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Civic Statement
Council respectfully acknowledges the Yalukit Wilam Clan of the Boon Wurrung, we pay our respect to their Elders, both past and present. We acknowledge and uphold their continuing relationship to this land.

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Introduction: Council’s Vision

To achieve this vision, Council is committed to making decisions based on a hierarchy that prioritises walking, bike riding and public transport above private car use.

This strategy sets out plans to achieve:
• An aspirational 50% reduction in community greenhouse gas emissions per person by 2020 (based on 2006 levels)
• Reduced private vehicle travel by residents from 77% to 55% of total distance travelled
• Increased travel by residents using walking and bike riding from 9% to 19% of total distance travelled
• Increased travel by residents catching public transport from 14% to 27% of total distance travelled.

The Sustainable Transport Strategy aims to meet the needs of residents, visitors and commuters while minimising the negative impacts that cars have on our community.

This strategy also aims to provide a strategic context for pursuing sustainable transport improvements through advocacy to other bodies, notably the State Government who has responsibility for the provision and servicing of public transport and declared roads that run through Port Phillip.

Council’s vision is for a connected and liveable city where residents, visitors and workers can live and travel car free by improving the convenience, safety, accessibility and range of sustainable travel choices across our City.

The Sustainable Transport Strategy aims to provide a framework to enable Council to make decisions within the context of this long term vision.
**Figure 1. Sustainable Transport Strategy Summary**

**Vision**

**A Connected and Liveable City**
- Walking (Feet First)
- Bike Riding (Pedal Power)
- Public Transport (Get on Board)
- Freight (Delivering the Goods)
- Motor Vehicles (Smarter with Less)
- Parking (Managing Demands)
- Land Use (Valued Places)

**Guiding Principles to Provide Sustainable Transport**
- Aspirational 50% reduction in the community’s greenhouse gas emissions by 2020 (based on 2006 levels)
- Ensure Priority
- Increased Integration
- Improve Safety and Accessibility
- Raise Profile
- Parking Management

**Prioritising Efforts**

- Environmental
- Geographical Context
- Safety and Accessibility
- Better Integration
- Influencing Behaviour
- Strategic Fit
- Legislative Compliance

**Taking Action**

- Implementation Plans:
  - Walk Plan
  - Bike Plan
  - Public Transport Advocacy Statement
  - Tram Stop Refurbishment Strategy
  - Safer Streets: Road User Safety Strategy

**Outcomes**

**Linking Transport Choices and Climate Change**

**Toward Zero Sustainable Environment Strategy**
- Port Phillip’s Road User Hierarchy:
  - Walking
  - Bike Riding
  - Public Transport
  - Freight
  - Multiple-Occupancy Vehicles
  - Single-Occupancy Vehicles

**Informing Progress Towards Fulfilling Outcomes**

**Informing Progress**

**Assisting Decision Makers**

**Ongoing Monitoring and Reporting**

**1.**

**Linking Transport Choices and Climate Change**

- Aspirational 50% reduction in the community’s greenhouse gas emissions by 2020 (based on 2006 levels)

**Implementation Plans:**
- Walk Plan
- Bike Plan
- Public Transport Advocacy Statement
- Tram Stop Refurbishment Strategy
- Safer Streets: Road User Safety Strategy

- Capital and Maintenance Works
- Non-Capital Projects and Programs
- Policy Delivery
This document does not prescribe specific actions or detail particular programs for improvement but rather, it provides a strategic basis for Council decision making and a framework for prioritising those decisions.

Delivering the Council Plan

The Sustainable Transport Strategy will assist Council in achieving the strategic objectives within the Council Plan 2013-2017, including:

- 2.2 Support our community to achieve improved health and wellbeing
- 3.1 Build resilience through Council action and leadership
- 3.2 Support and increase community action for a resilient city
- 4.1 Encourage viable, vibrant villages
- 4.2 Ensure growth is well planned and managed for the future
- 4.4 Ensure people can travel with ease using a range of convenient, safe, accessible and sustainable travel choices

Reflecting the Community Plan

The Sustainable Transport Strategy will assist Council to meet the following Community Plan priorities:

- Priority 1: Transforming public transport planning, capacity, reliability and incentives for use
- Priority 3: Continue to support the disadvantaged, disabled and low-income to remain in the City and support affordable housing, even as the City grows more affluent
- Priority 4: Encourage environmentally sustainable design, while advocating for mandatory state government controls to reduce greenhouse emissions and water consumption
- Priority 5: Develop a sustainable bayside city planning scheme as a model to other councils. Highlight environmental sustainability, economic development, quality urban design and social and community amenity
- Priority 6: Make the physical environment support community – “claim our streets”, e.g. street parties, better lighting (to improve safety at night), spaces for young people, extend community bus, use public gardens, better public transport, better spaces for pedestrians
- Priority 7: Require new developments to be self sufficient in parking and invest in non-car transport options, e.g. bike racks, public transport.
2.1 What is a Sustainable Transport System?

