

THE CITY OF
GREATER GEELONG

INTEGRATED TRANSPORT STRATEGY

PHASE 3 ENGAGEMENT REPORT

—

NOVEMBER 2025

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Executive Summary

The Integrated Transport Strategy is a document that will guide decision making on transport and land use planning for Greater Geelong. The strategy will supersede the Integrated Comprehensive Transport Plan that was adopted in 2015.

For phase three, the City ran an engagement for six weeks to capture community sentiment on current issues and future vision for public transport across Greater Geelong. This engagement will inform the development of the strategy.

Engagement overview

The community engagement period for the third phase of engagement on the Integrated Transport Strategy ran from August 15 to September 25, 2025, for a total of 41 days. The aim was to capture community sentiment surrounding the current issues, opportunities, and future vision for public transport across Greater Geelong.

How we engaged

The community engagement was run primarily online using:

- A survey to capture community sentiment and behaviors relating to public transport and commuting habits.

Officers attended several in person pop-ups across the municipality to hand out postcards promoting the engagement.

Who we engaged

It was key that the City obtained feedback from a wide range of transport users of different ages and backgrounds to ensure that the Greater Geelong community was represented throughout the engagement process.

- The Have Your Say page was visited by 3,271 people
- 825 people completed the survey
- 500 postcards were handed out
- 250 postcards were distributed to local libraries and cafes

What we heard

We identified several key themes from the survey responses which are outlined below and briefly summarised in the Key Findings overview.

Key Theme 1: Service frequency & operating hours

Key Theme 2: Network coverage & access

Key Theme 3: Reliability & punctuality

Key Theme 4: Directness & competitive travel times

Key Theme 5: Integration between modes

Key Theme 6: Capacity, comfort & amenities

Key Theme 7: Faster trains between Geelong & Melbourne

Key Theme 8: Better connections for the Bellarine & coastal townships

Key Theme 9: Re-introduction of light rail

Key theme 10: Expansion of the rail network

What we will do

After conducting the community engagement for a 41-day period, the next steps for the development of the Integrated Transport Strategy are to:

- Collate and review engagement findings and produce an engagement report (this report).
- Develop the draft Integrated Transport Strategy.
- Present the draft Integrated Transport Strategy to the community for engagement.

Introduction

PROJECT BACKGROUND

The City is developing an Integrated Transport Strategy (ITS) for Greater Geelong in response to significant population growth that will supersede the Integrated Comprehensive Transport Plan, adopted in 2015.

The strategy will primarily respond to the aspiration of having a fast, reliable, and connected transport network as part of the City's vision for "A Clever and Creative Future."

The strategy will respond to the following pillars from our Council Plan 2025 - 2029:

Core and Critical Infrastructure – Plan, deliver, manage and optimise core and critical infrastructure across the region

Healthy and Caring Community – Identify, promote, advocate for, and deliver equitable health and wellbeing outcomes for our diverse communities

Economic Development – Lead efforts to strengthen our diverse economy and workforce to enhance prosperity across our community

Heritage and Culture – Champion our unique heritage and culture

Environment and Circular Economy – Protect and enhance our unique natural environment and surrounds

Governance and Integrity – Commit to the highest levels of leadership, integrity, financial stewardship, and meaningful community engagement

Greater Geelong is experiencing significant development and population growth. Both in our existing city and on our fringes. This growth is already placing pressure on the existing transport network and will continue to do so. In response to this increased network pressure, the ITS will have a focus on how Geelong can get more people walking, riding, scooting and taking public transport to create a more vibrant and liveable city and region.

ENGAGEMENT PURPOSE

The purpose of this engagement was to:

- Understand the community's current views, values and future vision for public transport across Greater Geelong.
- Understand community sentiment when it comes to public transport and commuting habits.
- Understand what can enable uptake of public transport modes.

This information will be used to inform the development of the ITS.

ABOUT THIS REPORT

The purpose of this report is to:

- Share what people told us about their use of public transport and commuting experience.
- Show how community information is being used to guide the City's next steps.
- Support the creation of an ITS that reflects local voices and experiences.

How we engaged

SNAPSHOT

The primary method of engagement was via the City of Greater Geelong's online Have Your Say (HYS) platform and was supported by several face-to-face drop-in sessions and conversations.

The engagement period was between 15 August and 25 September 2025 for a total of 41 days.

HAVE YOUR SAY ONLINE PLATFORM

An online HYS project page was designed to provide multiple options for community to submit feedback which included an online survey.

SURVEY

The community was able to complete a survey that asked questions relating to:

- How interested they are in catching public transport to common destinations for every day, local trips.
- What prevents them from catching public transport more for every day, local trips.
- What would enable them to catch public transport more for every day, local trips.

825 responses to the survey were received.

PROMOTION

The engagement was promoted using the following methods:

- Social media posts.
- Email to HYS members.
- City staff handing out promotional postcards in areas with high pedestrian activity.
- Advertised in-person engagement sessions.
- Advertised the engagement on digital screens at Wurriki Nyal and Armstrong Creek Town Centre.

The most effective method for generating traffic on the HYS page was paid social media posts as there was consistent participation during the social media campaign.

Who we engaged

We were encouraged that 3,271 people visited the Have Your Say page and 825 people provided feedback over the six-week period. This response indicates that transport affects many in our community and people are particularly interested in how more integrated transport can improve their lives.

WHO WE PLANNED TO ENGAGE

The intent was to reach a broad cross section of the community as the strategy has a long-term vision and covers the entire municipality. We reached out directly via email to invite participation from the following groups:

- Local schools
- Community groups
- Youth Council
- External stakeholders
- The broader community

PARTICIPATION

50 (29%) heard about the engagement through family and friends.

34 (19%) heard about the engagement through an email from being subscribed to the City's HYS platform.

28 (16%) heard about the engagement through social media posts.

18 (10%) heard about the engagement through their local school.

DEMOGRAPHICS

Most survey responses were from those aged between 35-49 which totalled 39.5% of all responses.

It is often difficult to engage with those aged under 18 and between 18-24 though the levels of engagement at 2% and 7.5% of responses was considered relatively successful.

Figure 1 provides a more detailed breakdown of survey participation by age groups.

820 out of 825 answered

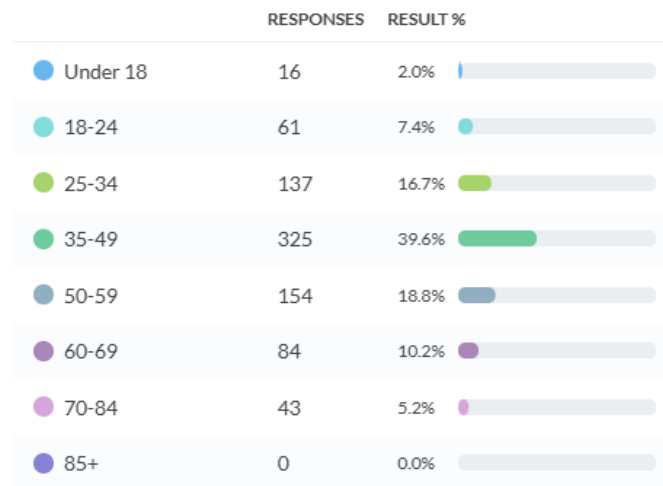


Figure 1 - Breakdown of survey participation by age

There were slightly more survey responses from women (50%) compared to men (45%, Figure 2 provides a detailed breakdown of survey participation by gender.

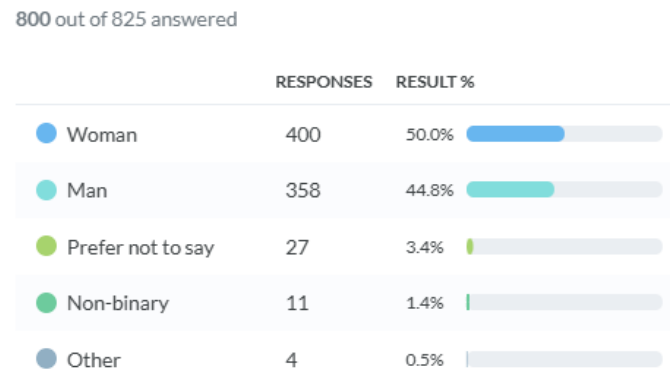


Figure 2 - Breakdown of survey participation by gender

Figure 3 provides a detailed breakdown of survey participation by identified groups with reasonable levels of representation from those who identify as parent/guardians (31%), LGBTIQ+ (12.5%), having a disability (10%), migrants (9%),

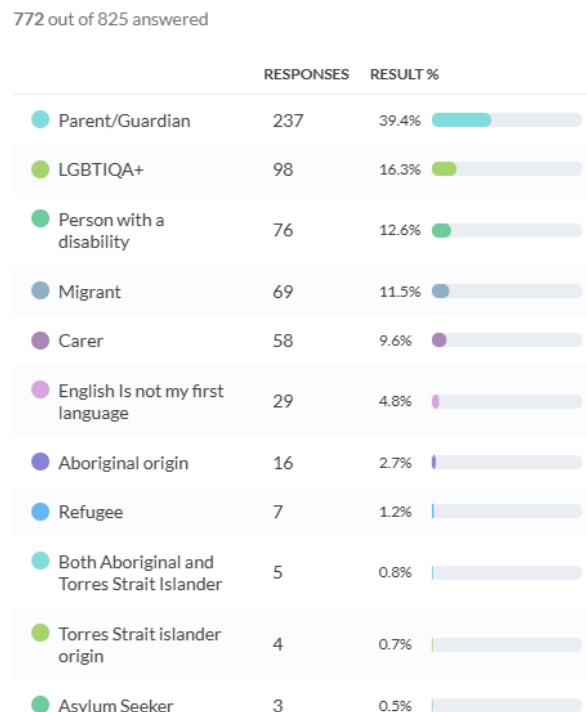


Figure 3 – Breakdown of survey participation by identified groups

The primary way participants heard about the engagement was through social media posts (65%). This is likely due to the paid social media campaign that ran for four weeks during the engagement period.

