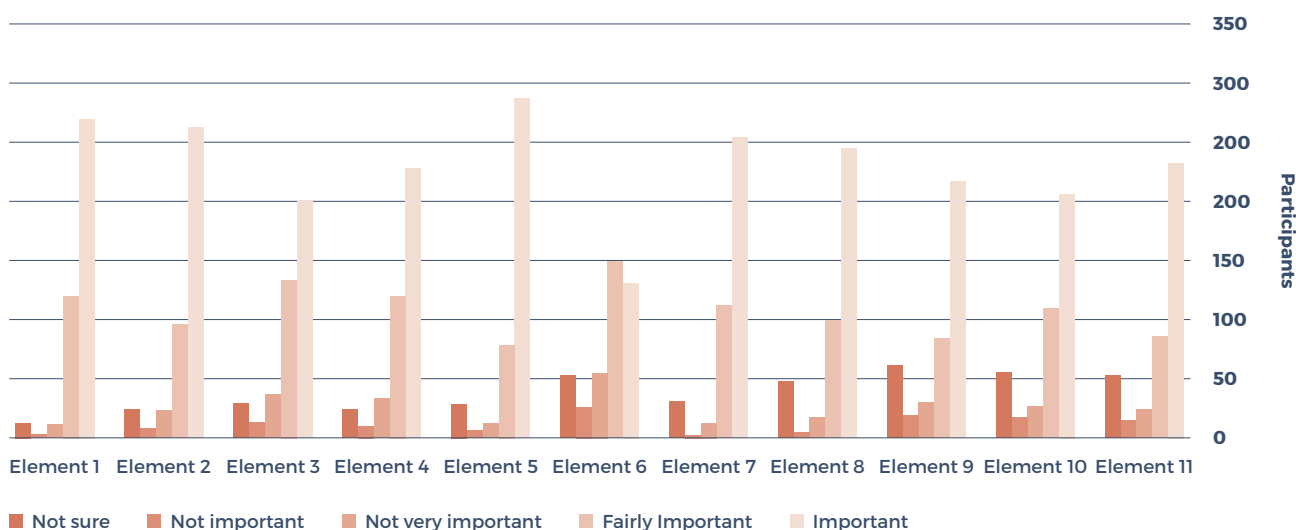
Element 1: Having a range of practical options for when and how I travel

Element 2: Having an attractive, connected and safe walk and cycle network with supporting facilities

Element 3: Having travel destinations such as schools, shops, services and jobs close to where I live

Element 4: Having a bus system that offers accessible, appealing and efficient connections between your home and your travel destinations

Element 5: Reducing the number and severity of crashes for all users of the transport system

Element 6: Being able to easily travel between Magnetic Island and the mainland

Element 7: Making sure goods and freight can move to, from and within Townsville in order to keep the economy moving

Element 8: Improving access to national and international markets and destinations to boost tourism, activate industry and promote export growth

Element 9: Positioning Townsville as a leader in the provision of innovative solutions to transport problems

Element 10: Undertaking cost-effective trials and pilot projects to test technology and innovative ways to travel

Element 11: Utilising our existing rail infrastructure to provide passenger transport options.

Other strong desires within the community include:

- Having an attractive, connected, and safe walk and cycle network with supporting facilities
- Having a bus system that offers accessible, appealing and efficient connections between a resident's home and travel destination/s
- Improving access to national and international markets and destinations to boost tourism, activate industry and promote export growth.

The implications of these findings for the development of the TITP are discussed in Section 4.

The final survey question with direct relevance to Townsville's transport system – *Do you have any further thoughts or comments regarding the future of transport in Townsville?* – provided an opportunity for respondents to inform the development of the TITP by identifying areas which could or should be considered in Townsville's

transport future. A total of 240 comments were received in response to this question, which means that one out of every two survey respondents provided input in this format to the development of the TITP. The comments covered a variety of topics including but not limited to active and public transport, health, safety, liveability, roads, freight, accessibility and affordability with some comments covering more than one topic. Comments relating to public transport, associated either with current or potential future infrastructure or operation, accounted for over 40% of all comments received. This was by far the largest topic area, followed by active transport at 17.5% and safety at 8.2%. These comments provide valuable insight into current travel behaviour and specific issues, challenges or opportunities for Townsville's transport system. These comments will be considered and used to inform the development of the TITP going forward.

