



Additional Information Finance, Policy, Operations and Legislation Committee

Wednesday 9 March 2022 – 6pm



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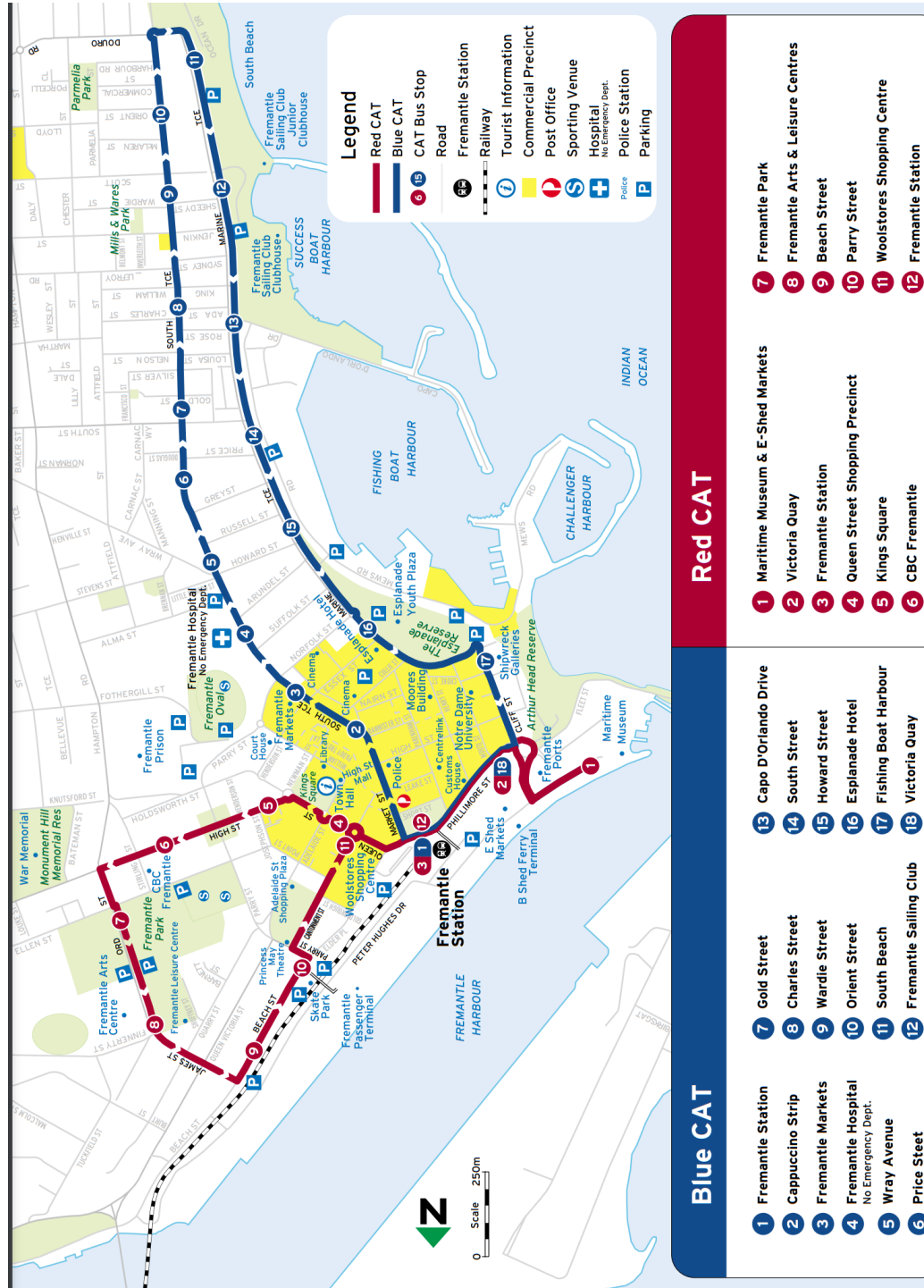
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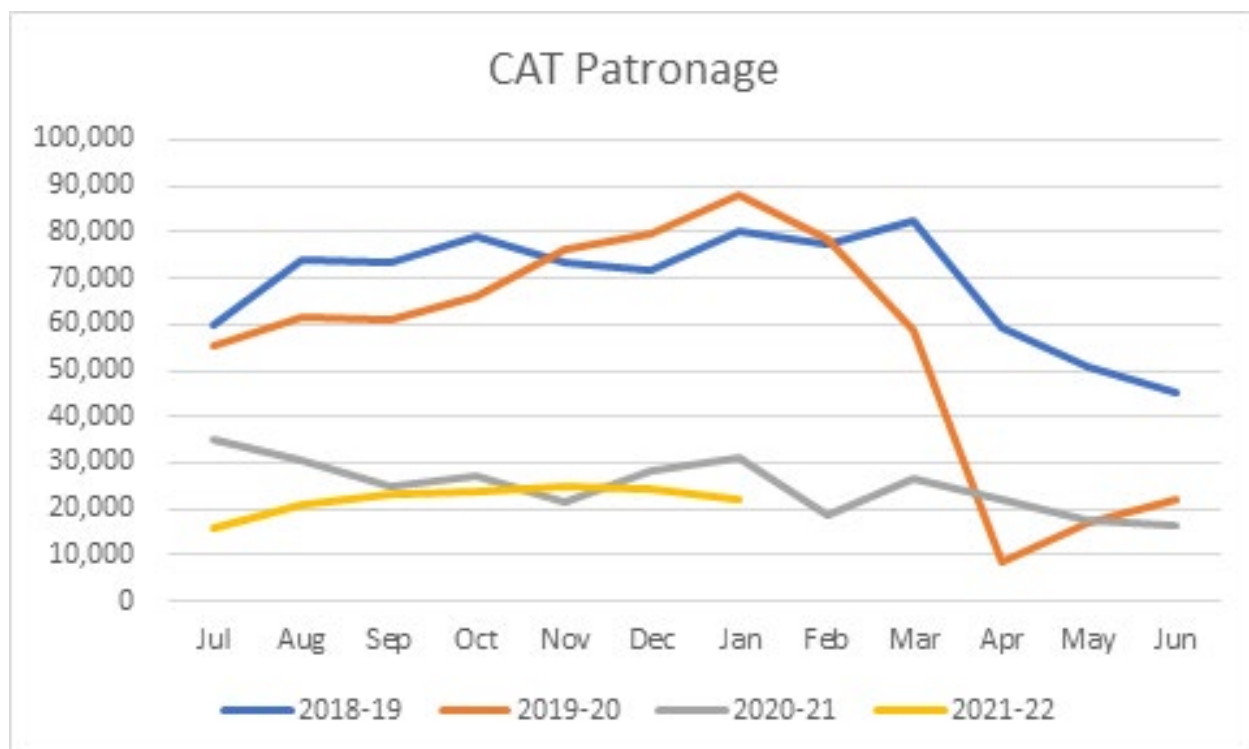
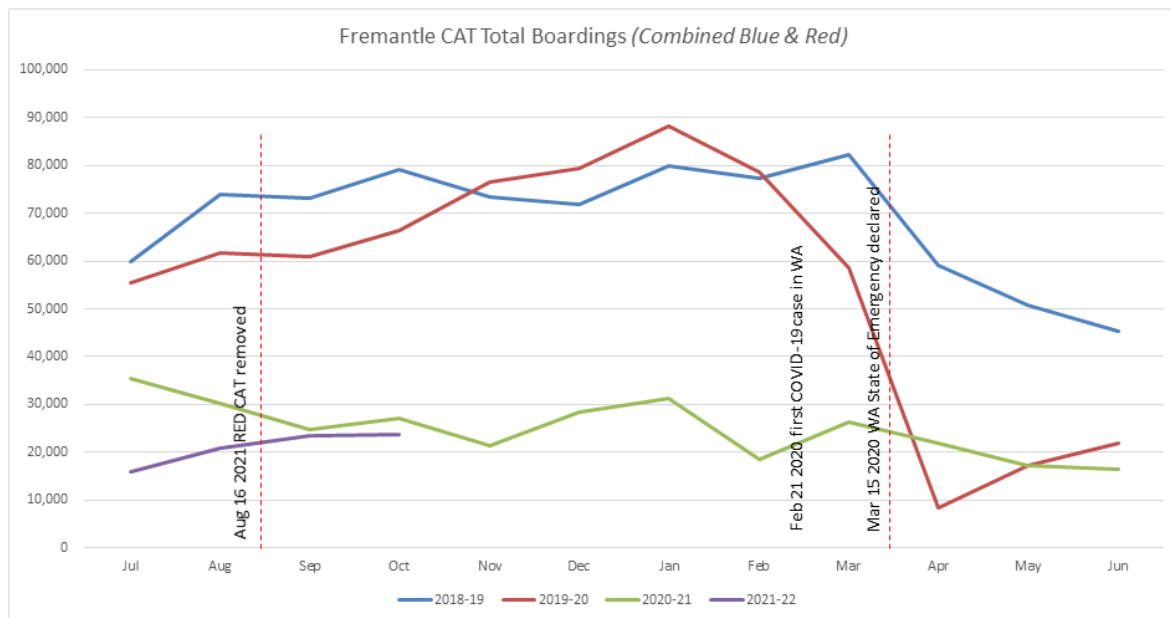
FPOL2203-7 CAT BUS REVIEWS

