

Travel in Geelong and key regional centres

VISTA Survey 2013

VISTA results for Geelong and the regional centres

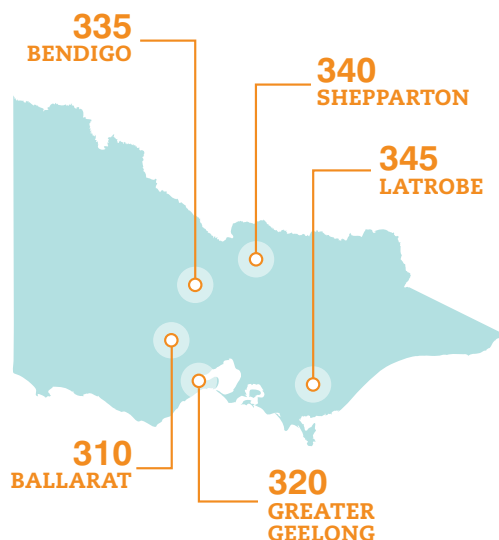
The 2012-13 Victorian Integrated Survey of Travel and Activity (VISTA) collected data from a number of major regional cities to determine how residents of these areas travel and better plan for their needs.

Households from the following major regional centres were surveyed:

- Greater Geelong (320 households)
- Ballarat (310 households)
- Bendigo (335 households)
- Latrobe (345 households)
- Shepparton (340 households)

Between 2007 and 2013, travel behaviour in regional centres did not change significantly, indicating these transport networks are coping with local demand. Information from VISTA will be used to inform transport network planning and investment decisions to ensure this continues to be the case in coming years.

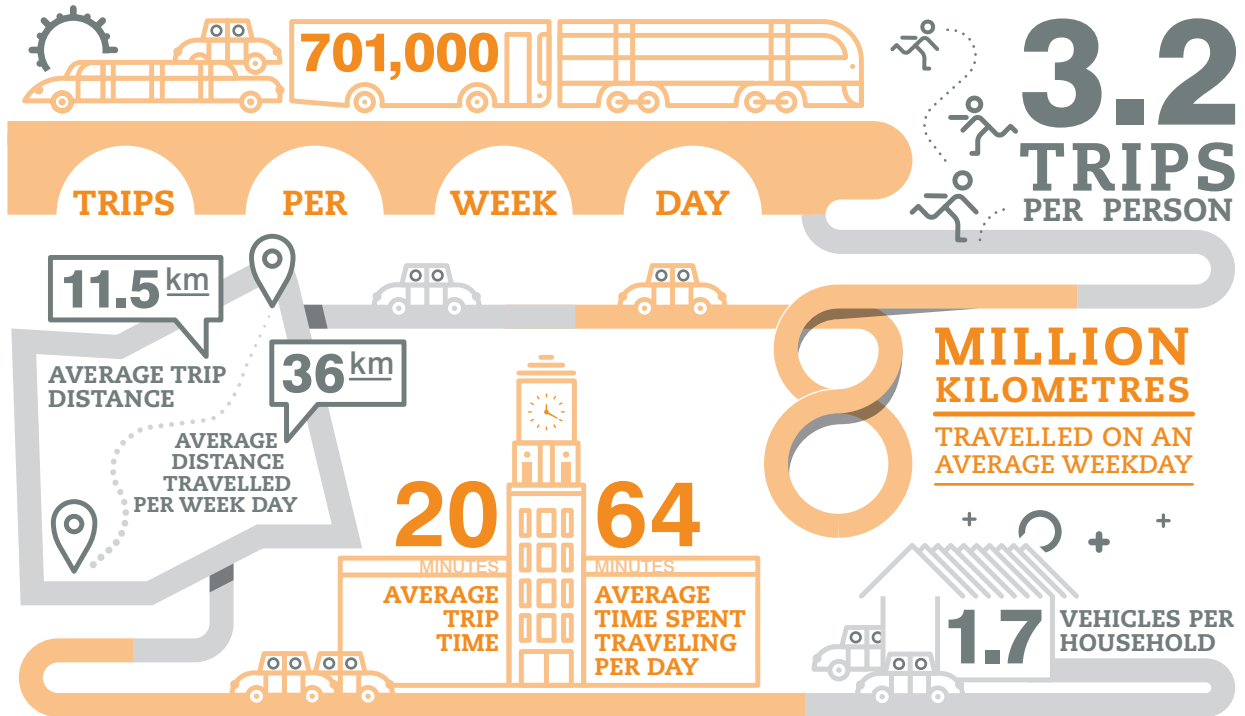
VISTA 2012-13 SURVEYED 5,780 RANDOMLY SELECTED HOUSEHOLDS