4. IMPLICATIONS OF **COMMUNITY SURVEY OUTCOMES**

The key findings from the community survey and their impacts and potential implications for the development of the TITP are presented in Table 2.

Table 2: Key outcomes and implications

OBSERVATION	IMPACT	IMPLICATIONS FOR TITP
• Survey respondents highlighted that Townsville currently has a high private vehicle (as driver or passenger) mode share across all trip purposes.	• Established culture of private vehicle use. • Greater political pressure to prioritise private vehicles and the development of the road network at the expense of other aspects of the transport system. • Inefficient method of travel that cannot be sustainably scaled for future growth. • Modal imbalance undermines effectiveness and attractiveness of other modes (including goods movement). • Encourages urban sprawl, leading to greater private vehicle use. • Negative impacts on health, safety, amenity, aesthetics, the environment and the development of and connection to vibrant and productive human-centric places.	• Discuss the implications of high private vehicle mode share for Townsville. • Outline direct and indirect causes (including those not related to transport). • Develop strategies to inform transport investment decision making. • Develop strategies to achieve greater balance of transport modes in the short and longer term.
• The leading determinant of modal choice for respondents was the large distances required to be travelled in Townsville followed by time efficiencies and practicalities. The requirement to travel large distances, combined with a lack of other transport options accounted for close to half of all reasons cited for selecting private vehicle travel.	• Modal choice informed by a combination of institutional and personal decisions. • Direct relationship between land use and transport planning and provision. • Low density, sprawling and development patterns perpetuate and are perpetuated by private vehicle dependency.	• Develop strategies targeting both the institutional and personal level that support positive and more sustainable travel decisions and behaviour. • Develop strategies that acknowledge and respond to the complex and interdependent nature of transport planning and provision.
• Respondents noted that the leading reason for cycling in Townsville was because it's fast/time efficient.	• Potential to prioritise cycling to further improve time efficiency, thereby increasing its attractiveness and usage.	• Through the TITP, promote equity in the transport system and in user experiences across all modes. This will include increasing the priority and status of cycling between a greater number of locations and for a variety of users and experiences.
• 'Work' was the most common reason cited for travel on a weekday, while 'shopping and/or entertainment' was the most common reason cited by respondents for travel on the weekend.	• Diverse destinations and reasons for travel across Townsville with some modes more preferable than others. • Important to provide effective access to local employment areas. • Potential to improve effectiveness of the transport system, particularly active and public transport networks, by combining work and shopping/entertainment areas (e.g. through mixed use and/or less prescriptive zoning).	• Develop strategies that support and/or create travel options for residents and visitors (modes, locations, times etc.). • Highlight the importance and benefits of integrating land use and transport planning and decision making.

OBSERVATION	IMPACT	IMPLICATIONS FOR TITP
• The most popular transport mode for work-related trips on a weekday and weekend was by private vehicle.	• Large proportion and volume of private vehicles on Townsville's road network, especially during the week.	• Develop strategies to address private vehicle dependency, including increasing the attractiveness of alternative travel modes.
• The use of active transport for work-related weekday trips was more than double that of public transport.	• Justification to provide and/or improve active transport connections to dominant employment areas in Townsville. • Need for end-of-trip facilities to support active transport users. • Limited use of public transport leads to modal imbalances, primarily in favour of private vehicles.	• Develop strategies to strengthen active transport connections to employment areas. • Develop strategies that identify the need to provide supporting facilities (e.g. shade, lockers/racks, end-of-trip facilities). • Investigate the alignment of the current public transport network with resident and visitor needs and expectations. This may include consideration of the efficiency of bus routes, the frequency of bus services to major employment areas and amendments to pricing structures in order to incentivise/disincentivise the use of different transport modes.
• The use of taxis and rideshare vehicles is limited when compared to other transport modes used in Townsville.	• Reduced mix of transport modes. • Low use likely symptomatic of current high private vehicle use.	• TITP to consider role of taxis and rideshare to meet the transport needs of visitors and residents in an environment of less private vehicle dependence or in the absence of frequent public transport services.
• The road network (including main roads, highways and local roads) was the most frequently used aspect of the transport system with roughly 70% of respondents who used the network doing so on a daily basis.	• High road network use likely symptomatic of current high private vehicle use. • Greater political pressure to prioritise private vehicles and the development of the road network at the expense of other aspects of the transport system.	• TITP to consider role of the road network in a less private vehicle dependent environment. • Develop strategies to inform transport investment decision making and promote equity in the transport system across all modes.
• Footpaths were the second most frequently used aspect of the transport system with roughly 40% of respondents who used the network doing so on a daily basis.	• Footpath use and walking more generally is common to all other transport modes. Justification to provide and/or improve footpath connections.	• Highlight importance of walking. • Develop strategies to prioritise pedestrians, including through the provision of an attractive, safe and connected footpath network.
• Public buses, trains, community transport, taxis/rideshares and ferries were used very infrequently by survey respondents.	• Reduced mix of transport modes leading to greater private vehicle use.	• TITP to consider role of these modes to meet the needs of visitors and residents in a less private vehicle dependent environment.
• Of all travel undertaken on a daily basis, only 1.5% was by public bus. This is significantly lower than the current daily use of footpaths (20%) and cycle paths and lanes (7%) from the survey respondents.	• Reduced mix of transport modes with greater reliance on other, less efficient transport modes such as private vehicles. Potential to result in greater road congestion. • Limited current regular use of public buses undermines investment decisions to improve the network.	• TITP to consider role of public buses to meet the needs of visitors and residents in a less private vehicle dependent environment. • Develop strategies to monitor effectiveness of transport investment decisions.
• Ferries provided the most positive user experience of all aspects of the transport system.	• Potential to extend positive experiences to other transport modes. • Investigate reasons for positive experience and apply learnings to the planning and implementation of other transport modes.	• Develop strategies to improve public transport connectivity and integration with ferry services.

