

# Integrated Transport Strategy

## Community Consultation Summary Report

### Background

The Integrated Transport Strategy will shape how transport is planned and delivered for the Sunshine Coast with a focus on delivering a mode shift to more passenger transport and active transport trips to help manage congestion and enhance the lifestyle of our region. Council can't achieve its vision without the involvement of those living and working on the Sunshine Coast. Community feedback was used to finalise the Integrated Transport Strategy.

The community consultation took place in two stages:

- **Stage 1 Market research** – Market research was undertaken between November 2017 and February 2018. The research sought to better understand community views and barriers to travel behaviour change. In addition, it helped to identify the transport challenges and opportunities and refine the vision, objectives and strategies for success (including the policy directions and actions) outlined in the draft document.
- **Stage 2 Community Consultation** - Council approved the draft Integrated Transport Strategy for community consultation between 14 June and 13 July 2018. This period was extended for an additional week to 20 July 2018 to allow the community to provide feedback. Stage 2 provided a strong community endorsement of the document and helped refine the final Integrated Transport Strategy, ready for Council adoption.

### Stage 1 Market Research Approach

- A random stratified sampling process to achieve statistically representative results
- 600 telephone/mobile phone survey responses to achieve a demographic balance
- Questions were based around:
  - respondents' private vehicle ownership
  - satisfaction with current transport options
  - perceived transport challenges and issues
  - public transport behaviour
  - future smart mobility
  - active transport participation levels
  - land use
  - overall views of transport on the Sunshine Coast.

### Stage 1 Market Research Summary Results

- Majority of respondents hold an open license (92%) and own or have access to a private vehicle (94%)
- 6% are without access to a vehicle and are captive to other modes such as public transport
- Within 15 years respondents expect to be driving more sustainable vehicles such as hybrid or electric battery powered
- Most respondents (40%) are moderately satisfied with the current transport system; 33% are not satisfied at all and only 15% are 'very' or 'extremely satisfied'.
- 87% of respondents rarely or never use public transport and only 2% use public transport daily, 5% weekly and 6% once a month

- Key responses for not using public transport more regularly include:
  - Just prefer the car
  - Accessibility is poor
  - Frequencies are inconvenient
  - Journey times are not competitive
- 67% of respondents currently walk and/or cycle for various trip purposes (this includes multi-trips)
- Infrastructure including physical separation, improved connections and better footpaths are needed for respondents to consider active transport daily
- 46% consider greater than 800m to be a reasonable walking distance to destinations
- Access to high frequency public transport is not currently the only determining factor to living in more dense urban areas
- 72% believe population growth will 'very negatively affect' Coast's lifestyle
- 77% support investment in light rail to help manage the growth impacts and maintain lifestyle
- 74% of respondents support Council's travel behaviour change focus
- Travel behavior change should focus on:
  - Public transport to work
  - Public transport to shopping / recreation
  - Active transport to work
  - Car share
  - Smart mobility.
- Top ranked transport improvements recommended are:
  - More parking
  - Better public transport
  - Light rail
  - Increase road capacity.
- There's a high level of awareness amongst the community of smart mobility terms
- There is a willingness to use automated vehicles and personal mobility devices.

Results from Stage 1 - Market Research have been incorporated throughout the Integrated Transport Strategy, providing further evidence to support a particular challenge, opportunity or policy direction.

### Stage 2 Community Consultation Engagement Approach

- Consultation material included draft document, leaflet, video and feedback form
- Engagement via dedicated project website (<https://haveyoursay.sunshinecoast.qld.gov.au/draft-integrated-transport-strategy>), social media, radio, print, libraries and customer service centre displays
- Direct mail out to 70 key stakeholders
- 13,000 Facebook views, 871 clicks
- 3,500 Twitter views
- 2,500 video views
- 1,100 project website visits
- 330 document downloads
- 157 submitted feedback forms
- 18 formal submissions.

## Stage 2 Community Consultation Feedback Form Results

- Good distribution of age with 43% > 55 years of age; 57% < 55 years of age
- 88% support the vision and 76% believe the document will provide the platform to deliver on it
- High level support for all seven strategies for success
- 81% agree with need to reduce reliance on the car and strong support to increase the public transport mode share target above 10%
- 92% have an improved level of understanding of the roles and responsibilities for transport
- 97% support for Council to continue advocating for investment in transport
- The most important policy outcomes are:
  - High frequency PT connections
  - Improved local feeder bus services
  - Travel behaviour change
  - Technology that helps people travel
  - More compact urban form around PT
- 93% agree travel behaviour change is critical and the community has a significant role to play
- 84% are prepared to change individual travel choices as transport options improve
- Top five travel choice options considered most beneficial to community:
  - Public transport
  - Walking
  - Online travel planning tools
  - On demand passenger transport
  - Cycling
- Summary of 'open text box' transport comments:
  - Increase in public transport services and frequency (most significant issue)
  - Light rail and faster rail projects wanted
  - Cheaper public transport desired
  - Higher public transport mode share supported
  - More active transport infrastructure desired
  - Travel behaviour change supported
  - Parking received limited comment
  - Road safety was mentioned – Road Safety Plan to address
  - Road capacity upgrades received limited comment
  - Recognition smart mobility will play a role in future
  - Support for better integration
  - More density around public transport.

## Key stakeholder submissions

- External stakeholder briefings included:
  - Transport Community Group
  - Department of Transport and Main Roads
  - Andrew Powell MP, Member for Glasshouse; Ian Andrew, Senior Policy Advisor to the Leader of the Opposition

- Council received formal submissions from a number of key stakeholders. A summary of key stakeholder submissions included:
  - Include consultation summary 'what you told us'
  - Provide additional clarity on Council's priority transport projects
  - Identify and champion the early delivery of actions led by Council
  - Include a summary of the changing transport industry
  - Amend the Sunshine Coast Planning Scheme where warranted to support the outcomes
  - Strengthen intent to maximise efficiency of the car
  - Increased recognition of Sunshine Coast Airport as a significant transport hub
  - Greater consideration of mobility impaired, aging population and transport disadvantaged
  - Maintain balance of interventions i.e. mix of traditional and smart mobility initiatives
  - Identify some non-infrastructure priorities
  - Indicate this is not State Government policy
  - Various editorial refinement