

Tom Hunt, project Manager UOW (transport

Title: UOW Transport Surveys – the good, the bad and the “very interesting”

Abstract: Following a Transport Strategy and Implementation Plan developed in 2008, the University has undertaken a number of projects aimed at helping commuters and encouraging a mode shift to active and public transport. I was assigned to manage these projects, monitor changes and measure the results of the exercise. Web based questionnaire surveys were undertaken in 2009 and 2011, augmenting the biannual head-count surveys that have continued for several years, and providing valuable insights into the chosen transport modes and attitudes of the 15,000 commuters who head to campus each day. Nearly 5,000 people completed the survey in 2011, making the dataset very useful but also a challenge. Differences between the results of the head-count and questionnaire surveys also made my head spin. Perhaps you would like to hear the story, see some of the results and help me make sense of an intriguing paradox.