Figure 4 provides a detailed breakdown of how participants heard about the engagement.

809 out of 825 answered

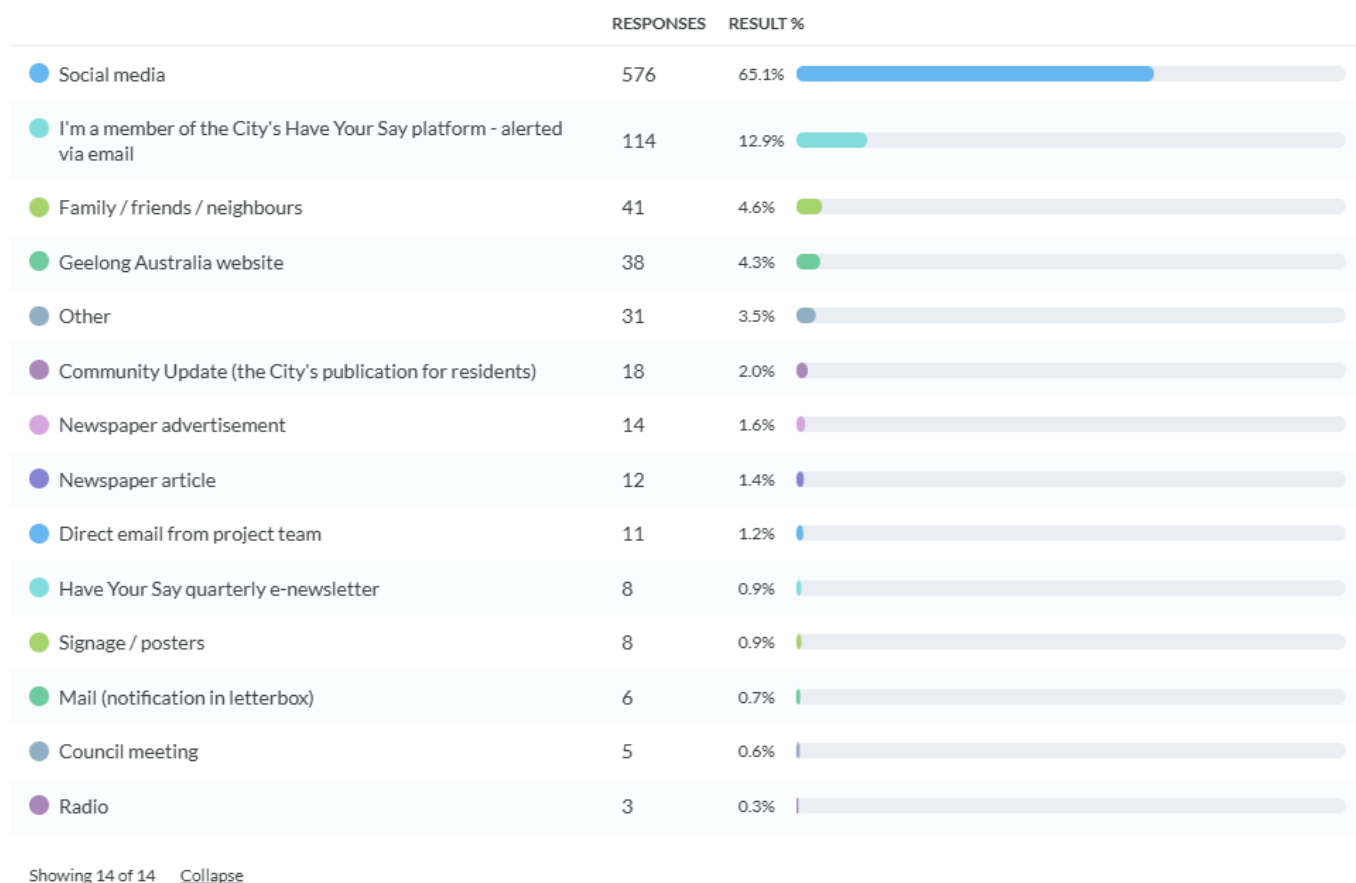


Figure 4 – Breakdown of how survey participants heard about the engagement

The highest levels of response were from people who lived in the following suburbs:

- Highton (51)
- Belmont (49)
- Ocean Grove (47)
- Lara (44)

The 44 participants who responded “Other” live in the following areas:

- Melbourne (18)
- Torquay and Jan Juc (12)
- Bannockburn and surrounding towns (7)

Figure 5 provides a detailed breakdown of participation by suburb of residence.

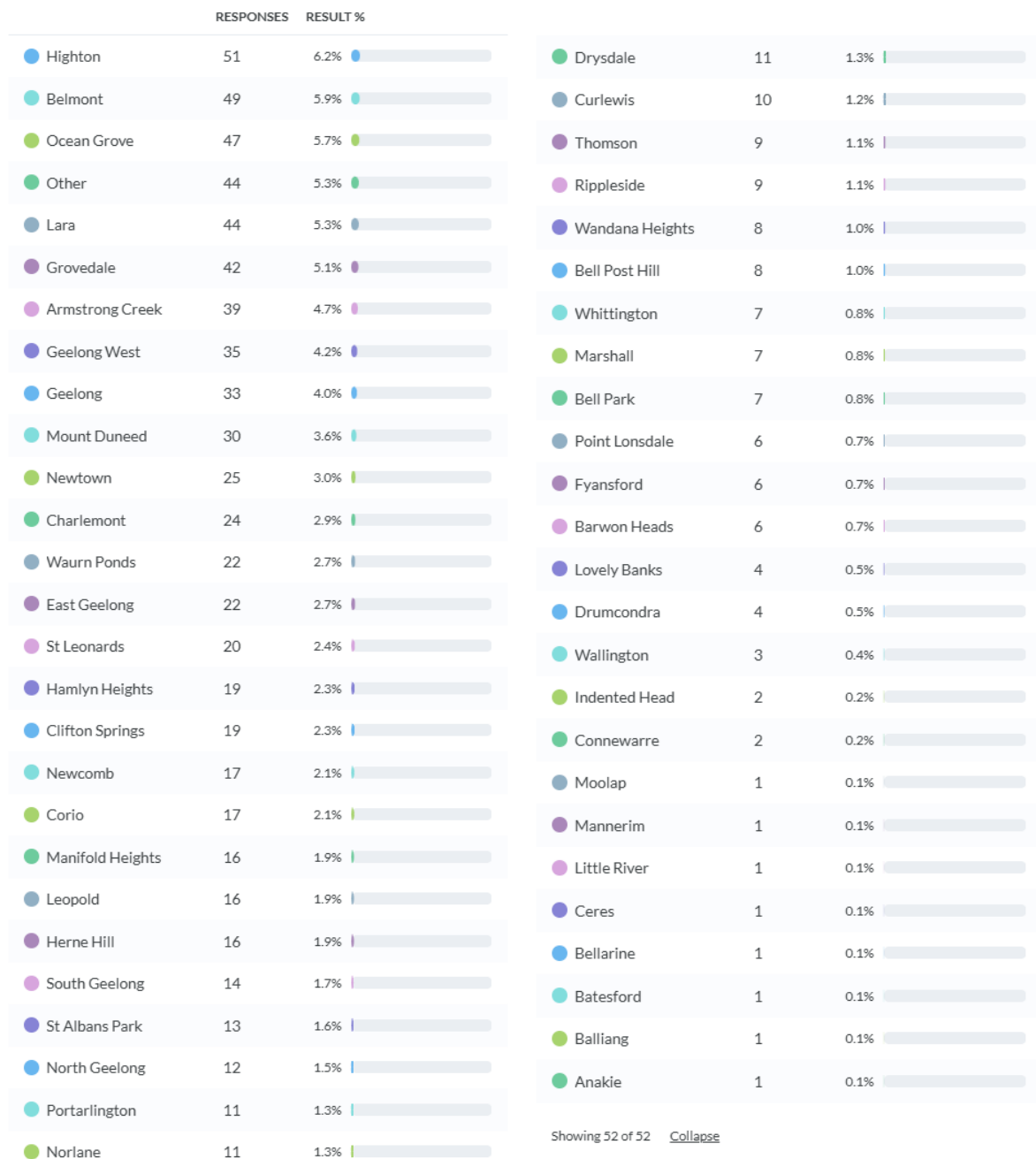


Figure 5 – Breakdown of survey participation by suburb

What & why we asked

Survey

The community was invited to complete a survey that broadly asked questions relating to commuting habits and sentiment towards public transport.

