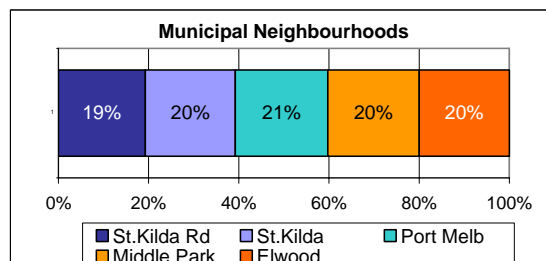


Research Summary

A survey of 400 respondents was conducted with residents across the municipality. Representative samples from St Kilda, Elwood, Middle Park, Port Melbourne and the St. Kilda Road precinct were included in the total sample.



Two focus groups were conducted, one in Elwood the other in Port Melbourne. The groups comprised a random selection of residents from these areas and a cross-section of age-groups, public transport usage and occupations.

Key Findings

1. Gaps.

Across Port Phillip Net: +67% stated the public transport “Meets my needs”, however in Elwood the result was Net +45%.

Similarly, across Port Phillip Net +19% stated the public transport “Needs improvement”, however in Elwood the result was Net +58%.

On St Kilda Road 59% of respondents said trains or trams were their main form of transport, with only 38% citing a reliance on cars. St Kilda shows a similar outcome with train/trams on 67% and cars 28%.

The results for Elwood and Port Melbourne are very different. In these areas car use is more prevalent than rail. In Port Melbourne 35% nominated trams as their main form of transport, with 41% nominating cars. Elwood showed 42% nominating trains or trams and 44% cars.

In terms of access to public transport, satisfaction with public transport and actual use of public transport this research shows that Elwood and Port Melbourne clearly require significant improvements.

2. Linking Port Phillip

The research identifies a clear need to provide a single service that links Elwood, St Kilda, Middle Park and Port Melbourne.

49% of Port Melbourne respondents said they would use such a service, based on the existing 606 route (Port Melbourne to St Kilda), Elwood residents stated that with a small extension of that service to Elwood, their public transport use would increase.

Tellingly, one Port Melbourne resident said that she uses public transport to go to restaurants, but it is easier for her to visit Richmond than it is to get to St Kilda.

“If we want to go out we go to Richmond and we find the 109 (Tram) is great, if we are not in a hurry and want to go to a restaurant and have a drink and it’s safe, we would like to go to St Kilda but we can’t”

Other Major Issues influencing decisions to use public transport.

- Reliability (cancelled trains etc)
- Comfort, overcrowded services.
- Road congestion, slowing down trams and buses.