1. CAT Bus Routes





2. Passenger Boarding Counts



Notes

- Passenger boarding counts available until September 2021
- COVID-19 movement restrictions began in March 2020
- Reduction in CAT service initiated in August 2020 (Cessation of Red CAT service and 20 minute service for the Blue CAT)



3. Observation Study Findings



BLUE CAT PATRONAGE PROFILE

PASSENGER OBSERVATION SURVEY SUMMARY

Date: 25 March 2021

Time: First survey 7.30am, last survey 6.30pm

Weather: fine and warm

Methodology

Passenger count; numbers boarding and alighting from each bus stop.

Passenger journey observation; passengers were observed where they got on and off the bus and where the origin and destinations were.

A Thursday weekday was chosen to capture a range of passenger types; local social, recreational and shopping/business trips, commuters, park and ride and students.

Passengers were observed and grouped into 8 main user categories:

1. Park and Ride – Notre Dame University (NDU)
Where a passenger is observed parking and/or at a bus stop close to free parking and entering a NDU building
2. Park and Ride - Commute
Where a passenger is observed parking and/or at a bus stop close to free parking and enters Fremantle Train Station/Bus exchange
3. Local Social
Where a passenger is observed to live locally and is observed traveling to 'social' premises - park, beach, café
4. Social - Visitor
Where a passenger is deemed likely to live outside the locality and is visiting the area for social/recreation
5. Public Transport Transfer
Where a passenger uses the CAT to transfer to paid public transport



6. School Trip - PS
Where a passenger is a Primary School student using the CAT to get to or from school
7. School Trip - SS
Where a passenger is a Secondary School student using the CAT to get to or from school
8. Shopping / Business
Where a passenger is observed exiting or entering a shop/place of business/service

Other trips observed included passengers using the CAT for singular or multiple 'loops' with no observable origin/destination and Train Station commuters, where a passenger arrives from the train station and uses the CAT to travel to work.

A total of 67 passenger observations were undertaken from the first CAT service at 7.30am to the last CAT service at 6.30pm. Total boardings recorded were 1025.

Key observations

- The majority of passengers surveyed used the service for social and recreation visits e.g. café, South Beach and were observed to live locally at 39%.
- UND students were observed being the second highest bus user, mainly from South Beach/Marine Terrace to campus buildings in the West End (15%)
- Passengers used the CAT bus for park and ride commuting, mainly from South Beach and Marine Terrace to the Fremantle Train Station (11%).
- A similar number of passengers were assessed to be visitors, using the service to access recreation/social destinations e.g. Bathers Beach, The Esplanade and South Beach (11%).
- Peak bus use times are in the early morning and afternoon, reflecting the high commuter and UND student use. Passenger use reduced during the day, with most local and visitor passengers using the service to access social/recreation destinations close to the route.
- There was a lower number of secondary and primary school students using the service than expected (2% and 7%) given the proximity of 5 state and private primary and secondary schools and train station exchange.