A full copy of the survey questions is available in Appendix A.

The purpose of the survey was to understand the barriers and enablers of catching public transport and broadly gauge how interested the community is in catching public transport more often for everyday trips.

What we heard

KEY FINDINGS OVERVIEW

The main online tool that was used to capture community feedback was a survey to capture current sentiment and enablers for use of public transport.

Feedback has been analysed, and several key themes were identified from open text survey responses. A more detailed breakdown of findings for each question has been provided in the Breakdown of findings section.

Key Theme 1: Service frequency & operating hours

The most common improvement that people said would encourage them to use the bus network more regularly or at all is if services were more frequent during peak and off-peak times. Extending operating hours earlier in the morning and later into the evening were also common requests to facilitate travel for shift workers, social activities and connecting to earlier and later trains amongst other reasons provided.

Key Theme 2: Network coverage & access

Many people called for improvements to the coverage of the bus network generally to growth areas, outer suburbs and destinations other than central Geelong. There was sentiment that suburbs like Fyansford, Leopold and Lara (amongst others) are underserved and access to employment areas such as Avalon is limited.

Key Theme 3: Reliability & punctuality

Across both V/Line services and bus services there were calls to improve their reliability whilst also providing more robust real time information and notification of cancellations or delays.

Key Theme 4: Directness & competitive travel times

A major barrier to using public transport more regularly is that it is simply faster and more convenient to travel by car. People commonly noted that if their overall journey time using public transport was faster than or at least competitive with driving, parking and walking to their destination then they would be more encouraged to use it.

Key Theme 5: Integration between modes

Better alignment between bus and train timetables was a consistent theme throughout survey responses. People also called for greater integration between public transport and active travel with suggestions to allow for buses to carry bicycles, safer routes to train stations and secure bicycle/scooter parking to allow for multimodal journeys over longer distances.

Key Theme 6: Capacity, comfort & amenities

There were several complaints about comfort and standing room only trains on the Geelong-Melbourne line during peak times. Accessibility concerns were raised due to overcrowding on these trains and there were suggestions to generally increase the number of carriages provided. Some people also highlighted overcrowding on bus services during peak times as an issue.

Key Theme 7: Faster trains between Geelong & Melbourne

Many commuters that use the V/Line service between Geelong and Melbourne would prefer a more express service to Southern Cross from Lara or Little River that bypasses stations at Tarneit, Wyndham Vale and Deer Park. Calls to re-route the rail service through Werribee were also common.

Key Theme 8: Better connections for the Bellarine & coastal townships

There was a high demand for improving bus connections across the Bellarine Peninsula and coastal townships like Breamlea and Torquay. Common themes were improving access for school children, cross Bellarine travel and providing better access to South Geelong station without the need to drive.

Key Theme 9: Re-introduction of light rail

Bringing back Geelong's trams was a common suggestion to making public transport achieving the goal of 50 per cent of trips to work by public transport or active travel by 2047. Some people suggested light rail lines to growth areas, the Bellarine and other outer suburbs whilst other suggestions included a more compact network that connects central Geelong to the inner suburbs.

Key theme 10: Expansion of the rail network

Several suggestions included expanding the rail network to places like Armstrong Creek, Torquay, Bellarine Peninsula, Bannockburn and Ballarat to entice more people to catch the train instead of driving.

Breakdown of findings

SURVEY

There were 825 surveys completed during the engagement period. The questions and responses from the survey are detailed in this section.

Q1: “Which of the following best describes your usual travel behaviour?”

This question was required to be answered by all participants and the purpose of this question was to assign behaviour types to participants (n=825 responses). These behaviour types determined which questions participants would be asked to answer for the remainder of the survey as noted for each question.

Two thirds of participants indicated that they either:

- Mostly drive but are open to using public transport (35.3%) or
- Regularly use a mix of public transport and driving (32.1%)

A detailed breakdown of all responses to this question is shown in Figure 6.

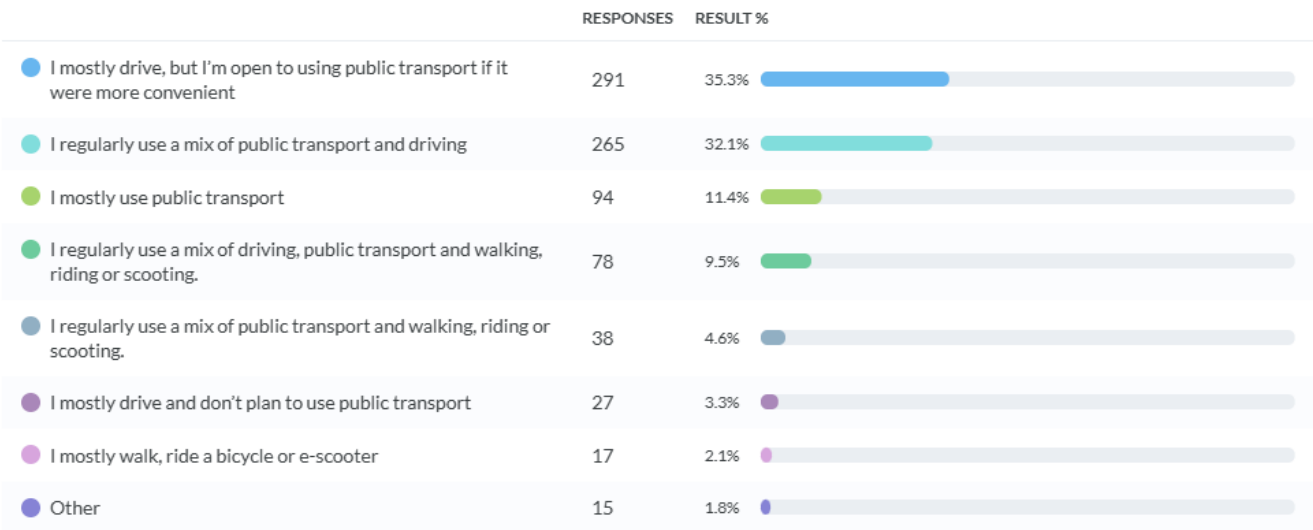


Figure 6 – Usual travel behaviour

Q2: “What are your primary reasons for travel during a typical week?”

This question was required to be answered by all participants, and they could select multiple options (n=825 responses).

Participants indicated that the most common reasons for travel during a typical week were:

- Work (80.2%)
- Shopping/errands (64.4%)
- Social/recreational activities (58.5%)

A detailed breakdown of all responses to this question is shown in Figure 7.

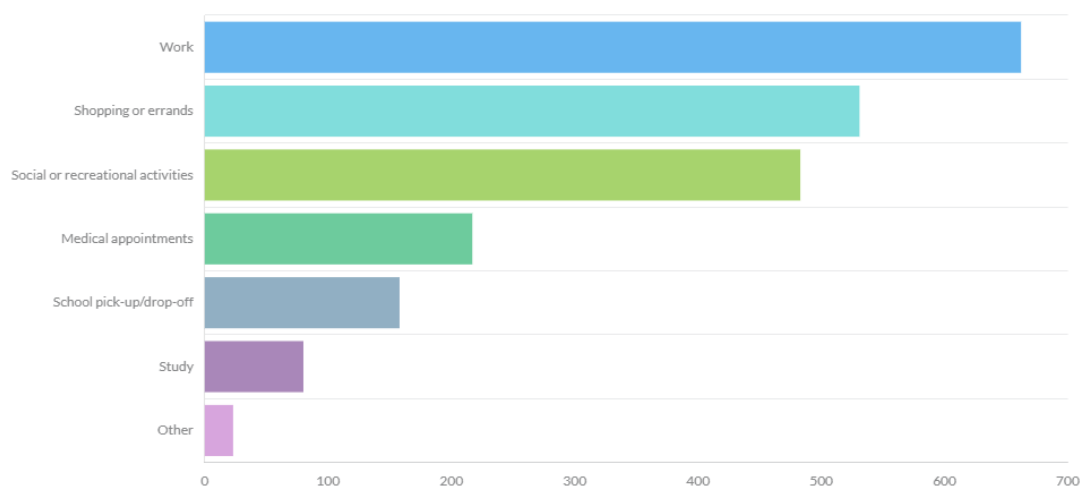


Figure 7 – Primary reasons for travel

Q3: “How often do you use public transport?”

This question was required to be answered by all participants (n=825 responses).