The choices we make about how we travel around impact on the environment. Walking, bike riding and public transport options generally generate fewer greenhouse gas emissions than private motorised travel. A sustainable transport system can be defined as one that prioritises those modes that have limited or no environmental impact. As demonstrated in Figure 2, they are also better for our health and better utilise the finite land resources of the City. Sustainable travel choices better allow us to meet our needs without compromising the choices of future generations.

Figure 2. Average Greenhouse Gas Intensity of Transport Modes

- Vehicle as driver: 302 CO2-eg/person kilometre travelled
- Vehicle as passenger: 21 CO2-eg/person kilometre travelled
- Motorcycle: 112 CO2-eg/person kilometre travelled
- Walking: 0 CO2-eg/person kilometre travelled
- Bicycle: 0 CO2-eg/person kilometre travelled
- Taxi: 323 CO2-eg/person kilometre travelled
- Tram: 145 CO2-eg/person kilometre travelled
- Train: 158 CO2-eg/person kilometre travelled
- Bus: 159 CO2-eg/person kilometre travelled
2.2 Why is it Important to Port Phillip?

2.2.1 Travel Patterns and Pressures

The topography of the City of Port Phillip is generally flat making walking and bike riding a viable option for many people. Most parts of the municipality are also close to existing tram, train or bus routes and have good access to walking and bike links. A number of major roads and highways run through the City which are heavily used as through traffic routes by people travelling between the South Eastern suburbs and inner Melbourne and beyond. These roads are barriers to people making trips and accessing their destinations by walking and bike riding.

This means traffic congestion is a major issue for the City of Port Phillip. The major roads that run through the City are already carrying a high number of motor vehicles each day, as shown in recent counts completed by Council and VicRoads:

- Kings Way carries 90,000 vehicles per day
- Brighton Road carries 67,000 vehicles per day
- Queens Road carries 75,000 vehicles per day
- Dandenong Road carries 63,000 vehicles per day
- Beaconsfield Parade carries 36,000 vehicles per day.

Traffic congestion has a significant effect on our environment and compromises the liveability of our City. These levels of through traffic are unsustainable and affect the safety of people using or crossing these roads as well as the liveability of residents living nearby. Port Phillip would like to see a significant shift of freight from road to rail to improve the liveability of our municipality.

The need for people to park at their destination as part of every car trip also places pressure on our transport network. Resident and visitor parking is under pressure from local employees and commuters who take advantage of the good public transport services that operate within our municipality, park their cars in local streets and then travel into inner Melbourne for work. The attractiveness of our natural features and amenities as destinations in their own right has also generated increasing demand for the finite supply of on street parking space.

Council is committed to addressing the demand for parking in a number of ways, primarily by improving the convenience, safety, accessibility and cost of walking and
bike riding. However there is still a need to apply suitable parking restrictions to manage the demand for the limited available space as well as to continue to restrict the issuing of parking permits to residents in new developments. Encouraging car share schemes to operate in Port Phillip is an innovative example of how Council has worked to reduce demand for parking. Through car share schemes members are able to access cars on-street without needing to own and park a car. It is also important that the State Government continue to work to improve the public transport network across the whole of Melbourne so the impacts of parking and traffic in our city are reduced.

### 2.2.2 Policy Context.

Council’s long term commitment to sustainable transport to preserve the liveability of the municipality and the local environment is clearly identified in the Toward Zero – Sustainable Environment Strategy and the Municipal Strategic Statement. A key element of both of these strategies is reducing greenhouse gas emissions.

To achieve this, both the Toward Zero – Sustainable Environment Strategy and the Municipal Strategic Statement advocate for greater use of sustainable transport and direct new development to support this through building design. This includes increased housing in locations that offer greatest access to public transport and are easily accessible by walking and bike riding.

The connections and broader internal policy linkages between this document and others are represented in Figure 3 below.

**Figure 3. Sustainable Transport Strategy Key Internal Policy Linkages**

The wider local and regional policy setting for the Sustainable Transport Strategy concerns the liveability of inner Melbourne, land use planning, the environment, the community, health and wellbeing and public spaces.
Key local policies relevant to the Sustainable Transport Strategy are detailed in Appendix 1.

2.3 What is the Bigger Picture?

Council’s policy documents are supported by State and Federal policy and legislation, in particular the Victorian Transport Integration Act 2010. This Act requires decisions made by Council that affect the State transport system to be made within an integrated decision making framework that includes:

- Environmental objectives to protect, conserve and improve the natural environment
- Avoid harm to the local and global environment, including promotion of transport that uses environmentally friendly energy sources
- Directions to integrate transport and land use decision making so as to maximise access between residences, places of employment, markets, services and recreation in a way that develops an effective transport system, less reliant on the need for private motor vehicle transport
- Economic objectives to provide efficient and effective access so as to reduce costs on society through transport, facilitate business investment and support financial sustainability
- Social equity objectives to enable all people to access the Victorian transport system.

