



Media Release

Melbourne's West in Blindspot for RACV 2010 Redspot Survey

No doubt Melbourne's west has its road network redspots, but if you were to rely only on the RACV 2010 Redspot Survey to prioritise improvements then the West would be left behind.

For almost twenty years the RACV has conducted the Redspot Survey, which it developed to get feedback from the public about areas on the road network that need improvement. In recent times, the survey has been an open on-line survey and this year's survey saw a record-breaking 8,000 Redspots nominated by survey respondents.

A Redspot is a location on the road network that makes motorists 'see red'. It could be an intersection, a section of road, a railway crossing or a bus or tram stop where congestion is experienced.

Once it has distilled the survey results to produce a list of the Top 10 redspots, the RACV sends its transport engineers to conduct site inspections of the ten. These engineers assess the potential improvements needed to reduce congestion and the RACV seeks action on the Top 10 redspots, taking the results of the survey and the advice of its engineers into discussions with local councils, VicRoads and the Department of Transport.

The release of the 2008 survey results saw more than \$190 million in funding announcements made, with a commitment by all levels of government to fix problems flagged by the public.

Yesterday, the RACV released the results of the 2010 redspot survey. The results show most of the Top 10 redspots are in Melbourne's eastern and south-eastern suburbs, some in the north, whilst none are in Melbourne's west. Why? The answer lies in the survey methodology, rather than the reality on the roads.

As a predominantly on-line survey, its response rates are skewed by the patterns of Internet "traffic" in Melbourne. The proportion of the population using the Internet is 15 per cent lower in Melbourne's west than in Melbourne as a whole. Consequently, the survey response rates — if broken down into respondents by postcode — would no doubt show a lower rate of respondents from suburbs in Melbourne's west.

Yet the people of Melbourne's west know the reality of the road network throughout the region. They do see red. Lots of it. And whilst they may be in the RACV's blindspot, they know there are redspots here to be fixed.

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About LeadWest

LeadWest Ltd was formed by the metropolitan western region Councils. Its board members are representatives from the councils, businesses and educational institutions of Melbourne's West. LeadWest was formed to foster and undertake actions that support the sustainable growth and development of the region. It builds on the existing social, economic and environmental capacity of the region, to ensure a sustainable future for communities and businesses of the West.