Conclusion

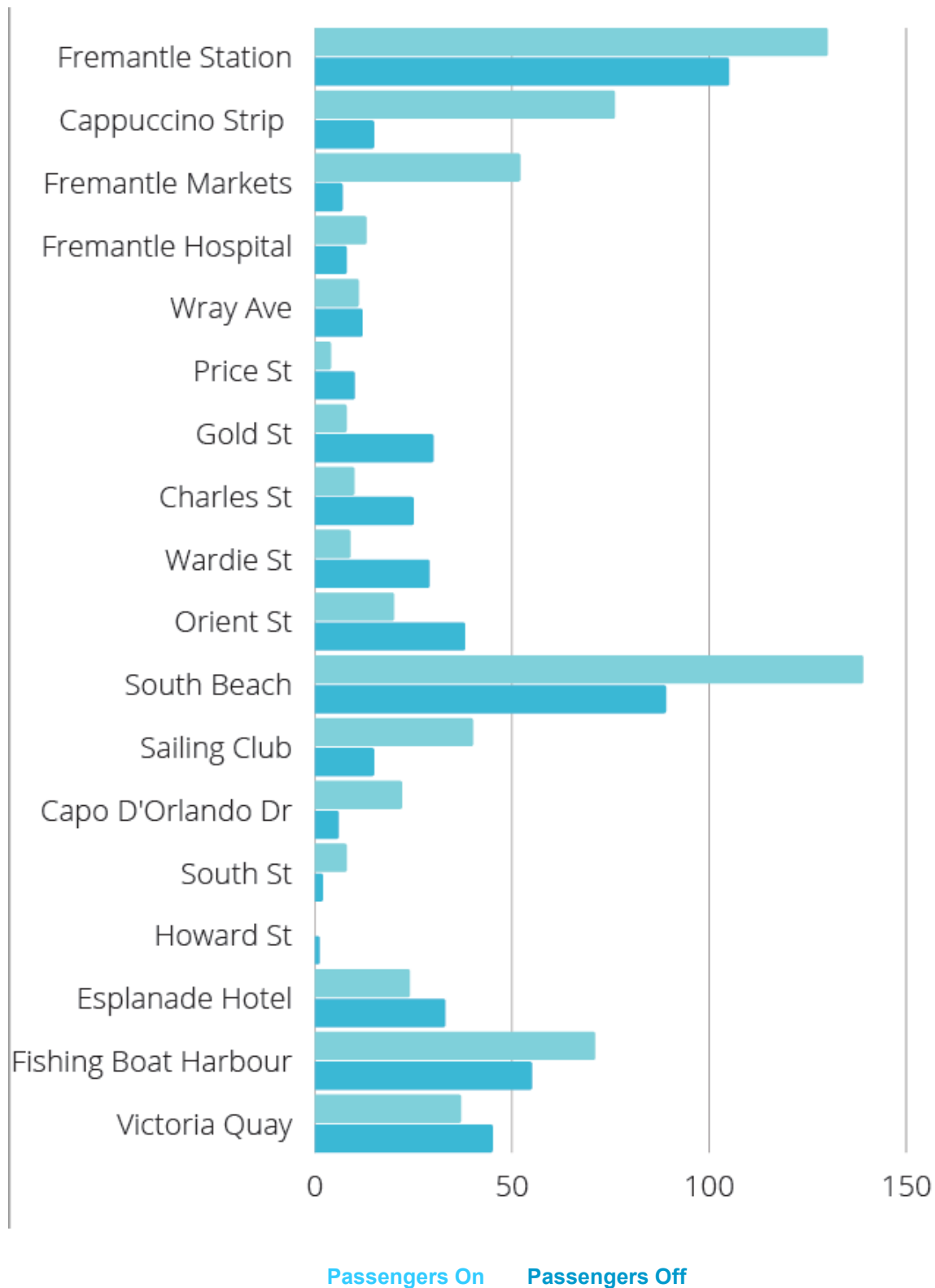
The observation study indicates the CAT bus provides a variety of trip requirements including commuter and students (with most commuters leaving the city centre via Fremantle Train Station) local residents and visitors. Although park and ride/commute and UND passenger use is high, the CAT provides a popular local and visitor service.