Only one in ten participants use public transport daily and two in ten use it rarely. Most participants indicated that they use public transport either a few times a week (34.9%) or a few times a month (28.8%).

A detailed breakdown of all responses to this question is shown in Figure 8.

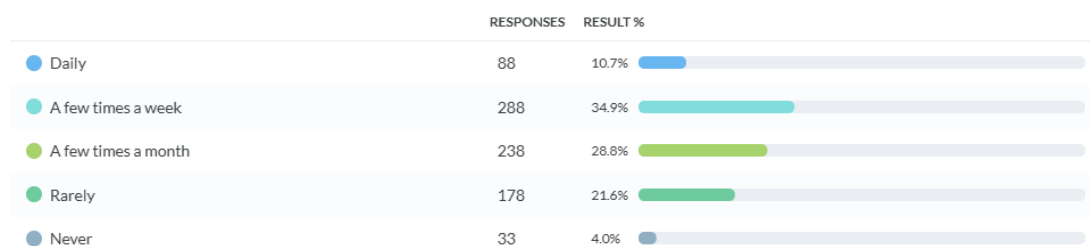


Figure 8 – Frequency of public transport use

Q4: “What mode(s) of public transport do you use, or would consider using?”

This question was required to be answered by all participants, and they could select multiple options (n=825 responses).

The most common response to this question was that participants use or would consider using the train (93.9%) followed by almost two thirds suggesting the same for the bus (62.2%).

A detailed breakdown of all responses to this question is shown in Figure 9.

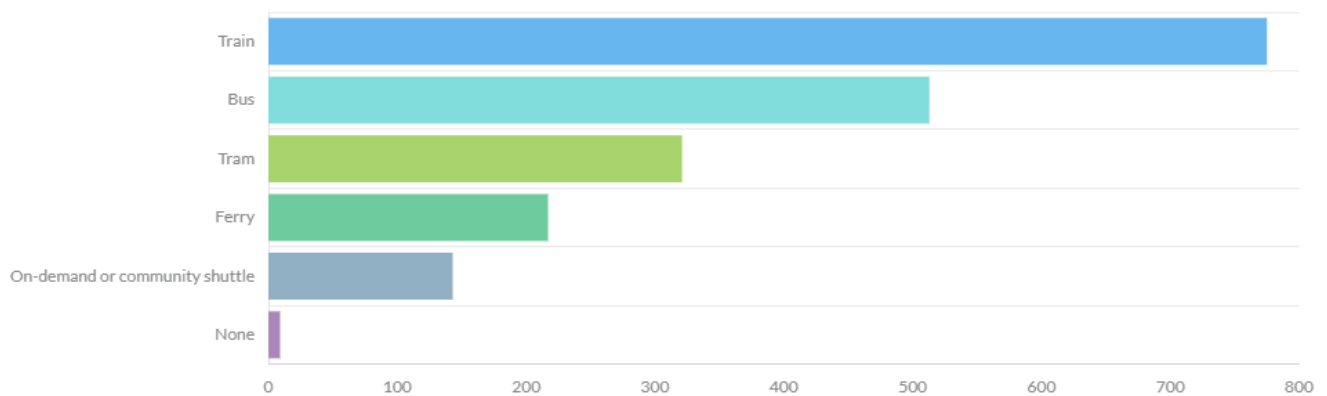


Figure 9 – Public transport modes

Q5: “What suburb or town do you currently live in?”

This question was required to be answered by all participants to understand where they live (n=825 responses).

The most common suburbs that participants live in were:

- Highton
- Belmont
- Ocean Grove
- Lara

Participants that answered “Other” to this question live in:

- Melbourne
- Torquay/Jan Juc
- Bannockburn/surrounding towns

A detailed breakdown of all responses to this question is shown in Figure 10.



Figure 10 – Suburb of residence

Q6: “What suburb or town do you travel to most frequently for work or study?”

This question was required to be answered by all participants to understand where they work (n=825 responses).

The most common suburb that participants work in was Geelong (40.5%).

Participants that answered “Other” to this question mostly work in Melbourne (28%).

A detailed breakdown of all responses to this question is shown in Figure 11.



Figure 11 – Suburb of workplace

Q7: “Approximately how far is your commute (one way)?”

This question was required to be answered by all participants to understand their typical commute distance (n=825 responses).

The most common response to this question was that participants travel over 30km to get to work (35.9%) which is consistent with previous responses indicating commuting trends between Melbourne and Geelong.

A detailed breakdown of all responses to this question is shown in Figure 12.

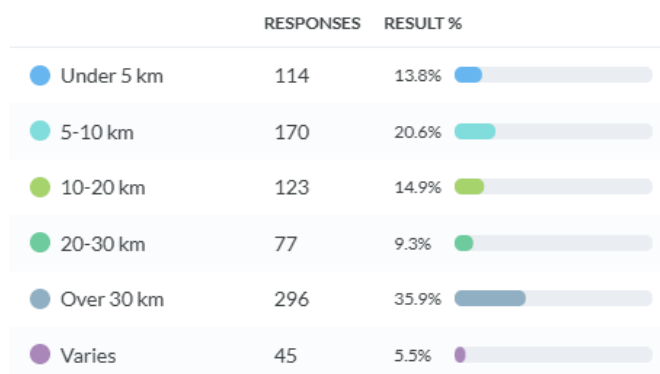


Figure 12 – Length of commute

Q8: “How do you usually get to your main destination (e.g. work, school, university)?”

This question was required to be answered by all participants to understand their typical commute travel behaviour (n=825 responses).

The most common response to this question was that participants typically drive to work (43.5%). However, most participants catch public transport to work (46.7%) and responses for those who catch public transport to work were split between first driving to a train station or bus stop (52%), catching public transport only, including walking to a train station or bus stop (44%) and riding or scooting to a train station or bus stop before catching public transport (4%).

A detailed breakdown of all responses to this question is shown in Figure 13.

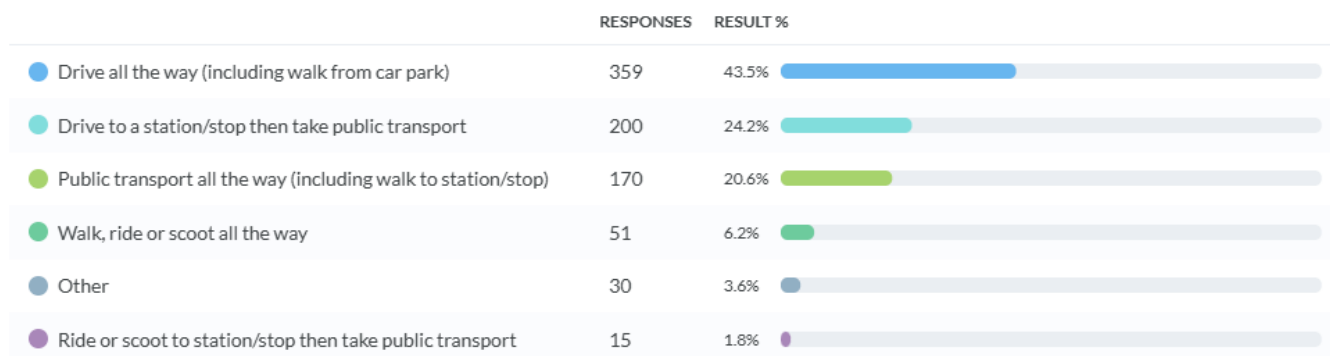


Figure 13 – Typical travel behaviour to get to main destination

Q9: “What do you like about using public transport?”

This question was required to be answered by those who indicated that they regularly use public transport in Q1 (n=776 responses).

The most common response to this question was that participants mostly enjoy the lack of parking stress (43.5%) and low cost, presumably when compared to parking in priced locations.

A detailed breakdown of all responses to this question is shown in Figure 14.

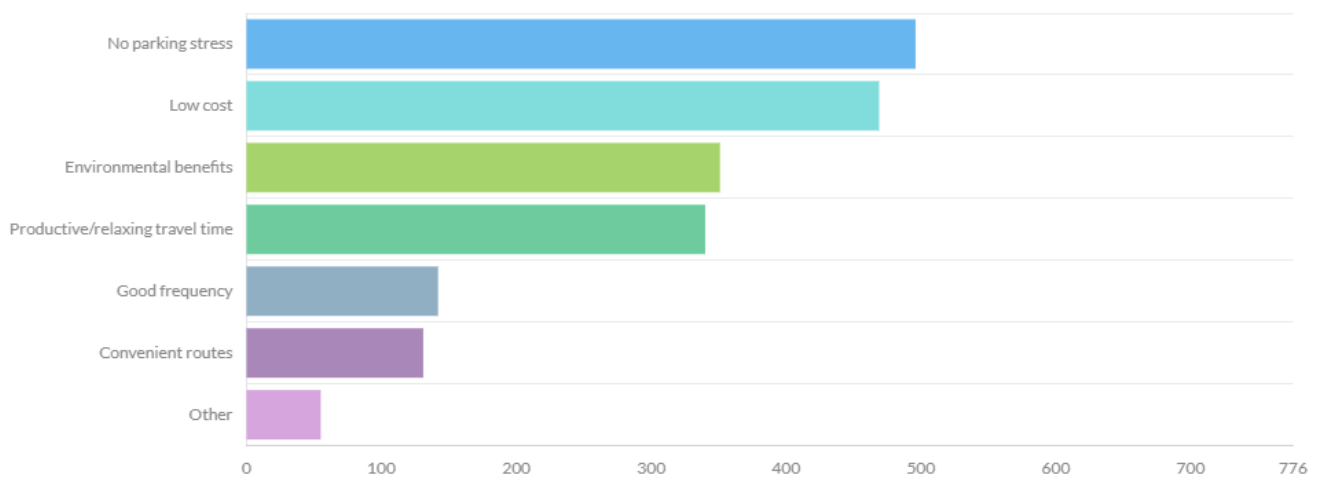


Figure 14 – Positives of using public transport

Q10: “What are the main drawbacks or frustrations you’ve experienced?”