The Act mandates that Council must address its objectives and requirements when making decisions as the owner and manager of local roads. Council must also address the Act in making land use planning decisions as a planning authority.

Underpinning the Act are a number of other strategies and action plans to shift transport choices to more sustainable options.
The most notable of these is the State Planning Policy Framework that sits within the Port Phillip Planning Scheme. This includes objectives to:

- Create a safe and sustainable transport system by integrating land use and transport
- Coordinate development of all transport modes to provide a comprehensive transport system
- Promote the use of sustainable personal transport (i.e., walking and bike riding)
- Integrate planning for bike riding with land use and development planning and encourage as alternative modes of travel
- Upgrade and develop the Principal Public Transport Network and local public transport services in metropolitan Melbourne to connect activity centres, link activities in employment corridors and link Melbourne to the regional cities
- Manage the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure.

Other action specific transport plans also provide context including:

- Victorian Cycling Strategy 2013-2023
- Public Transport Guidelines for Land Use and Development
- Client Design Requirements for Accessible Tram Stops
- Smart Roads Network Operating Plan.
- Victorian Freight and Logistics Plan
- Network Development Plan Metro Rail
- National Road Safety Strategy, 2011-2020
- Arrive Alive, 2008-2017

Combined with the Transport Integration Act 2010, Road Management Act 2004, Road Safety Act 1986, these documents direct that various modes of transport cannot be planned independently of each other or of land use. Integrated transport planning requires attributing a priority to decision making based on the social, environmental and economic objectives of the Act.
How do Transport Choices Affect our Community?

Greater use of sustainable travel can provide a wide range of environmental, social and economic benefits for both the individual as well as the community as a whole. A snapshot of the potential benefits is detailed in Figure 5.

Figure 5. Benefits Resulting from Increased Uptake of Sustainable Transport Modes
3.1 Environmental Impacts

Motorised transport is a major producer of greenhouse gas emissions. In the City of Port Phillip, transport emissions per person were approximately 17% of calculated greenhouse gas emissions (transport, gas electricity, waste) in 2006. This corresponds with personal transport emissions from other inner urban municipalities in the same period.

According to the Australian Conservation Foundation, land-based transport emissions accounts for 5% of the average total personal carbon footprint of a resident in Port Phillip (energy use at home 28%, food and consumption 67%). Therefore, making small changes such as reducing the number of short vehicle trips and sharing rides can make a significant impact.

Motor vehicles are also a major source of urban air pollution. This includes both particle emissions (dust, soot) as well as toxic gases such as Carbon Monoxide and Nitrogen Oxide.

Roads and car parking consume large amounts of land which is a finite and scarce resource in our City. Ensuring land is used in an equitable, efficient and sustainable manner is critical to using this finite resource wisely.

Improving our enjoyment of our streets is important. The more traffic, the less inviting the street is for walking, bike riding and socialising. However, people are unlikely to reduce their car use unless alternative modes of transport are convenient, reliable and attractive.

3.2 Social Impacts

3.2.1 Health

There are strong links between incidental exercise, such as daily walking and bike riding and improved health. Even modest daily physical activity improves physical health and mental wellbeing.

Australia is amongst the most obese developed nations and this obesity contributes to diseases, such as diabetes, cardiovascular disease, various cancers and osteoarthritis. Council has a role to play in encouraging walking, bike riding and the use of public transport which can ensure a more active and healthy community. It can also help in managing some mental health issues and improve community life, social wellbeing and community safety. Research suggests that people who are more active are also more likely to make healthier food choices. Other evidence suggests that when people become more involved in their communities, social networks are strengthened.

Council’s Public Health and Wellbeing Plan 2013-2017 recognises that people want to move around the streets and footpaths of their neighbourhoods, efficiently and safely regardless of their different abilities and constraints. The 2011 VicHealth Indicators survey found that 98% of people felt safe walking our streets during the day and 79% felt safe at night.
3.2.2 Community

There are social benefits associated with people engaging in their communities through active participation. This includes spending time within streets and bumping into their neighbours through their daily activities. Given these benefits, Council recognises our streets should be used as people places rather than solely car spaces. Council’s approach is to reallocate street space to encourage greater use by people.

Council has many policies and programs to promote community and social wellbeing such as support to hold street parties. This is one of a number of community building projects that could benefit from reduced reliance on roads as car dominated environments. This is also recognised in the Open Space Strategy 2009. In a highly urbanised municipality such as Port Phillip, our streets should also serve as living open spaces for use by the community.