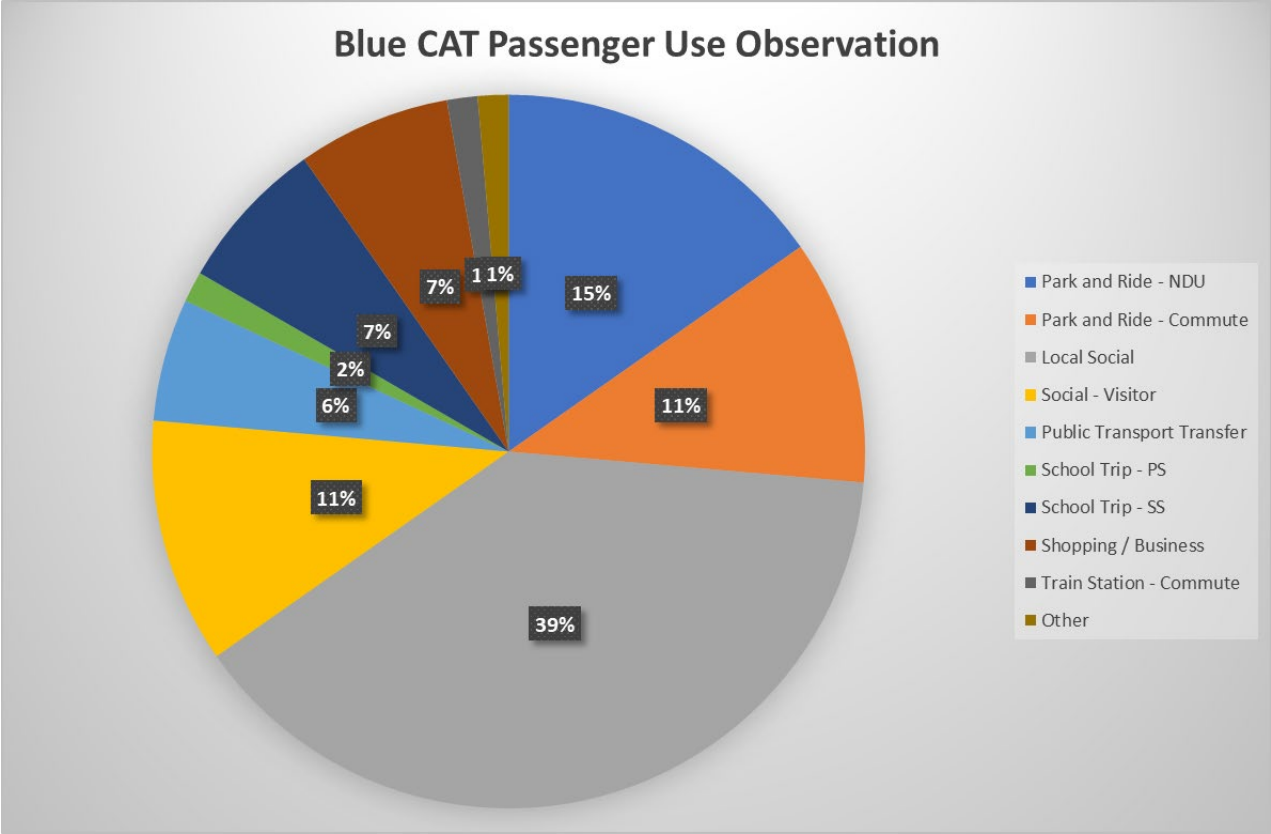


This study provides a 'snap shot' of passenger use and behaviour, which has created a passenger database of trip types. Other methods of passenger/data collection include automatic passenger counters (PTA installation underway) and 'intercept surveys' where passengers are asked about their use behaviour. Both of these survey methods would expand on the March 2021 observational survey and passenger count, and are being investigated.



Blue CAT Passenger Count – On and Off Each Stop







4. Intercept Survey

perth market research

Report on the Central Area Transit (CAT) Bus Passenger Intercept Survey 2021



(June 2021)

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[Report on the Central Area Transit \(CAT\) Bus Passenger](#)



[Intercept Survey 2021](#)



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1.0 METHODOLOGY

The City of Fremantle has operated a CAT bus service, funded by the City and Public Transport Authority, in some form since 2000. The service has two bus routes:

- The Red CAT route which is a 15/20 minute loop route from the Fremantle Train Station, High Street, Ord Street, Beach Street and Cantonment Street.
- The Blue CAT route which is a 10 minute loop route from the Fremantle Train Station, Market Street, South Terrace, Marine Terrace, Cliff Street and Phillimore Street.

In June 2020 the council voted to reduce the CAT services in response to reduced patronage due to the COVID-19 pandemic. The Red CAT route was suspended, while the frequency of the Blue CAT service was reduced from a bus every 10 minutes to a bus every 20 minutes.

The council also ordered an internal review of the CAT bus service to consider alternative routes, operating models and funding options. As part of the review process the City has determined that a survey of passengers on the Blue CAT route would be undertaken to ascertain the profile of passengers using the service and their motivations for using the service.

Perth Market research was commissioned to undertake the intercept survey on the CAT bus over the course of a two-week period. Following the finalisation of the survey questionnaire, PMR began the interview process. Interviewing was undertaken over regular periods from Wednesday the 9 June to Wednesday the 23 June 2021 to obtain the required responses. Potential respondents were selected on a random basis from people using the CAT service as well as those waiting at the bus stops along the route. Respondents were asked to participate in a 5 minute survey comprising a series of demographic and attitudinal questions.

A total of 150 respondents participated in the survey. It is believed the responses have provided a sampling error within +/- 5.0% at the 95% confidence level for all overall results.

The resultant data was collated using PMR's statistical analysis software and used to form the basis of this report.



Perth Market Research was able to undertake the survey on behalf of the City in accordance with standards suggested by the Office of the Auditor General, Western Australia. The research methodology suggested in this proposal conforms to recommendations made to State Parliament in the “Performance Examination - Listen and Learn - Using customer surveys to report performance in the Western Australian public sector” document dated June 1998 and the follow-up in 2001. Consequently, the results quoted in this report are considered to be satisfactory in terms of survey and reporting accuracy and reliability to meet required standards.

2.0 EXECUTIVE SUMMARY

In order to independently develop a profile of passengers using the City of Fremantle CAT service, the City commissioned Perth Market research (PMR) to undertake an intercept survey. Over two weeks from Wednesday the 9 June to Wednesday the 23 June 2021 Perth Market Research randomly conducted interviewing of passengers using or waiting for the service.

A total of 150 passengers participated in the survey. The responses have provided a sampling error within +/- 5.0% at the 95% confidence level.

• Demographics

- 53% of respondents were female compared to 47% who were male.
- Age ranges were broadly spread, as would be expected from the general population distribution, although trending towards the older demographic. 25% of respondents were in the 55 – 64 age group, 21% were between 45 – 54, 18% were 65+, 15% were between 25 – 34, 12% between 35 – 44 and 9% were 18 - 24. No respondents refused to provide their age.
- 70% (by far the largest proportion) of adult respondents were travelling on their own. Of the remaining 30% of respondents, most were either travelling with another adult, although just less than half were travelling with a child. If the adult was travelling in a group of 3 or 4 other people, they were more likely to be travelling with a group of children
- 56% (by far the largest proportion) of respondents lived within the City of Fremantle. Of the remaining 44% of respondents, most lived in neighbouring suburbs (23%). Of the remaining respondents, 9% lived in the northern suburbs, 5% in the southern suburbs, 4% in the eastern suburbs and 2% in the western suburbs. Only 1% lived in regional WA.



- **Frequency of CAT Service Use**

41% of respondents used the CAT regularly for multiple purposes. This is compared to 29% who used it rarely, and 21% who used it occasionally. Only 9% used it regularly for a single purpose.

Days of CAT Service Use

Survey respondents were most likely to use the service on a Friday (41% of all respondents) followed by 38% each who would use it on a Tuesday or a Thursday. 32% each used it on a Thursday or a Saturday. The smallest proportion of respondents used the service on a Sunday (29%) or Monday (26%).

Time of CAT Service Use

Survey respondents indicated that they mostly used the CAT service in the mornings (59%). 47% of respondents used it around the noon hours, and a further 41% used it in the afternoon. Only 12% of respondents used it in the evening rush hour, with 9% using it in the morning rush hour. 6% of respondents used it at 'other' times.

Destination of CAT Service Users

The largest proportion of respondents used the CAT service to get to shops and services (59%). This was followed by respondents who were going to work (in Fremantle) (18%), for leisure (15%) and going to the train station/public transport (12%). Fewer respondents used it for going to university (7%), school (6%), entertainment (3%) or the beach (2%).