This question was not required to be answered by those who indicated that they regularly use public transport in Q1 (n=743 responses from 776 participants).

The top three themes relating to bus services were:

- Bus routes and coverage
- Bus frequency
- Bus reliability and punctuality

The top three themes relating to train services were:

- Train reliability
- Train frequency
- Overcrowding

The top three themes relating to general frustrations were:

- Cleanliness, comfort and on-board facilities
- Personal safety and anti-social behaviour
- Affordability of fares

A detailed breakdown of responses into themes and sub-themes is provided in Table 1, Table 2 and Table 3. It should be noted that the total percentage of responses from all sub-themes does not equal the total percentage of responses for the overarching theme as some individual responses have been tagged across multiple sub-themes.

Table 1 – Bus related themes and sub-themes

Theme/Sub theme	% responses
Bus routes & coverage	18.6%
<i>Forced CBD detour/hub-and-spoke model</i>	11.2%
<i>Lack of cross-town & cross-Bellarine links</i>	9.6%
<i>Indirect routes</i>	8.6%

Theme/Sub theme	% responses
<i>Limited route coverage</i>	8.2%
<i>Slower than driving due to network design</i>	6.5%
<i>Poor bus–bus or bus–train connections</i>	5.9%
Bus frequency	18.0%
<i>Infrequent services</i>	12.4%
<i>Limited hours & no evening or weekend service</i>	7.8%
<i>Missed or poor coordination with train timetables</i>	4.8%
Bus reliability & punctuality	13.7%
<i>Late-running buses</i>	8.2%
<i>Cancelled or no-show buses</i>	3.6%
<i>Inconsistent timetable adherence</i>	3.1%
<i>Early departures</i>	2.6%
<i>Multiple buses arriving together</i>	2.3%
<i>More real-time information required</i>	1.6%
Accessibility at bus stops and shelters	6.3%
Driver behaviour & consistency	5.0%
Bus overcrowding	3.0%

Table 2 – Train related themes and sub-themes

Theme/Sub theme	% responses
Train reliability	25.3%
<i>Frequent delays</i>	15.9%
<i>Cancellations</i>	7.3%
<i>General frustration from cumulative unreliability</i>	3.6%
<i>Replacement coach confusion</i>	2.6%
<i>Signal faults & infrastructure-related delays</i>	2.0%
<i>Platform changes & lack of notice for disruptions</i>	1.2%
Train frequency	15.1%
<i>Evening gaps in frequency</i>	4.8%
<i>General infrequency</i>	4.4%
<i>Off-peak infrequency (weekday daytime)</i>	4.2%
<i>Weekend gaps in frequency</i>	3.8%
<i>Peak frequency still inadequate</i>	3.0%
<i>Short-turn services (only to South Geelong or limited coverage)</i>	2.4%
<i>Poor train-to-train connections</i>	0.3%
Overcrowding	14.9%
<i>Train overcrowding (standing room only)</i>	11.7%

Theme/Sub theme	% responses
<i>Short trains causing overcrowding</i>	5.1%
<i>Peak-hour congestion</i>	2.3%
<i>Events/weekend crowding</i>	1.1%
<i>Accessibility concerns due to crowding</i>	0.7%
Parking	11.7%
<i>Car parks full</i>	7.0%
<i>Poor condition, lighting or safety concerns in car parks</i>	2.4%
<i>Access & design issues (far from platform, missing connections from car park)</i>	1.3%
<i>Parking pressure forces behaviour change (arrive early or drive instead)</i>	1.2%
Accessibility (stations, platforms, lifts)	7.9%
Replacement coaches management and information	2.6%

Table 3 – General themes and sub-themes

Theme/Sub theme	% responses
Cleanliness, comfort & on-board facilities	9.6%
Personal safety & anti-social behaviour	6.2%
Affordability of fares	6.1%
Other local issues (ferries, airport access, bike links, future modes)	6.1%
Information, real-time updates & communication	4.2%
Digital connectivity during travel & limited reception	2.7%

Q11: “Please rate the following aspects of your public transport experience:”

This question was required to be answered by those who indicated that they regularly use public transport in Q1 (n=776 responses).

Participants were asked to rate aspects of their public transport experience on a scale of 1 (poor) to 5 (good). Cost had the highest overall rating across each of the aspects and Service Frequency scored the lowest.

A detailed breakdown of all responses to this question is shown in Figure 15.

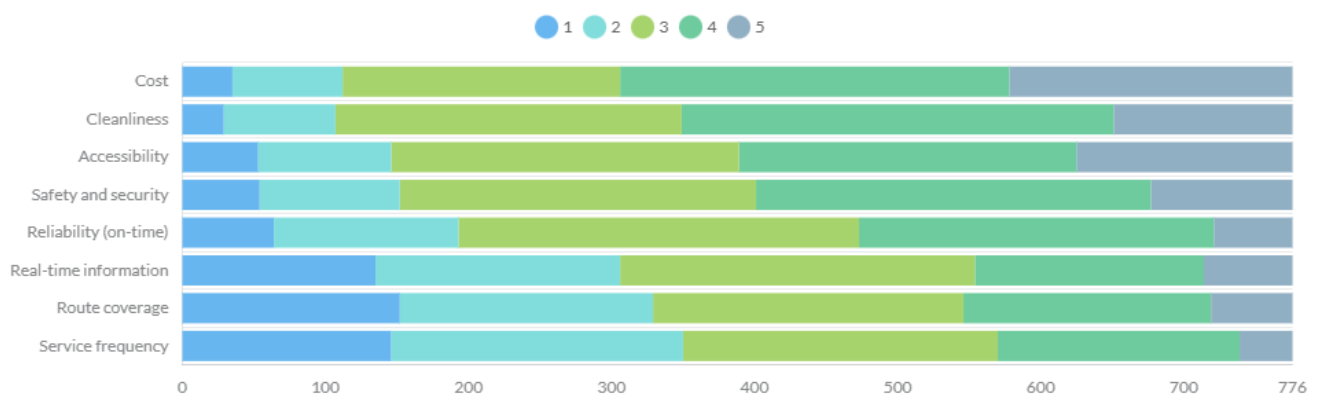


Figure 15 – Rating of different aspects of public transport

Q12: “Which of the following would most improve your travel experience?”

This question was required to be answered by those who indicated that they regularly use public transport in Q1, and participants could select multiple options (n=776 responses).

The most common response to this question was that more frequent services would most improve existing public transport users travel experience (70.2%). Over half of participants indicated that better routes or coverage (55.2%) and faster travel times (52.4%) would also improve their experience.

A detailed breakdown of all responses to this question is shown in Figure 16.

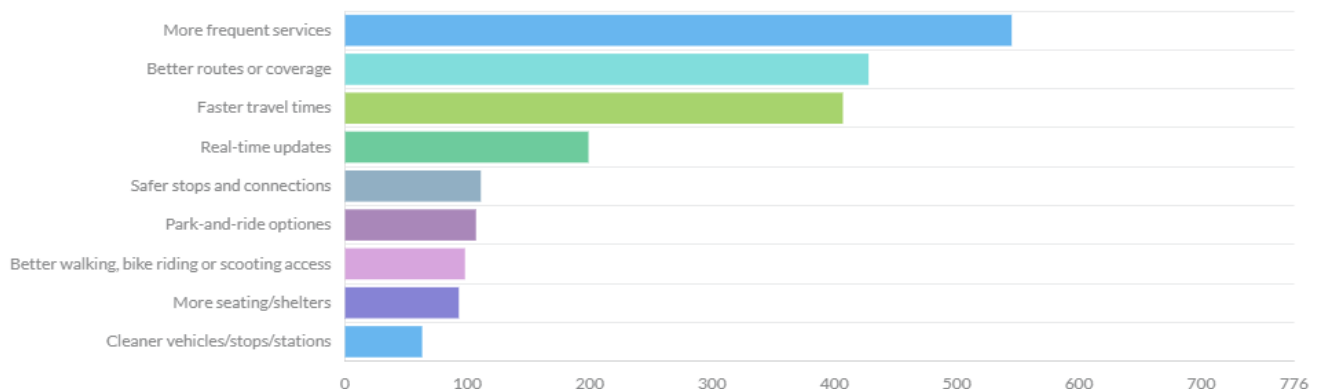


Figure 16 – Aspects that would improve travel experience

Q13: “What are the main reasons you usually drive instead of using public transport?”