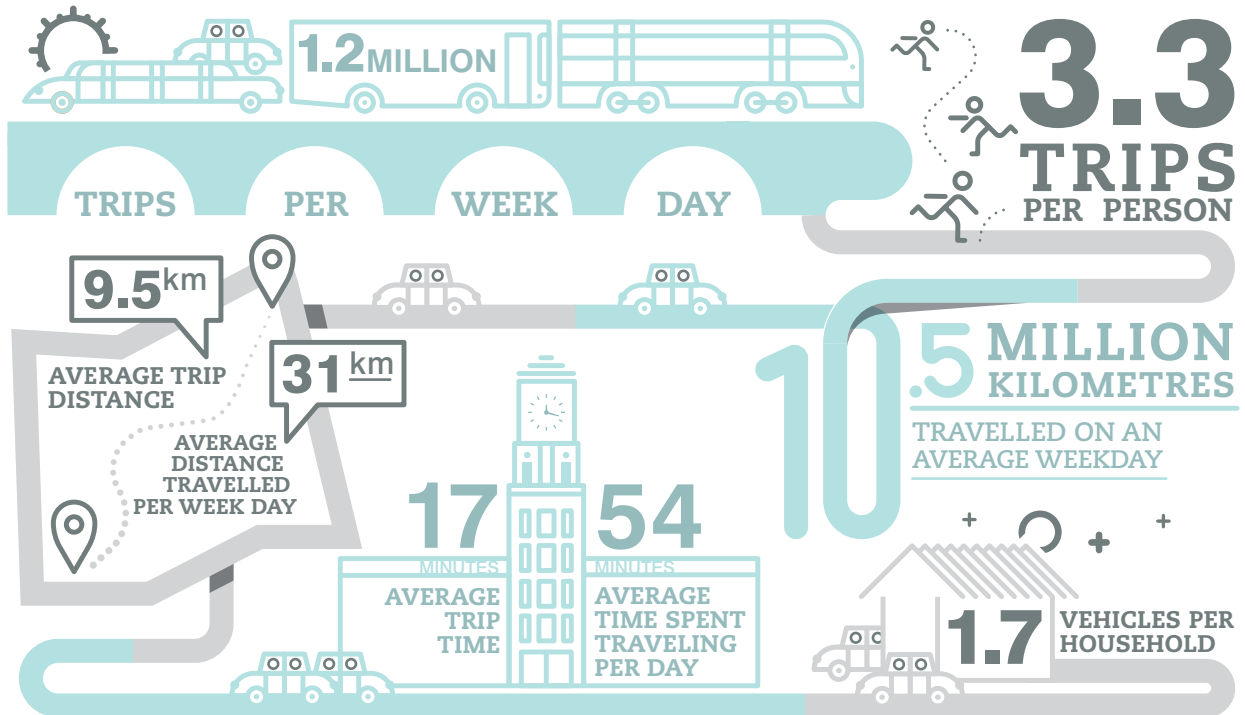
Key travel facts

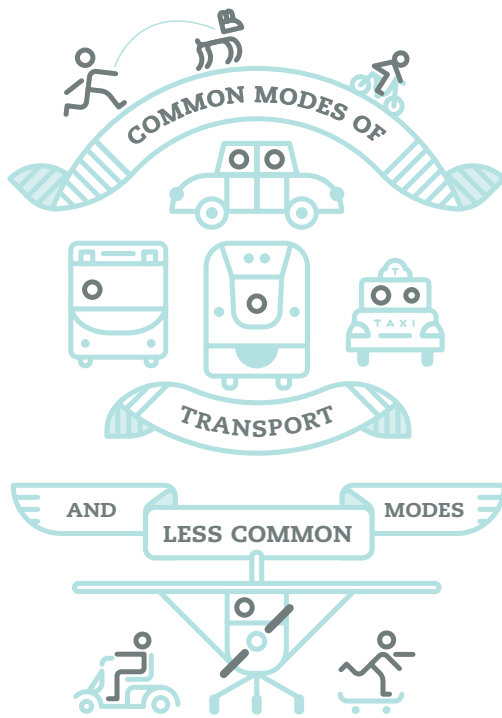
- In 2012-13 residents of Geelong made 701,000 trips on an average weekday and residents of the selected regional centres made a combined 1.2 million trips.
- In 2012-13 the average trip distance for Geelong residents was approximately 11.5km, up from 9.4km in 2007-08. Half of all trips were less than 3.6km – essentially unchanged from 2007-08.
- Average trip time for Geelong residents in 2012-13 was 20 minutes, a slight increase over the 2007-08 average of 18 minutes. Half of all trips are less than 15 mins.
- The average trip distance for residents of regional centres was 9.5km in 2012-13, with half of all trips less than 3.0km. This is essentially unchanged from 2007-08.
- In 2012-13 the average trip time for residents of regional centres was 17 minutes, again stable across study periods, and half of all trips were less than 10 minutes.
- Private vehicle remains the most common mode of travel in Victoria, both in the number of trips taken and total distance travelled by each mode.
- Public transport use in Geelong accounted for 4 per cent of trips, and 2 per cent of trips in regional centres.
- The average household in regional Victorian centres has 1.7 cars. This is unchanged over the last 5 years.