Reasons for CAT Service Use

The largest proportion of respondents used the CAT service because it was the most convenient route (47%), followed by respondents who wanted to save money on parking (44%) and those who were after a regular, reliable service' (32%). 15% of respondents used it because they didn't own a car, 12% of respondents used it due to personal preference, with a further 9% who felt it was more sustainable than driving.



3.0 RESULTS OF THE INTERCEPT SURVEY

This section summarises the results of the Intercept survey of respondents who used the CAT service (either on the bus or waiting at a bus stop. The results are presented in broad category headings representing the general topic areas included in the questionnaire.

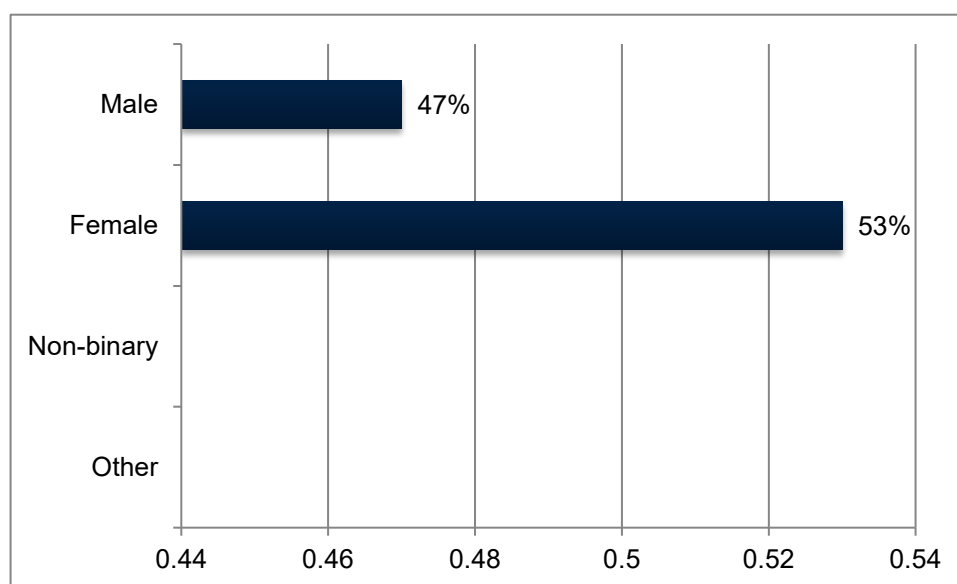
3.1 Demographics

3.1.1 In question 1, all respondents were asked:

“With which gender do you associate?”

Graph 3.12.1 shows that 53% of respondents advised they were female compared to 47% who advised they were male. No respondents advised an alternate method of describing their gender.

Graph 3.12.1 Gender



(N = 150)



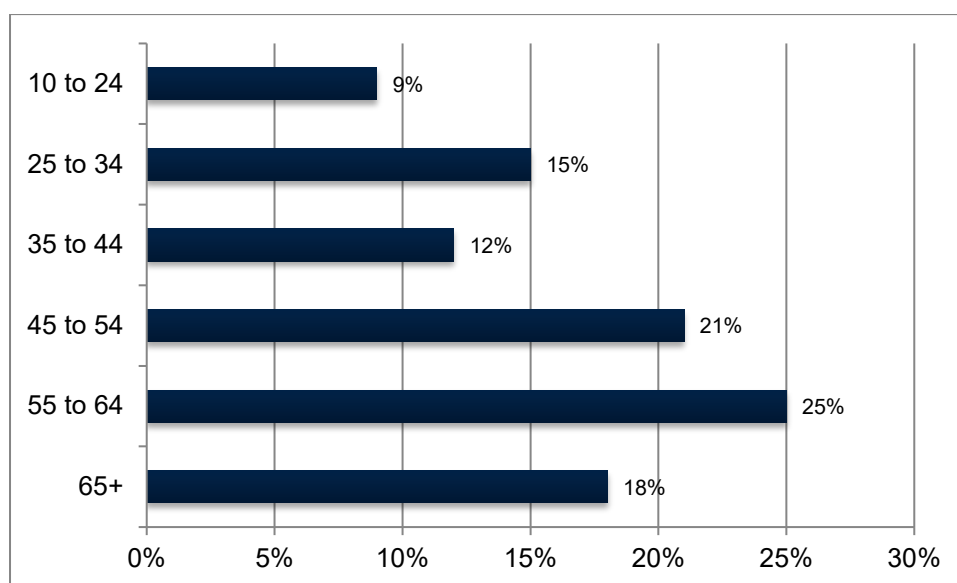
3.1.2 In question 2, all survey respondents were asked:

“Please advise which of the following age groups best represents your age?”

Graph 3.1.2 shows age ranges were broadly spread, as would be expected from the general population distribution, although trending towards the older demographic. 25% of respondents were in the 55 – 64 age group, 21% were between 45 – 54, 18% were 65+, 15% were between 25 – 34, 12% between 35 – 44 and 9% were 18 - 24. No respondents refused to provide their age.

These results approximate a normal distribution, although trending towards an older demographic using the CAT service.

Graph 3.12.2 **Age Group**



(N = 150)



3.1.3 In question 3, all survey respondents were asked:

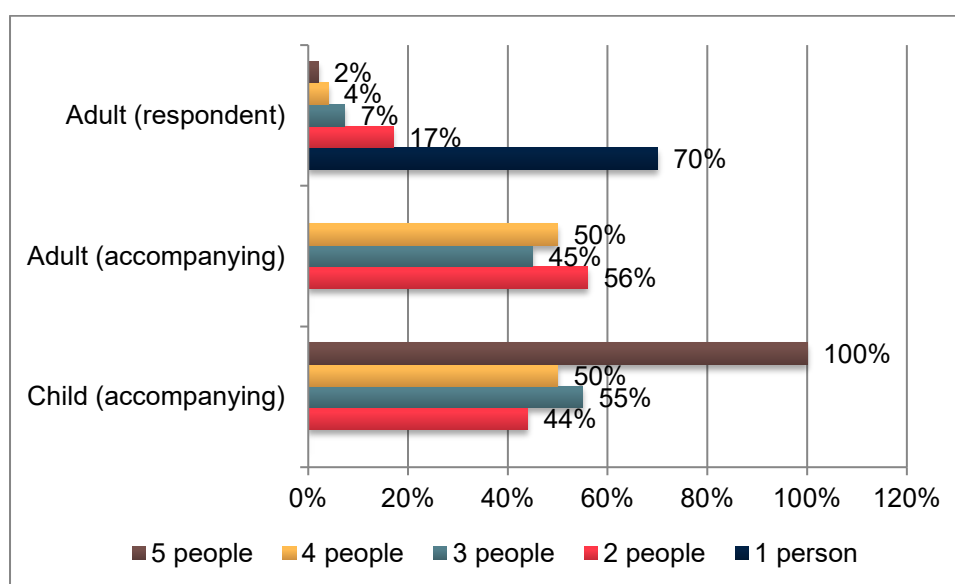
“How many people are you travelling with today?”