This question was required to be answered by those who indicated that they drive regularly in Q1 , and participants could select multiple options (n=673 responses).

The most common responses to this question were that participants chose to drive instead of using public transport because public transport either takes too long (53.6%), has no direct service to their destination (50.2%) or is too infrequent or unreliable (49.6%).

A detailed breakdown of all responses to this question is shown in Figure 17.

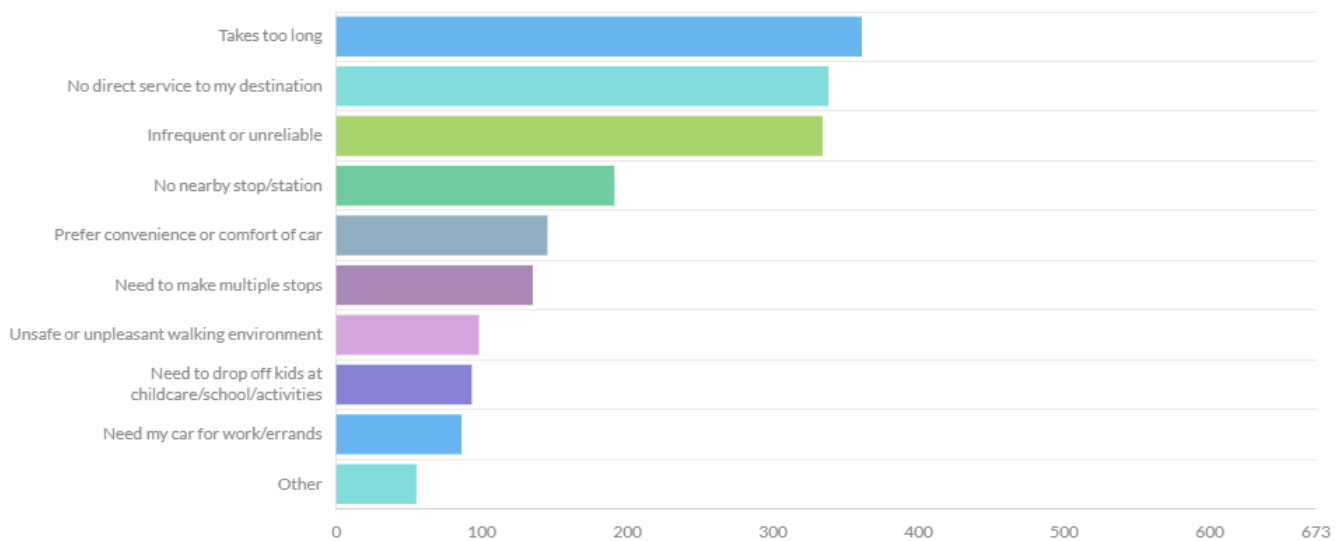


Figure 17 – Reasons for driving instead of using public transport

Q14: “What would encourage you to switch to public transport for some of your regular trips?”

This question was required to be answered by those who indicated that they drive regularly in Q1 , and participants could select multiple options (n=673 responses).

The most common responses to this question were that participants would be encouraged to switch to public transport if services were faster or more direct (72.2%), had better connection to where they need to go (58.8%) and were more frequent (57.9%).

A detailed breakdown of all responses to this question is shown in Figure 18.

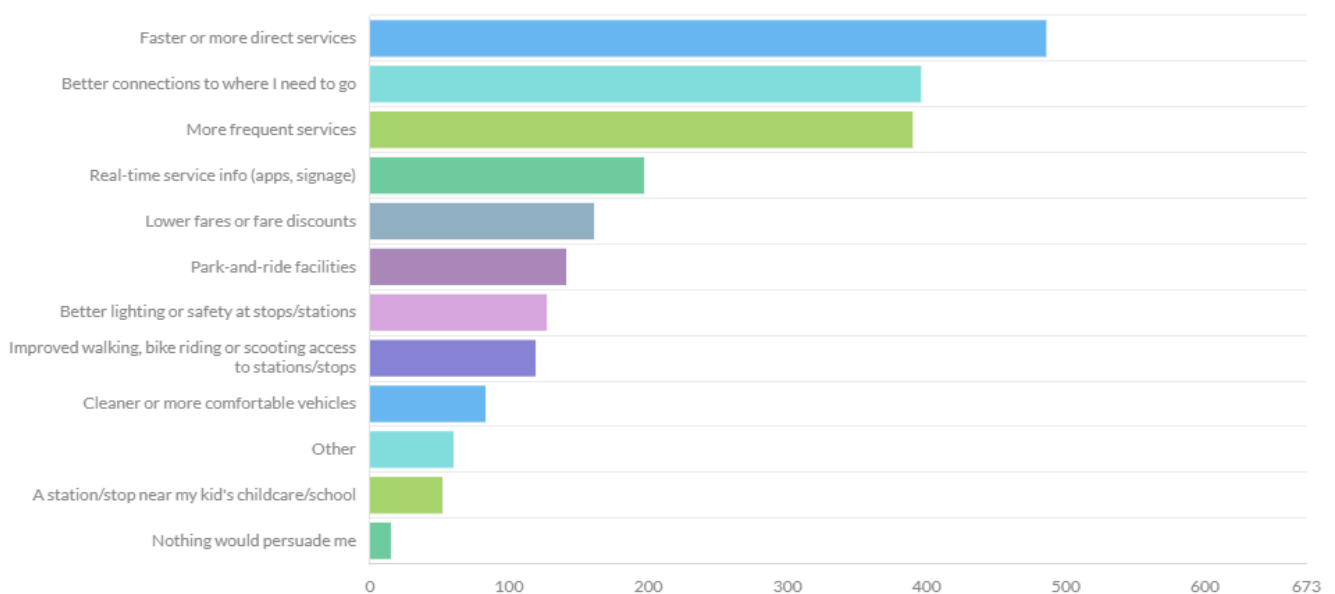


Figure 18 – Enablers of greater public transport use

Q15: “For which types of trips would you consider switching to public transport if improvements were made?”

This question was required to be answered by those who indicated that they drive regularly in Q1, and participants could select multiple options (n=673 responses).

The most common responses to this question were that participants would consider switching to public transport for travel to events or social activities (66.9%), commute to work or study (65.7%) and weekend travel (59.7%).

A detailed breakdown of all responses to this question is shown in Figure 19.

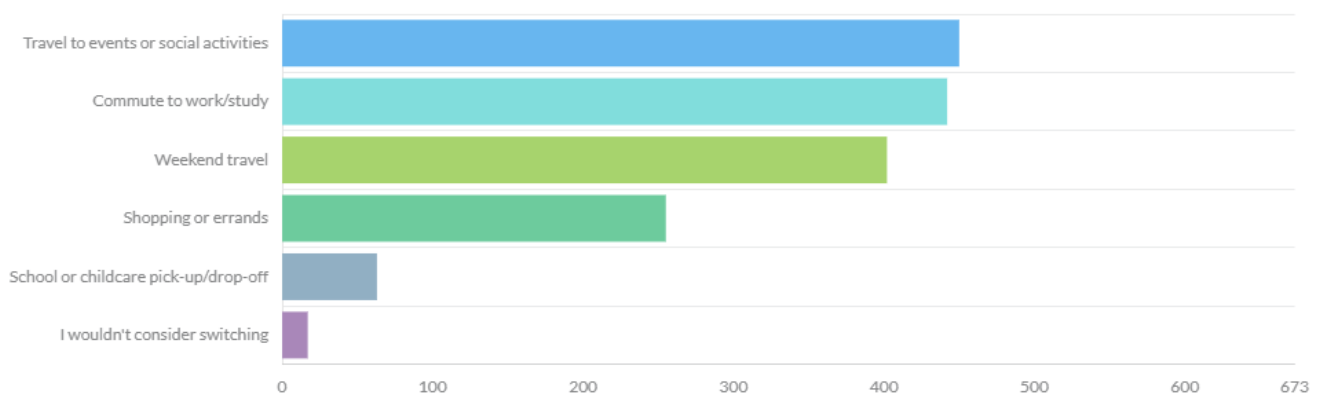


Figure 19 – Travel reasons that public transport would be considered for

Q16: “If public transport was significantly more convenient, how often would you use it?”

This question was required to be answered by those who indicated that they drive regularly in Q1 (n=673 responses).

Just over half of the participants indicated that they would use public transport a few times a week if it were significantly more convenient (52.2%) and a third would use it daily (34.5%).

A detailed breakdown of all responses to this question is shown in Figure 20.

A comparison between answers to this question and Q4, which asked about baseline usage of public transport, is shown in Figure 21 suggesting that participants who often drive would potentially become daily users of public transport.