It takes as little as 30 minutes of physical activity a day to make a difference to health and wellbeing. Our sedentary, car-dependent lifestyle is a significant contributing factor to the prevalence of preventable health issues.
3.2.3 Safety

It is widely accepted that speed is a risk factor in road traffic injuries, influencing both the risk of a crash as well as the severity of the resulting injuries. To improve the safety of our community, particularly as they walk and bike ride around the municipality, Council is committed to reducing speed limits in residential streets and local shopping centres. For instance, Council was successful in having the speed limit along Carlisle Street in St Kilda reduced to 40 kilometres per hour in 2010.

Improving the safety of sustainable transport routes will impact positively upon our transport choices. Speed reduction in local shopping and residential streets has been identified as a major factor in attracting more walking and bike riding. The introduction of the Copenhagen-style bike lane in Fitzroy Street, to separate bike riders from cars, has had a significant impact on the number of bike riders using this section of road since the bi-directional bike path was completed as shown below.

Figure 6. Fitzroy Street Before and After Separation

The City of Port Phillip has been an active member of the Road Safety Action Group – Inner Melbourne, previously named the Inner Melbourne Road Safety Council, for over ten years. The group is made up of volunteers from different organisations, with members representing Victoria Police, Emergency Services, local business and health and education professionals among others. RoadSafe develops local community road safety initiatives that support State and Local Government programs. These may target issues like drink driving, speed, fatigue, older road users, young drivers, pedestrian safety (adults and children), bicycle safety and vehicle safety among others.

Trees can increase the overall amenity of streets, making them more enjoyable to spend time in and to walk and bike ride through.
3.2.4 Equity

Many people in Port Phillip do not have access to private transport such as cars. This may be through choice or circumstance, including:

- A person’s age. People under 18 years of age cannot drive alone and many older people do not drive.
- A person’s income. This affects access to the cost of owning and running a vehicle.
- A person’s health and ability. Some people are unable to drive a car.

For the 17% of households in Port Phillip that do not own a car, sustainable transport is the only option. A further 42% of households in Port Phillip have just one car. People with limited economic means are particularly impacted by the cost of transport.

Council recognises that for some members of the community, walking or bike riding for extended distances and transport services such as taxis or trams do not fulfil their transport needs or are not affordable when used regularly. To support the community, Council provides a range of community transport options including a free community bus service.

Port Phillip has a current estimated population of 102,500 people and is expected to grow to 130,207 by 2036. It is forecasted that more residents will live on their own and overall the population will be older, with 11% of the population aged over 65 by 2021. The largest expected increase in population is for the age group, 70-74. It is important that we continue to seek to provide viable transport alternatives to the car suitable for all members of the community and ensure that our streets are accessible by all people irrespective of age or ability.

3.3 Economic Impacts

Transport requires use of the limited resources in the City of Port Phillip. The most notable of these being a finite amount of space available for road based transport. Prioritising the use of this limited road space is important to the economic and community function of the City. For example, businesses rely on the delivery of most of their goods and removal of waste via commercial vehicles. This is unlikely to change in the foreseeable future. Likewise public transport services such as buses and trams as well as emergency vehicles need safe and reliable routes. Freeing up the limited road space in the municipality for use by vehicles that we most rely on is important.

The exact cost of congestion on the community is difficult to measure. The Federal Government estimates that the social and economic cost of congestion is $9.39 billion nationally, with Melbourne creating the second highest proportion of this cost at $3.0 billion. This is the cost to business and the community including:

- Reduced access of business to its labour and material supplies, reduced access to markets and inventory practices to accommodate congestion.
- Costs to non-car travellers. Traffic congestion can impose delays and discomfort to people walking, bike riders and public transport users as heavy traffic levels reduces the attractiveness of these alternatives to car travel.
Reducing congestion can result in reduced trip delays for all road users (including pedestrians, bike riders and public transport users) as well as reduced air pollution which in turn leads to reduced health costs associated with pollution related illnesses.

Owning and maintaining a car costs money even if not driven very often. If a household can use one car; instead of two, or can function effectively without owning a car at all, the cost of running that household is reduced.

As detailed in Figure 7, the production of oil is also beginning to decrease, whilst worldwide demand is accelerating. Into the future this will ultimately lead to increases in the costs of owning and maintaining an oil fuel based car as the gap between supply and demand widens. This cost increase will reflect the cost of using transport-reliant fossil fuels, which will drive the need to provide for alternative and more sustainable travel such as walking, bike riding and green powered public transport.

Figure 7. Australian Oil Production (Geoscience Australia, Actual and P50 forecast) vs Demand (ABARE), 1970-202015

The Council provides a free community bus service to help transport residents and visitors around the Port Phillip area. The bus service operates on two different orbital routes, Monday to Friday, between 9:00am and 4:30pm.
4. **A Vision of a Connected and Liveable City**

Council’s vision is for a connected and liveable city where residents, visitors and workers can live and travel car free by improving the convenience, safety, accessibility and range of sustainable travel choices across our City.