Graph 3.1.3 shows that 70% (by far the largest proportion) of adult respondents were travelling on their own.

Of the remaining 30% of respondents, most were either travelling with another adult, although just less than half were travelling with a child.

If the adult was travelling in a group of 3 or 4 other people, they were more likely to be travelling with a group of children.

Graph 3.1.3 Travelling Group/Numbers



(N = 150)



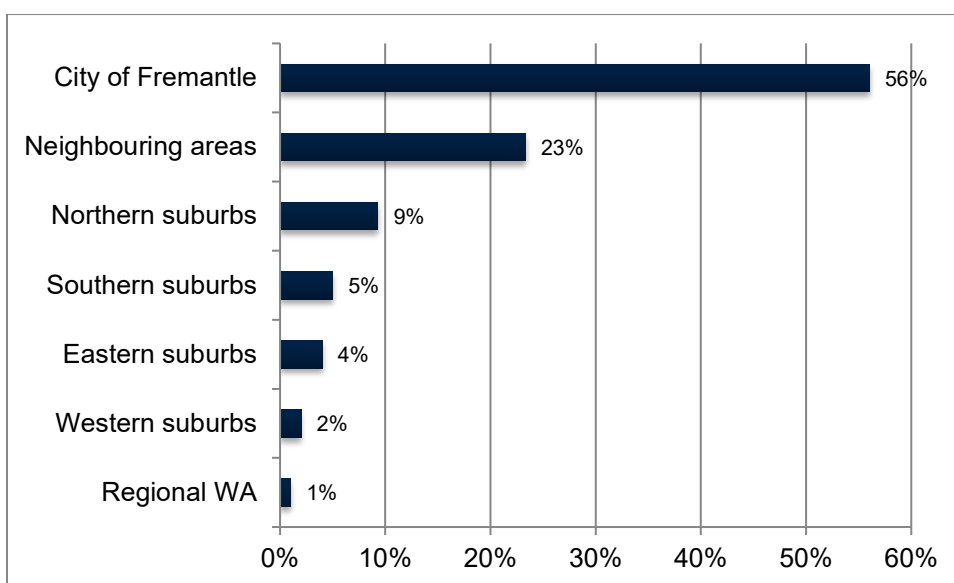
3.1.4 In question 4, all survey respondents were asked:

“Which suburb do you live in?”

Graph 3.1.4 shows that 56% (by far the largest proportion) of respondents lived within the City of Fremantle.

Of the remaining 44% of respondents, most lived in neighbouring suburbs (23%). Of the remaining respondents, 9% lived in the northern suburbs, 5% in the southern suburbs, 4% in the eastern suburbs and 2% in the western suburbs. Only 1% lived in regional WA.

Graph 3.1.4 Suburb/Location



(N = 150)

- South Fremantle respondents - 33.3% of Fremantle respondents or 18.7% of total respondents.
- Fremantle respondents - 32.1% of Fremantle respondents or 18.0% of total respondents.
- Beaconsfield respondents - 17.6% of Fremantle respondents or 10.0% of total respondents.
- Hilton respondents - 9.5 of Fremantle respondents or 5.3% of total respondents.



- Samson respondents - 3.6% of Fremantle respondents or 2.0% of total respondents.
- White Gum Valley respondents - 3.6% of Fremantle respondents or 2.0% of total respondents.
- O'Connor respondents - 0% of Fremantle respondents or 0% of total respondents.
- North Fremantle respondents - 0% of Fremantle respondents or 0% of total respondents.



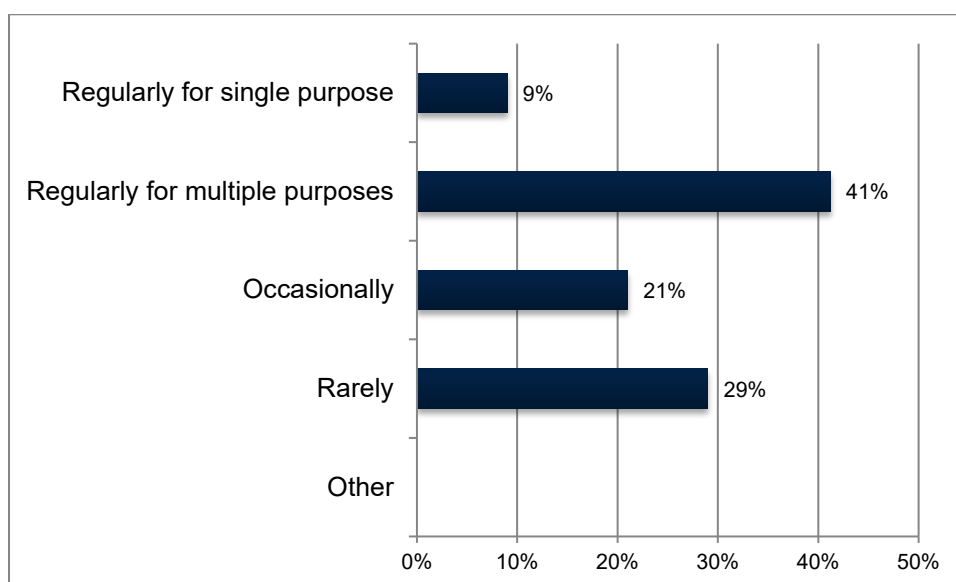
3.2 Use of CAT Service

3.2.1 In question 5, all survey respondents were asked:

“How often do you use the CAT service?”

Graph 3.2.1 shows that 41% of respondents used the CAT regularly for multiple purposes. This is compared to 29% who used it rarely, and 21% who used it occasionally. Only 9% used it regularly for a single purpose. Only 9% used it regularly for a single purpose.