OBSERVATION	IMPACT	IMPLICATIONS FOR TITP
· The road network (including main roads, highways and local roads) was ranked second in terms of positive user experience by respondents.	· Potential to provide greater focus on improving other aspects of the transport system due to high ranking of the road network.	· Prioritise non-road network aspects of the transport system. · Develop strategies to improve non-road network aspects of the transport system.
· The active transport network had the greatest proportion of respondents stating that the network was 'average'.	· Limited attractiveness of the active transport network to promote use and importantly to encourage new users.	· Develop strategies to improve a user's experience of the active transport network and encourage new users.
· More than half of respondents who had used a bus in the last six months rated their experience as 'poor' or 'very poor'.	· Negatively affects use and perception of public buses and likelihood of repeat passengers.	· Develop strategies to improve a user's experience to, from and on public buses, including safety, amenity, legibility and practicality.
· There is a strong desire within the community to provide a safe transport system that offers practical options for when and how people travel while ensuring that goods and freight can move to, from and within Townsville.	· Clear direction for the development of the TITP.	· Develop strategies that support identified community desires.
· Community desire to have an attractive, connected and safe walk and cycle network with supporting facilities.	· Clear direction for the development of the TITP.	· Develop strategies that support identified community desire.
· Community desire to have a bus system that offers accessible, appealing and efficient connections between a resident's home and travel destination/s.	· Clear direction for the development of the TITP.	· Develop strategies that support identified community desire.
· Community desire to improve access to national and international markets and destinations to boost tourism, activate industry and promote export growth.	· Clear direction for the development of the TITP.	· Develop strategies that support identified community desire.
· Make amendments to the draft vision including shortening its length, simplify its wording, reconsidering the use of particular phrases (e.g. 'resilient centres'), emphasising existing or incorporate new aspects (e.g. consider environmental implications, local connectivity) and ensure it is unique to Townsville and reflects the local context.	· Clear direction for the refinement of the vision.	· Refine the vision to better reflect the needs and aspirations of the community and the local context.

5. CONCLUSIONS AND **NEXT STEPS**

5.1 **CONCLUSIONS**

Townsville City Council is currently developing a new transport plan for the Townsville local government area to set the strategic direction for Townsville's transport system and to guide transport planning, decision making and investment over the next 15 years.

To inform the development of the TITP, a two-stage community consultation process was adopted. The first of these stages, which was the subject of this Survey Outcomes Report, was a community survey which sought to better understand current travel behaviour, transport system usage and community values. It is intended that the findings will help ensure the future TITP reflects, as far as practicable the needs and aspirations of the local community.

5.2 **NEXT STEPS**

Upon release of the Survey Outcomes Report, the following key tasks will be undertaken:

· Present the key findings from the community survey, as summarised in this report, to the TWG and SRG.

· Update the Draft TITP Strategic Direction document, including consideration of COVID-19's impact on the transport system.

· Issue the Draft TITP Strategic Directions document and commence public consultation.