Our vision of a connected City is borne from Council’s desire to address growing traffic congestion and unsustainable parking pressures by the community’s increasing uptake of walking, bike riding and public transport.

This vision for sustainable transport, expressed in terms of a connected City, recognises that for sustainable travel to be viable, each element needs to be considered in a holistic and coordinated approach and is an evolution of that articulated in Council’s Public Transport Advocacy Statement adopted in 2009.

4.2 **Supporting Outcomes**

The City of Port Phillip has developed a road user hierarchy that prioritises walking, bike riding and public transport, consistent with a view to moving people and doing so sustainably and safely rather than a focus on moving motor vehicles. If the City of Port Phillip is to address the long term and complex issues associated with car use we need to change the way decisions are made and budget is spent to best reflect the road user hierarchy.

**Examples of how the road user hierarchy can be applied include:**

- Ensuring that the City’s capital works budget focuses on projects that support pedestrians as the most important road user
- New traffic engineering projects are planned and implemented following consideration of how to provide for the accessibility and safety of walkers and bike riders
- Encouraging visitors to use sustainable transport to travel to destinations within Port Phillip
- Reallocate road space used for parking where pedestrians, cyclists and public transport users will benefit
- Use the planning and management of urban development to minimise the need for people to have to drive a car.
Council is committed to making transport and parking decisions that are consistent with the road user hierarchy.

Underpinning Council’s vision of sustainable transport are the following supporting outcomes that reflect the relationship between the different modes of transport.

**Walking – Feet First**
Recognising walking as the lifeblood of our city, with more people of all ages choosing to walk for more journeys, including as part of journeys by public transport.

**Bike Riding – Pedal Power**
A culture of bike riding with people of all ages choosing to ride a bike for trips usually done by less sustainable travel choices.

**Public Transport – Get On Board**
Enhanced bus, tram and train services providing accessible and convenient travel within an interconnected network that allows people to complete journeys that are not able to be completed by walking or bike riding.

**Freight – Delivering the Goods**
Reduced amenity impacts and greenhouse gas emission impacts from road based freight by the optimisation and rationalisation of movements.

**Motor Vehicles – Smarter with Less**
Reduced vehicle usage and ownership by providing for sustainable modes of travel, car share schemes and encouraging the uptake of more efficient vehicle technologies and driver behaviour.

**Parking – Reduce Demand**
The demand for scarce on-street car parking is reduced and managed in ways that considers the needs of road users in accordance to the hierarchy, whilst promoting the uptake of walking, bike riding and public transport services.

**Land Use – Valued Places**
A sustainable urban form, which supports more intensive development and a mix of land uses in areas offering greatest accessibility, reducing the need to travel by motor vehicle and encouraging walking, bike riding and catching public transport for the range of journeys.

The elements and their outcomes outlined above have varying roles and levels of influence in helping to achieve the vision of a connected and liveable city.
4.3 Linking Transport Choices and Climate Change

Council’s umbrella environment strategy, Toward Zero, has a commitment to achieve an aspirational 50% reduction in community greenhouse gas emissions per person by 2020 (based on 2006 levels). The strategy is articulated in Figure 8 below. Toward Zero recognises that to achieve a 50% reduction in emissions across the city’s residences and businesses, it must accelerate the development and use of energy efficient built form integrated with low-emission transport modes. These are walking, bike riding, public transport and low-emission vehicles.

Figure 8. Summary of Toward Zero Strategy Focus
To achieve the 50% reduction in community greenhouse gas emissions committed to in the Toward Zero Strategy, data for Port Phillip from the Department of Transport’s Victorian Integrated Survey of Travel and Activity (VISTA) was analysed and scenarios developed using different approaches.

The 2009/2010 VISTA data revealed that amongst Port Phillip residents, motor vehicle as driver trip kilometres accounted for the highest daily greenhouse gas emissions (nearly 88%) compared to other modes. A breakdown of daily greenhouse gas emissions by personal transport mode for Port Phillip residents is provided in Figure 9. Based on this data, the most achievable approach identified was to shift more trips from private motor vehicles to sustainable modes.

Overall, Council is seeking to create the following shifts in our residents’ personal travel with this approach, based on distance travelled between 2007 and 2020:

- Reduce private vehicle travel from 77% to 55%
- Increase travel by walking and bike riding from 9% to 19%
- Increase travel by catching public transport from 14% to 27%

Realistically, this means more local trips being made by walking and bike riding and longer trips being increasingly undertaken using public transport.

Port Phillip’s proactive approach to reducing greenhouse gas emissions through an aspirational reduction target of 50% by 2020 will significantly contribute to national and global efforts to combat climate change.
As represented graphically in Figure 10, this means that:

For short trips (those less than 5km):
- Increase the number of trips made by public transport by 15%.
- Increase the number of trips made by walking or bike riding by 35%.