Graph 3.2.1 Frequency of CAT Service Use



(N = 150)

Demographic Results

- Males were more likely to use the CAT service **regularly for a single purpose**, whereas females were more likely to use it **regularly for multiple purposes** or more **occasionally/rarely**.
- Respondents aged between 25 to 54 were more likely to use the CAT service **regularly for a single purpose**, whereas respondents aged 55 ± were more likely to use it **regularly for multiple purposes** or more **occasionally/rarely**.



- The frequency of CAT service use appeared to be independent of suburb.

3.2.2 In **question 6** all survey respondents who used the CAT service were asked:

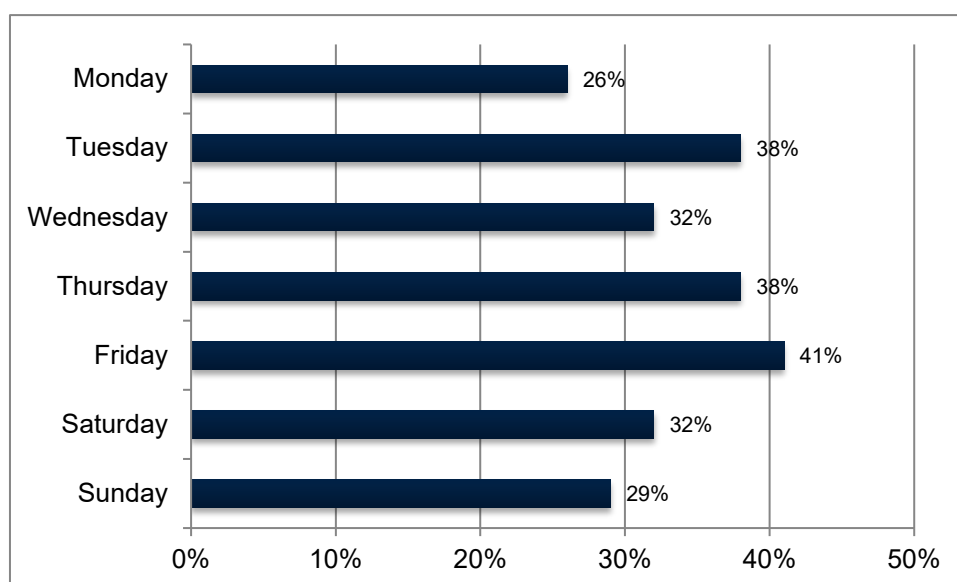
“Which days of the week do you use the CAT service?” (*multiple responses allowed*)

As respondents were able to select multiple responses, if appropriate to their circumstances, the results will tally to greater than 100%.

Graph 3.2.2 shows that survey respondents were most likely to use the service on a Friday (41% of all respondents) followed by 38% each who would use it on a Tuesday or a Thursday. 32% each used it on a Thursday or a Saturday.

The smallest proportion of respondents used the service on a Sunday (29%) or Monday (26%).

Graph 3.2.2 **Days of CAT Service Use**



(N = 150)



Demographic Results

- With the exception of Wednesday or Friday, males were more likely to use the CAT service on **weekdays**. Whereas females were more likely to use it on the **weekend**.
- Respondents aged between 25 to 54 were more likely to use the CAT service **on weekdays**, whereas respondents aged 55 + were more likely to use it **on Thursday or Friday**.
- The days of CAT service use appeared to be independent of suburb.

3.2.3 In question 7, all survey respondents who used the CAT service were asked:

“What time(s) of day do you generally use the service?” (*multiple responses allowed*)

As respondents were able to select multiple responses, if appropriate to their circumstances, the results will tally to greater than 100%.

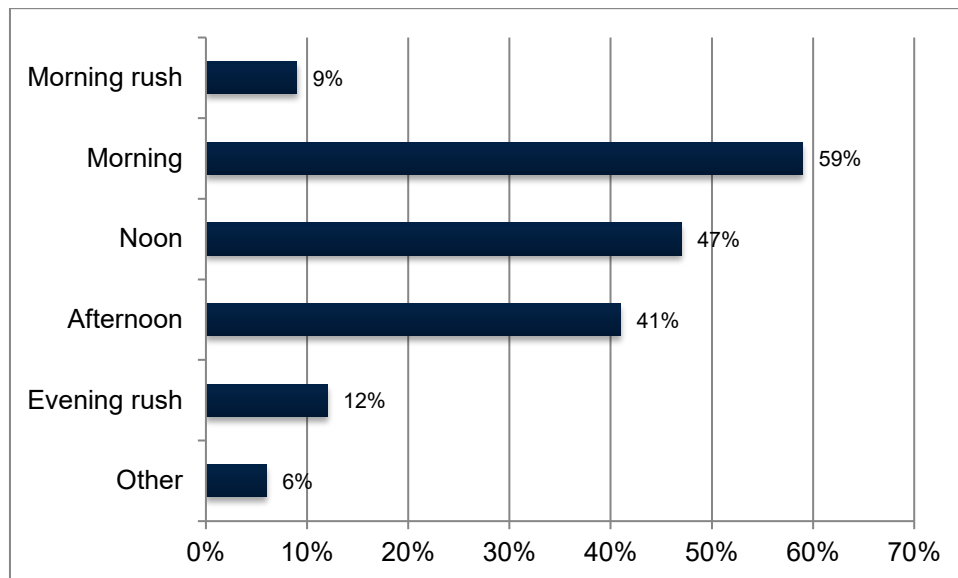
Survey respondents indicated that they mostly used the CAT service in the mornings (59%). 47% of respondents used it around the noon hours, and a further 41% used it in the afternoon.

Only 12% of respondents used it in the evening rush hour, with 9% using it in the morning rush hour.

6% of respondents used it at ‘other’ times.



Graph 3.2.3 **Time of CAT Service Use**



(N = 150)

Demographic Results

- The time of CAT service use appeared to be independent of gender.
- Respondents aged between 25 to 54 were more likely to use the CAT service **across all hours**, whereas respondents aged 55 + were more likely to use it **at a more centralised time during the day**.
- The time of CAT service use appeared to be independent of suburb.