GEELONG TRAVEL STATS 2012-13

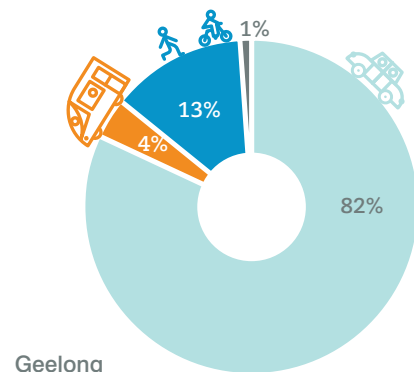


REGIONAL CENTRE TRAVEL STATS 2012-13

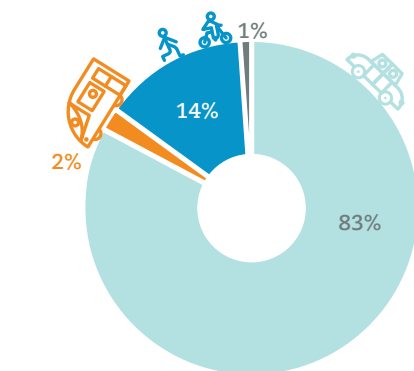




Weekday trip mode share



Geelong



Regional centres

Legend

- Private vehicle
- Public transport
- Active transport
- Other

How do people get around?

Most residents of Geelong and regional centres have access to a variety of transport options when travelling around their local area and further from home. Common transport offerings include driving or being driven, walking, cycling, bus or Vline train, motorcycle and taxi. Less common modes of transport identified in VISTA include tourist trams, planes, mobility scooters and even skateboards.

The 2012-13 VISTA results revealed that Geelong and regional centres have similar profiles in terms of travel mode.

Private vehicle travel accounts for 82 per cent of trips by Geelong residents and 83 per cent of trips by regional centre residents, while active transport makes up 13 per cent and 14 per cent of all trips respectively. Public transport accounts for 4 per cent of trips in Geelong and 2 per cent in regional centres.

In the five years from the 2007-08 VISTA survey there has been a slight shift from private vehicle to active modes, however the share of public transport trips has remained stable.

In terms of distance, residents of Geelong are travelling further by public transport than in 2007-08. Public transport now accounts for 16 per cent of total distance travelled. This is in contrast to Victorian regional centres where the percentage of total distance travelled by public transport dropped from 10 per cent to 6 per cent.

WEEKDAY TRIP PURPOSE (% OF TRIPS)



Why do people travel?

Travel for work and social/recreational activities are the most common trip purposes across surveyed regions.

For residents of Geelong, 25 per cent of weekday trips are work related and 25 per cent are for social/recreational purposes, however 44 per cent of distance travelled is for work. This is similar to residents of the regional centres surveyed where work and social/recreational trips each accounted for 22 per cent of trips, with work again generating the most overall travel (36 per cent of all kilometres).

Residents of Victorian regional centres mainly travel to the Melbourne CBD for social and recreational activities. However residents of Geelong mainly travel to the Melbourne CBD for work.

For education purposes, the higher the level of education, the further the average distance of travel. In regional centres the average distance for primary school journeys is 3km, 6km for secondary school travel and 16km for tertiary travel.

More information

VISTA surveys were also conducted in the 2007-08 and 2009-10 financial years.

Summary data from these two earlier surveys, along with further information about VISTA, can be found on the Department of Economic Development, Jobs, Transport and Resources website at <http://economicdevelopment.vic.gov.au/vista>

Authorised by the Victorian Government, 1 Treasury Place, Melbourne.