

NEXT STEPS

Type of Project	Description	Stakeholders Involved
Bus Planning	Victor Harbor - Goolwa coastal town bus route to: 1. Review the existing bus services and stops 2. Redesign local bus routes to connect to Adelaide services 3. Provide new routes in the residential growth areas	DPTI, Alexandrina Council, City of Victor Harbor, bus operators, bus contractors and local community
	Yankalilla - Aldinga - Seaford bus network planning and integration with the Outer South bus contract	DPTI, City of Onkaparinga, Yankalilla District Council, bus operators, bus customers and local community
On-Demand Bus Services	On-demand transport service trials within and to the Fleurieu Peninsula to service the following sub-areas: 1. Normanville / Yankalilla to Aldinga 2. Victor Harbor and Port Elliot 3. Middleton, Goolwa and Hindmarsh Island 4. Willunga and McLaren Vale to Aldinga and Seaford	DPTI, City of Onkaparinga, Yankalilla District Council, City of Victor Harbor, Alexandrina Council and local community
Information and Promotion	Integrate the Adelaide CBD information office and Visitor Information Centre	DPTI, City of Adelaide
	Merge the Adelaide Metro and LinkSA websites	DPTI, bus operators
	Implement tourism packages with public transport services to attractions and special events in the Fleurieu Peninsula	DPTI, TiCSA, Tourism groups and operators
Fares and Ticketing	Investigate and develop an integrated fare policy for the Fleurieu Peninsula region that considers the equity issues between metropolitan Adelaide with bus and train services and the regional bus services	DPTI
	Investigate and trial new ticketing technologies to be integrated for all services in the region with the Adelaide Metro ticketing system	DPTI

Legend: DPTI - Department of Planning Transport and Infrastructure, South Australia
TiCSA - Tourism Industry Council South Australia

Fleurieu Peninsula Regional Public Transport Strategy Summary

Vision for Public Transport in the Fleurieu Peninsula

The vision to significantly improve public transport services and infrastructure for the Fleurieu Peninsula region was developed under three key themes with objectives as follows:

Regional Equity	Smart Investment	Economic Growth
Make the region's public transport as good as, or better than, other comparable regions	Future proof public transport for changing travel demand and demographics	Enable access to jobs, apprenticeships, schools, shopping and medical services regionally and in Adelaide
Meet the community needs for transport access to enable healthy and productive lifestyles	Improve return on investment through customer focused transport	Attract more tourists and visitors to the region with easy public transport access
Ensure seamless and integrated fares and ticketing systems for more equitable pricing and easier usage	Defer road upgrades by reducing traffic congestion	Support the region's population growth, businesses and rural communities

Strategic Rationale for Improving Public Transport

Public transport services to the Fleurieu Peninsula region are inadequate based on the stakeholder and community feedback survey and submissions from a review of similar regional areas in Australia with the following common issues:

- Except for during the peak periods to and from Adelaide CBD, the **frequency of bus services** is generally very low or not available, and consequently most bus services are poorly patronised.
- **Network coverage** throughout the Fleurieu Peninsula region is very poor in the towns and between towns, in particular between Victor Harbor, Goolwa, Strathalbyn, Milang and Yankalilla with the metropolitan area bus and train services.
- Issues with **fare inequity** with different metro and regional fares throughout the region and with ticketing systems that are not integrated.
- **Poor integration between service providers**, even though Keolis Downer is the operator of LinkSA and SouthLink bus services.
- **Public transport information** on the websites, signage, visitor information centres and in tourist information is incomplete, poor quality and not integrated.
- The **amenity and the access to bus stops** is generally poor and not attractive.
- **Public transport** to the region is significantly **underfunded** per capita when compared to other jurisdictions.

Improving Public Transport in the Fleurieu Peninsula

Region Wide Initiatives

- Review and implement bus contracts
- Implement Bus Quality Partnerships
- Conduct a comprehensive bus network review
- Implement the bus network and service changes
- Conduct annual bus service performance reviews
- Plan for and implement Regional Accessibility Networks
- Conduct planning and design study for the connection of the Gawler and Seaford railway lines under Adelaide CBD to improve the train service efficiency for the southern suburbs
- Design and implement a single integrated website for public transport information
- Design and implement tourism campaigns
- Establish an updated bus stop and shelter management program
- Conduct a fare and ticketing review to integrate metro and country services
- Implement an integrated fare policy for metro and regional customers