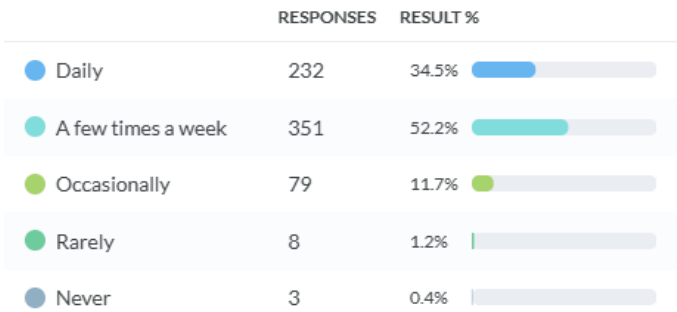


Figure 20 – Frequency of public transport use if it were more convenient

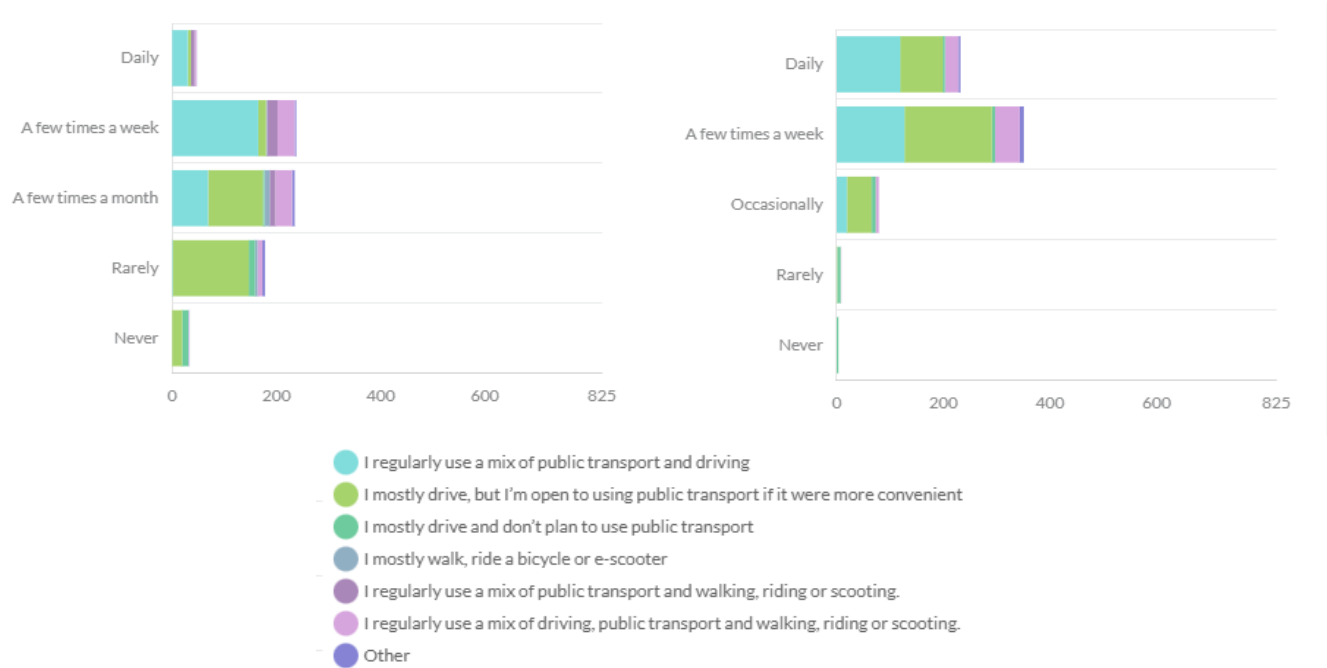


Figure 21 – Comparison of responses to Q4 (baseline - left) and Q16 (with improvements - right)

Q17: “If public transport was significantly more convenient, how likely would you be to use a car share service for trips that require a vehicle?”

This question was required to be answered by those who indicated that they drive regularly in Q1 (n=673 responses).

Only one in ten participants were very likely (3.7%) or likely (8.2%) to consider using a car share service to supplement public transport use for trips that required a vehicle. The intent of this question was to understand whether participants would be more likely to reduce household car ownership rates if public transport was more convenient and car share services were available.

A detailed breakdown of all responses to this question is shown in Figure 22.

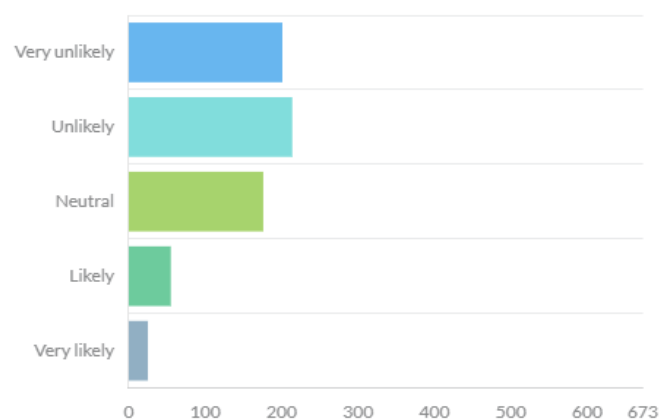


Figure 22 – Likelihood of car share service usage

Q18: “How far would you be willing to walk to public transport?”

This question was required to be answered by all participants to understand the interaction between active travel and public transport (n=825 responses).

Two in five participants would be willing to walk up to 15 minutes to a train station with 10 – 15 minutes being the most common acceptance range (33.5%) and more than 15 minutes being acceptable to some (9.5%).

A detailed breakdown of all responses to this question is shown in Figure 23.

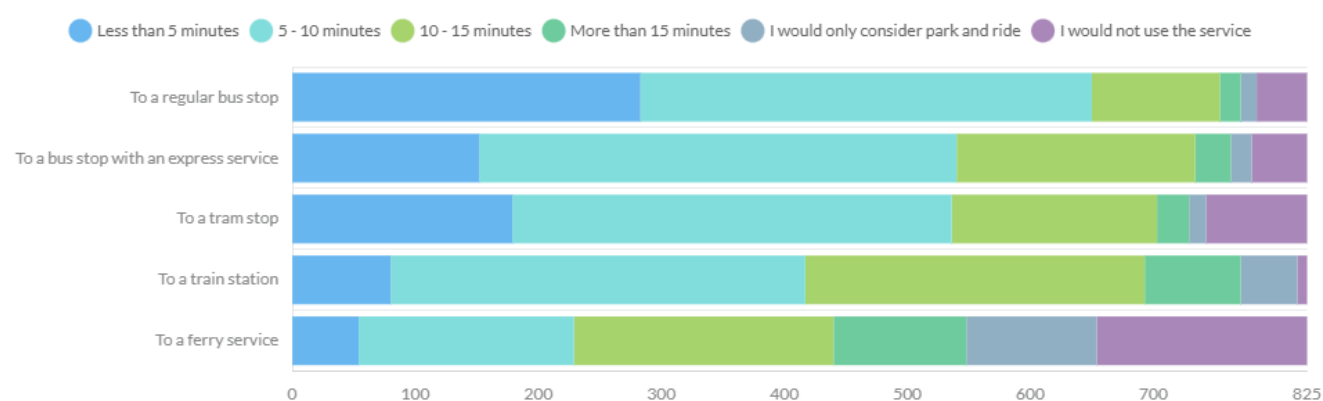


Figure 23 – Preferred walking distance to public transport

Q19: “How likely are you to ride a bicycle, e-bike or e-scooter to public transport for a similar amount of time to what you've indicated in the previous question to cover a greater distance?”

This question was required to be answered by all participants to understand the interaction between active travel and public transport (n=825 responses).

A detailed breakdown of all responses to this question is shown in Figure 24.

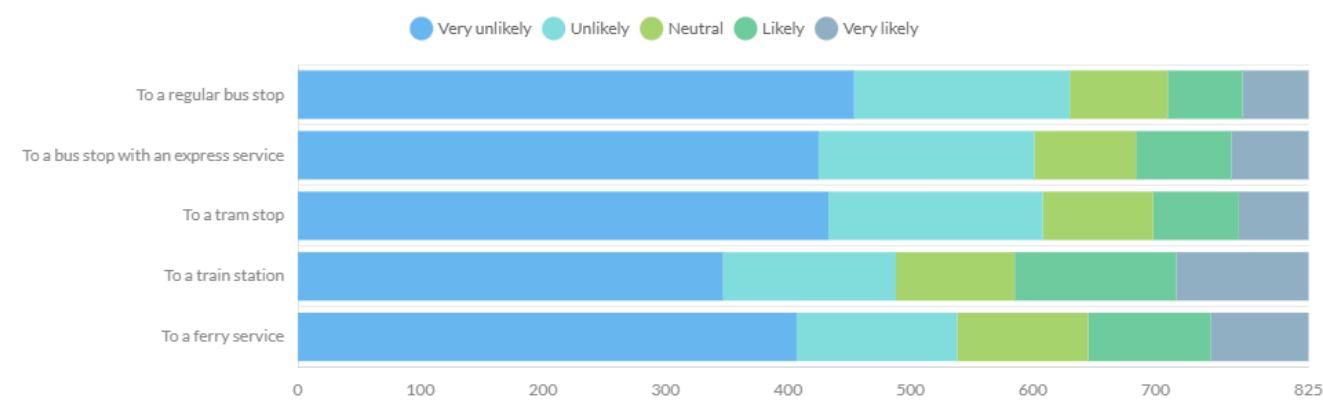


Figure 24 – Likelihood to ride a bike or e-scooter to public transport

Q20: “How important is environmental sustainability in your travel choices?”