For middle distance trips (5-15km):
- Increase the number of trips made by public transport by 35%.
- Increase the number of trips made by walking or bike riding by 15%.

For longer trips (those beyond 15km):
- Increase the number of trips made to adjoining municipalities by public transport by 20% and to further places by 10%.

The aspirational 50% greenhouse gas emissions reduction target also relies on public transport itself moving to green energy sources. This includes tram and train services shifting to renewable, low carbon energy sources, and commensurate policy, infrastructure investment and targets in government planning and action. This highlights the need for broader considerations and actions at a number of levels – from Federal, State and Local Governments, to transport providers, statutory authorities and other key stakeholders, to personal action in our everyday travel patterns – to achieve the transport emissions reduction target.
Sustainable travel currently accounts for 82% of trips under one kilometre by the City of Port Phillip’s residents.

Achieving this target will require not only improved infrastructure for sustainable transport modes but also a shift in people’s travel behaviour. For this to be successful, the convenience, connectivity, access and reliability of sustainable transport needs to be improved.

Shifting the number of short to medium trips we undertake by car to those that we walk or bike ride will be particularly important. The VISTA data shows that sustainable travel accounts for 84% of trips under one kilometre in length by City of Port Phillip residents. This declines sharply as distance increases, with less than 30% of trips between two to five kilometres in length undertaken by sustainable transport. As the average distance travelled to buy something, go to school or run errands is less than five kilometres, this is where the shift to sustainable modes can be most readily achieved. This means changing the way we travel to a range of convenience activities such as shopping and community activities.

It is acknowledged that to achieve this target the City of Port Phillip needs to work in partnership with a variety of organisations and with the community to develop a connected network for sustainable travel.

4.4 Guiding Principles

There are five guiding principles for progressing sustainable transport and their different components as detailed below. These principles form the basis of Council’s sustainable transport policies and give clear direction in how Council will make decisions that balance competing demands on-street, with a strong focus on pursuing increases in people using sustainable transport modes to fulfill Council’s vision of a connected and liveable city.

1. **Ensure Priority** – Council will give preference to, and right of way to sustainable transport modes in terms of allocating time, space and facilities, guided by Council’s Road User Hierarchy.

   a. In managing and developing a safe and well connected transport network, Council will give priority to transport modes in the following order:

   - Walking
   - Bike Riding
   - Public Transport
   - Freight
   - Multiple-Occupancy Vehicles
   - Single-Occupancy Vehicles

   Priority may be varied on specific streets within the network at different times in order to manage road space and provide enhanced priority for walking, bike riding and public transport as required.

   b. Develop walking and bike riding networks that link key destinations within Port Phillip together and create frameworks for strategic improvements that prioritise travelling by walking and bike riding.
c. Improve the directness of travel for walking, bike riding and public transport modes by working to reduce the physical barriers to their movement consistent with the road user hierarchy.

d. Allocate on-street space for parking based on the hierarchy of parking need that ensures the safety of all road users whilst accommodating the parking needs of residents, businesses and visitors and promotes sustainable solutions that reinforce the road user hierarchy.

e. Work with the State Government to ensure intersections on identified routes give priority of space, movement and crossing time to pedestrians, bike riders, buses and trams.

f. Widen footpaths and bike facilities on identified walking and bike riding routes by reallocating road space in favour of pedestrians and bike riders over cars.

g. Council will place an emphasis on moving people rather than moving vehicles.

2. Increased Integration – Council will strive to achieve a City where places are interlinked through walking, bike riding and public transport routes that are efficient, direct, attractive and competitive.

a. Focus more intensive commercial, residential and mixed-use development in the most accessible and connected locations (i.e. activity centres, fixed rail and light rail lines and close to rail and tram stops and interchanges) subject to heritage and character considerations.

b. Facilitate sustainable transport links to key destinations and transport nodes beyond the boundaries of the City of Port Phillip creating seamless journeys to enable:

i. People to work and visit places beyond the municipality

ii. People who live and work in other areas to access destinations in the municipality.

c. Ensure the design of streets and land uses reflects the needs of people walking, bike riding including the linking of these to public transport services and other public and open spaces.

d. Discourage car use and longer term parking in the most accessible and connected areas and locations in the City.

e. Use connections between walking, bike riding and public transport routes to deliver improved transport interchanges, enhance the public realm and create people places in coordination with key partners.

f. Implement walking infrastructure improvements through an area based approach centred in and around destinations.

g. Encourage the use of quiet loading vehicles including quiet cages especially in noise sensitive areas such as mixed use developments.

h. Require new commercial developments to include off-street servicing provision for freight and ensure that current businesses have appropriate facilities and access for on-street loading and unloading of freight.
3. Improve Safety and Accessibility – Council will work to provide conditions which allow people of all abilities to feel safer using our streets and sustainable transport options.