3.2.4 In question 8, all survey respondents were asked:

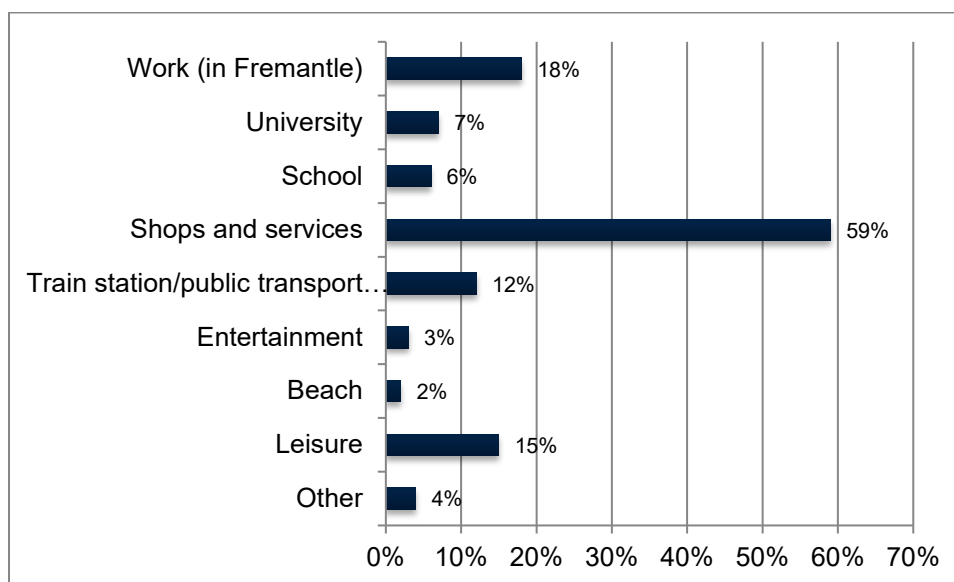
“Which of the following destinations do you frequently use the CAT service to get to?” *(multiple responses allowed)*

As respondents were able to select multiple responses, if appropriate to their circumstances, the results will tally to greater than 100%.

Graph 3.2.4 shows that the largest proportion of respondents used the CAT service to get to shops and services (59%). This was followed by respondents who were going to work (in Fremantle) (18%), for leisure (15%) and going to the train station/public transport (12%).

Fewer respondents used it for going to university (7%), school (6%), entertainment (3%) or the beach (2%).

Graph 3.2.4 **Destination of CAT Service Users**



(N = 150)



Demographic Results

- Males were more likely to use the CAT service for **work (in Fremantle)** and the **train station/public transport**, whereas females were more likely to use it for **shops and services**.
- Respondents aged 25 to 54 were more likely to use the CAT service for **work (in Fremantle)** and the **train station/public transport**, whereas those aged 55 + were more likely to use it for **shops and services**.
- The destination of CAT service users appeared to be independent of suburb.

3.2.5 In question 9, all survey respondents were asked:

“What are your main reasons for selecting the CAT service for transport?”

As respondents were able to select multiple responses, if appropriate to their circumstances, the results will tally to greater than 100%.

Graph 3.2.5 shows that the largest proportion of respondents used the CAT service because it was the most convenient route (47%), followed by respondents who wanted to save money on parking (44%) and those who were after a regular, reliable service (32%).

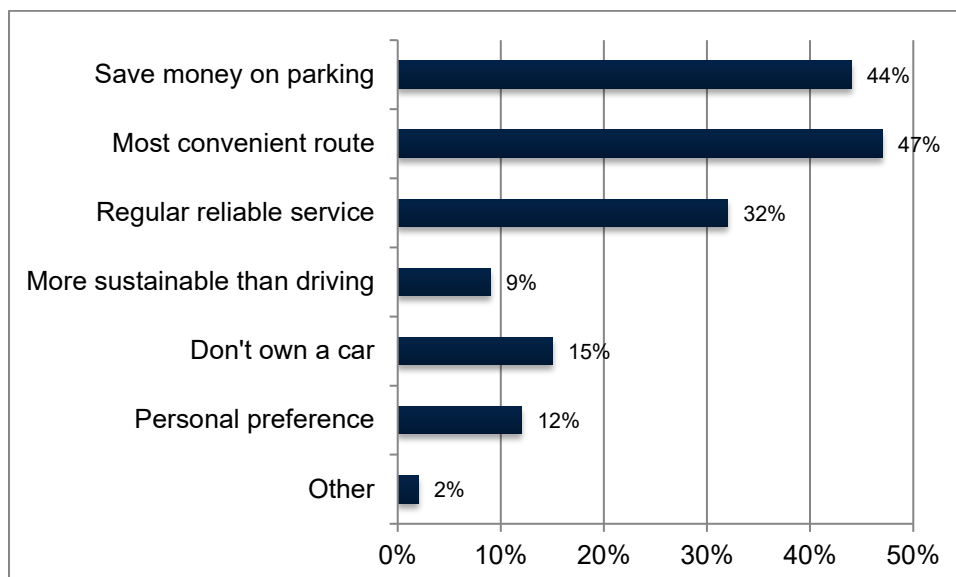
15% of respondents used it because they didn't own a car, 12% of respondents used it due to personal preference, with a further 9% who felt it was more sustainable than driving.

The 2% of respondents who cited 'other' feedback provided the following responses:

- Parking issues (2%)



Graph 3.2.5 **Reasons for CAT Service Use**



(N = 150)

Demographic Results

- Males were more likely to use the CAT service to **save money on parking**, whereas females were more likely to it as it was **the most convenient route**.
- Reasons for CAT service use appeared to be independent of age.
- The reasons for CAT service use appeared to be independent of suburb.



Appendix

Questionnaire – Intercept Survey



FPOL2203-7 – DRAFT PARKING PLAN PRINCIPLES

1. Parking Precinct Locations

Parking Precincts

- City Centre
- Historic Activity Precincts, including
 - North Fremantle Queen Victoria Street,
 - South Terrace (North),
 - South Terrace (South),
 - Wray Avenue (East),
 - Wray Avenue (West)
- Suburban Local Centres, including
 - South Fremantle (Hampton Road),
 - Hilton Local Centre,
 - Lefroy Beaconsfield,
 - O'Connor,
 - White Gum Valley Beaconsfield,
- Northbank
- North Fremantle Train Station
- Beaches, including
 - Port Beach,
 - Leighton Beach,
 - South Beach