This question was required to be answered by all participants to understand how much thinking about sustainability plays a role in travel choices (n=825 responses).

Around half of participants answered that sustainability is somewhat important when they consider travel choices (49.5%).

A detailed breakdown of all responses to this question is shown in Figure 25.

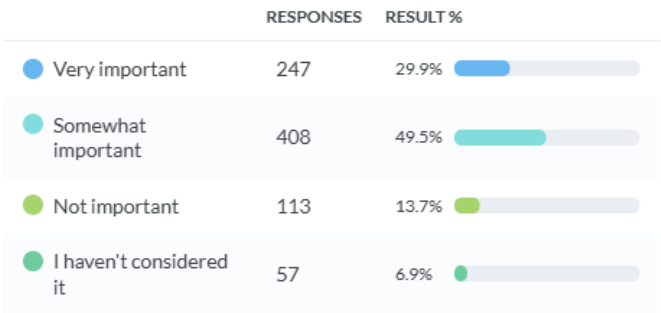


Figure 25 – Importance of sustainability in travel choices

Q21: “Are there any particular improvements that would encourage you to catch public transport to your main destination (e.g. work, school, university)?”

This open text question was optional for all participants (n=596 responses from 825 participants).

The most common themes from responses to this question were to improve the frequency (25%), connectivity (18%) and reliability (16%) of both bus and train services.

Integration between buses, trains and riding/micromobility (11%) and connections to regional towns and the Bellarine (9%) were also common themes.

A detailed breakdown of themes and sub-themes is shown in Table 4 and Table 5.

Table 4 – Themes for suggested improvements to bus and train services

Theme	% responses	% Bus	% Train	% Both
Improve frequency of services	25%	49%	15%	36%
Improve directness & connectivity	18%	57%	6%	37%
Improve reliability of services	16%	29%	34%	37%
Provide express services	13%	1%	65%	34%
Expand service hours	10%	53%	10%	37%

Table 5 – Themes for suggested improvements to public transport generally

Theme	% responses
Integration across modes	11%
Infrastructure for riding/walking	10%
Safety & security	10%
Improve bus network coverage to regional towns and/or Bellarine Peninsula	9%
Alternative modes (tram/light rail)	7%
Travel time competitiveness	7%
Comfort & cleanliness	7%
Bus network coverage	7%
Parking & park-and-ride	6%
Accessibility	5%
Affordability/fares	5%
Equity & inclusion	5%
Technology & real-time info	5%
Urban planning & growth	4%
Expand rail network	3%
Bus shelters	3%
Alternative modes (ferry)	2%
Equity & inclusion	2%

Q22: “The City has a goal that 50% of trips to work are made by public transport or active travel by 2047. What are your future aspirations for public transport in Greater Geelong in 20-30 years time?”

This open text question was optional for all participants (n=592 responses from 825 participants).

The most common themes from responses to this question were:

- Service quality (relating to frequency and reliability improvements to bus and train services and desire for express buses)
- Network and coverage (relating to improvements of connecting townships and suburbs across Geelong)
- Reintroduction of light rail (relating to a desire for a tram network for Geelong to be reinstated)

A detailed breakdown of themes and sub-themes is shown in Table 6.

Table 6 - Themes for future aspirations for transport

Theme/Sub-theme	% responses
Service quality	27.9%
<i>Frequency improvements</i>	16.6%
<i>Faster & express buses</i>	9.1%
<i>Reliability</i>	7.8%
<i>Operating hours earlier and later</i>	0.3%
Network & coverage	26.1%
<i>Regional connectivity</i>	11.5%
<i>Connections & integration</i>	9.1%
<i>Coverage & new routes</i>	5.1%
<i>Directness & fewer transfers</i>	4.4%
Reintroduction of light rail	20.6%
Active travel integration	16.4%

Theme/Sub-theme	% responses
<i>Micromobility/cycling infrastructure</i>	11.2%
<i>Walking infrastructure</i>	6.1%
Accessibility & inclusion	13.5%
<i>Safety & personal security</i>	10.8%
<i>Universal design</i>	2.7%
<i>Comfort & cleanliness</i>	2.4%
Create new heavy rail lines	4.6%
Governance & planning	2.7%
<i>Investment</i>	2.0%
<i>Land use & transit-oriented development</i>	0.5%
<i>Strategy & coordination</i>	0.2%
Infrastructure & priority	2.7%
<i>Stations & stops upgrade</i>	1.4%
<i>Priority bus lanes</i>	1.0%
<i>Park and ride</i>	0.7%
Affordability & fares	2.5%
<i>Lower fares or free travel</i>	1.4%
<i>Fair ticketing & integration</i>	1.2%
Environment & sustainability	1.0%
<i>Mode shift away from cars</i>	0.7%
<i>Reduce emissions</i>	0.5%
<i>Fleet electrification</i>	0.7%
Information & technology	1.2%

Theme/ <i>Sub-theme</i>	% responses
<i>Real-time info</i>	1.0%
<i>Wayfinding</i>	0.2%

FORMAL SUBMISSIONS

We received a formal submission from each of the following organisations:

- **Golden Plains Shire Council**
 - Noting the relationship between Golden Plains and Greater Geelong.
 - Seeking better public transport connections between the LGAs
 - Highlighting the reliance of students on parents for transport due to limited public transport options.
 - Recognising that growth in both LGAs is placing pressure on the road network and that public transport improvements are vital to enable sustainable growth.
- **Urban Development Institute of Australia**
 - Highlighting the importance of investment in transport projects to support economic growth and housing supply.
 - Seeking to ensure that public transport networks avoid creating transport disadvantage in regional communities.
 - Noting the importance of access to the Avalon Airport precinct.
 - Noting the important of early investment in public transport for growth areas.
- **Barwon Coast Committee of Management**
 - Seeking to better align transport planning and coastal access planning.
- **Combined Bellarine Community Associations**
 - Seeking to improve public transport across the Bellarine.
 - Noting key issues for specific townships across the Bellarine for consideration.
- **Barwon Heads Association**
 - Highlighting opportunities to improve shared trails, parking management, cycling infrastructure and create local and regional transport hubs for the Bellarine.

FEEDBACK THROUGH INFORMAL CHANNELS

There were a limited number of comments on social media posts that were aligned with reducing traffic congestion and improving transport options for Greater Geelong.

Next steps

The Integrated Transport Strategy will be drafted and presented to Council in early 2026 for endorsement to release for public engagement. The community will be asked to provide feedback on the draft strategy to ensure it is consistent with their expectations. The engagement results will then be reviewed and the strategy amended, if required, before presentation to Council for adoption in late 2026.

Appendix A – Survey Questions

Q1.

Which of the following best describes your usual travel behaviour?

Q2.

What are your primary reasons for travel during a typical week?

Q3.

How often do you use public transport?

Q4.

What mode(s) of public transport do you use, or would consider using?

Q5.

What suburb or town do you currently live in?

Q6.

What suburb or town do you travel to most frequently for work or study?

Q7.

Approximately how far is your commute (one way)?

Q8.

How do you usually get to your main destination (e.g. work, school, university)?

**

Q9.

What do you like about using public transport?

Q10.

What are the main drawbacks or frustrations you've experienced?

Q11.

Please rate the following aspects of your public transport experience:

Q12.

Which of the following would most improve your travel experience?

^^

Q13.

What are the main reasons you usually drive instead of using public transport?

Q14.

What would encourage you to switch to public transport for some of your regular trips?

Q15.

For which types of trips would you consider switching to public transport if improvements were made?

Q16.

If public transport was significantly more convenient, how often would you use it?

Q17.

If public transport was significantly more convenient, how likely would you be to use a car share service for trips that require a vehicle?

Q18.

How far would you be willing to walk to public transport?

Q19.

How likely are you to ride a bicycle, e-bike or e-scooter to public transport for a similar amount of time to what you've indicated in the previous question to cover a greater distance?

Q20.

How important is environmental sustainability in your travel choices?

Q21.

Are there any particular improvements that would encourage you to catch public transport to your main destination (e.g. work, school, university)?

Q22.

The City has a goal that 50% of trips to work are made by public transport or active travel by 2047. What are your future aspirations for public transport in Greater Geelong in 20-30 years time?