a. Encourage walking and bike riding in local streets, activity centres and local shopping strips by reducing speed limits using an area based approach.

b. Ensure the walking and bike riding network of routes are well maintained in accordance with the latest standards.

c. Address safety issues and the perceptions of safety within the urban environment that act as barriers to people choosing to walk, ride or catch public transport.

d. Increase road user safety based upon a hierarchy of vulnerability in the following order of priority: Pedestrians, Bike Riders, Motorcyclists and then Motor Vehicles, which reflects Council’s road user hierarchy.

e. Employ local area traffic management measures that reflect the road user hierarchy, influences driver behaviour and reduces the convenience of car use to provide safer streets for everyone.

f. Work with Council’s key partners to ensure that the City’s streets and public transport stops and stations are accessible by all people.

g. Orientate freight movements onto the preferred truck routes.
4. **Raise Profile** – Council will strive to raise the profile of walking, bike riding and public transport and the benefits of these transport modes through the provision of information, facilities and active promotion to drive change in travel behaviour.

   a. Advocate and collaborate with key partners, including State Government, to influence decision making and secure sufficient funding in order to encourage growing numbers of people to walk, ride or catch public transport.
   
   b. Increase the community’s level of awareness of the benefit in choosing to travel by walking, bike riding or catching public transport over using a private vehicle.
   
   c. Influence the community’s decisions to travel via sustainable transport by providing appropriate support, information and skill development.
   
   d. Strengthen the information base to measure changes and trends to provide enhanced understanding of issues relating to sustainable transport.
   
   e. Council will encourage the uptake of car share schemes for both households and businesses.
   
   f. Encourage local businesses to use sustainable transport modes for their servicing needs e.g. electric vehicles and bicycles.

5. **Parking Management**: Council will work to balance this scarce resource in a controlled, fair, sustainable and equitable manner:

   a. There will only be four ways to legally park in the City of Port Phillip: permit parking, time-restricted parking, paid parking and off-street parking.
   
   b. Encourage residents and all other property occupiers who have access to off-street parking to maximise its use and give priority to households with no or limited access to off-street parking when allocating on-street parking in residential streets.
   
   c. Support the non-residential sectors within Port Phillip by allowing access to on-street car parking without negative impacts on residents.
   
   d. Ensure sufficient turnover of on-street parking spaces in commercial areas and shopping strips through use of appropriate time restrictions and paid parking.
   
   e. Ensure that new developments are self-sufficient in meeting their parking needs – with the exception of encouraging reduced parking or no car parking developments for sites very close to public transport stops and shopping strips.
   
   f. Require visitors (including commuters and local employees) to Port Phillip to contribute to the cost of providing and maintaining the parking infrastructure they use by paying for parking.
   
   g. Manage parking systems so that enforcement is effective and creates the required turnover of car spaces where restrictions apply.
   
   h. Expansion of paid parking will be based upon:

      • Not allowing parking pressures to simply migrate to adjacent areas.
4. Being part of an overall plan for an area with surrounding parking restrictions that contain the proposed paid parking

4.1 Having a sufficient and regular turnover of parking in order to be economically viable

4.2 Providing a level of attractiveness sufficient to justify the cost.

4.3 Ensure that time restrictions and paid parking remain appropriate in areas experiencing increased new development through periodic review

i. Ensure a safe, comfortable and accessible street environment for all road users through: providing DDA (Disability Discrimination Act) compliant facilities and considering changes to the orientation of parking spaces along the bike network

j. Encourage households and businesses to use car share schemes

k. In determining suitable parking restrictions Council will use its parking hierarchy and continue to review parking in line with local land use patterns

l. Consider a range of alternate uses for parking spaces across the time of day in appropriate places.

4.5 Translating the Strategy Into Action

Council is committed to projects that increase the priority, integration, safety, accessibility and profile of sustainable transport in order to achieve its vision of a connected and liveable city.

Council can directly action projects related to walking and bike riding infrastructure on the local road network, with funding from the State Government. Other improvements to infrastructure that Council does not directly control, such as public transport upgrades, require collaboration with the State Government and operators. It should be remembered that the purpose of this Strategy is to provide a framework for decision making and not to provide detailed actions for increasing the uptake of sustainable travel options.

The role of implementation is performed through a number of complementary strategies and plans, all of which share Council’s vision of a connected and liveable city.

The relationship between these and the Sustainable Transport Strategy is depicted in Figure 11.

Figure 11. Suite of Transport Policy and Implementation Documents

The implementation of the actions and projects within each of these plans is to contribute to achieving the vision of a connected city for the City of Port Phillip.
4.6 Key Partners for Collaboration

Encouraging sustainable transport choices in the City of Port Phillip will require action by individuals, businesses, industry, and all three levels of government. Some of our key partners in the provision of sustainable transport are detailed in Figure 12.

Figure 12. Key Partners for Collaboration

Council is committed to leading local works, education and policy programs and will work with strategic partners to deliver these.

Improvements to public transport services, infrastructure and declared roads in the municipality will require funding and input from the State Government as owner and manager of these assets. A key issue is the coordination of the various public transport services to best connect the users of the services at public transport interchanges. To improve the quality of public transport services Council must work with the relevant public transport operators as well as the State Government as regulator of these services.
4.7 How Do We Prioritise Our Efforts?

Across all areas there is a need to prioritise action to contribute positively to the vision of a connected city as well as individual outcomes. Council will prioritise its efforts to achieving a connected city by applying the following criteria:

**Environmental:**
- Contributes to a reduction in greenhouse gas emissions
- Reduces air pollution emissions from travel mode choices
- Maintains or complements the municipality’s values and character.

**Geographical Context:**
- Within an activity centre or shopping strip
- Within an area of concentrated employment
- Located on a strategic walking or bike riding route that links destinations
- Located on a popular or well-used route.

**Safety and Accessibility:**
- Enhances the safety of walking, bike riding and public transport
- Enhances the accessibility of walking and bike riding routes and public transport services.

**Better Integration:**
- Better provides for travel by people of all ages and abilities
- Promotes longer term innovative solutions as well as resolving short term/existing issues
- Provides a greater benefit by being implemented using a coordinated approach across other projects and plans
- Provides or strengthens a link to a public transport stop or station
- Within the catchment of a public transport stop or station.

**Influencing Behaviour:**
- Attracts people to use sustainable transport
- Increases the convenience of walking, bike riding or using public transport.

**Strategic Fit:**
- Consistent with and informs other Council policies
- Working in partnership with match-funding provided by another organisation
- Aligned with State Government strategic priorities.

**Legislative Compliance:**
- Complies with all relevant Government legislation.

The criteria above will form a key role in deciding how to prioritise Council’s actions across the suite of sustainable transport policy and implementation plans. More specific criteria may be developed to allow for projects and actions to be prioritised. This will be done in full reference to the vision of a connected and liveable city.
Municipal Strategic Statement
– Adopted 2011

Based on the previous Sustainable Transport Statement 1998 and other transport policies of Council, the Municipal Strategic Statement includes a specific chapter directing land use planning and development decisions by Council to consider sustainable transport. This includes principles to:

- Facilitate the use of sustainable transport modes in preference to private vehicle use
- Create a walking network that is integrated, safe and accessible and encourages more people to walk more often
- Create a bike riding network that is integrated, safe and accessible and encourages more people to ride bikes more often
- Facilitate an increase in the use of public transport
- Reduce the impact of vehicles on local areas
- Minimise the impact of heavy freight vehicles on the local road network.

These principles are then reflected in other land use and built form principles and strategies including direction to provide significant opportunities for new residential development and employment in designated locations which have the capacity for change, and which offer the highest accessibility to public transport, shops, and social infrastructure.

Other Specific Policies and Strategies

This Sustainable Transport Strategy should also be read in conjunction with other specific action plans and policies that work together to promote integrated and sustainable transport. These include:

- Access Plan, 2013-2018
- Bike Plan 2011-2020
- Community Transport Policy (in development)
- Early Year’s Plan
- Greening Port Phillip – An Urban Forest Approach 2010
- Open Space Strategy 2009
- Port Phillip City Council Planning Scheme
- Public Transport Advocacy Statement 2009
- Safer Streets - Road User Safety Strategy 2013-2020
- Structure Plans/Urban Design Frameworks for Major Activity Centres
- Tram Stop Refurbishment Strategy 2007–2017
1 Commissioner for Environmental Sustainability Victoria, Public Transport’s Role in Reducing Greenhouse Emissions, 2008.


3 City of Port Phillip Annual Community Greenhouse Gas Emissions Analysis based on ABS Census Data 2006.


7 City of Port Phillip Annual Community Greenhouse Gas Emissions Analysis based on ABS Census Data 2006.


12 Based on ABS Census Data 2006.


15 “Peak Oil and Australia’s National Infrastructure”. Submission to Infrastructure Australia, Australian Association for the Study of Peak Oil and Gas, October 2008.

16 Arup, City of Port Phillip Analysis of Progress Towards Community Travel Targets - Analysis of VISTSA 2009/2010 Data, July 2013

17 Arup, City of Port Phillip Analysis of Progress Towards Community Travel Targets - Analysis of VISTSA 2009/2010 Data, July 2013

* This does not account for trips made by non residents of the City of Port Phillip which originate or terminate within the municipality due to the difficulty of capturing these trips and the lesser capacity of Council to influence these trips. It also does not account for trips, notably those made by commercial vehicles, that travel through the municipality without an origin or destination in the municipality.
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