



10.1 **ENDORSEMENT OF MOVE, CONNECT, LIVE (INTEGRATED TRANSPORT STRATEGY) 2018-2028**

EXECUTIVE MEMBER: **LILI ROSIC, GENERAL MANAGER, PLACE STRATEGY AND DEVELOPMENT**

PREPARED BY: **LEIGH ABERNETHY, INTEGRATED TRANSPORT STRATEGY PROGRAM COORDINATOR**

JOHN BARTELS, COORDINATOR SUSTAINABLE TRANSPORT
BRETT WALTERS, MANAGER SUSTAINABILITY AND TRANSPORT

1. PURPOSE

1.1 This report presents the *MOVE, CONNECT, LIVE* (Integrated Transport Strategy) 2018-2028 for endorsement by Council.

2. EXECUTIVE SUMMARY

2.1 *MOVE, CONNECT, LIVE* (Integrated Transport Strategy) 2018-2028 (the Strategy) expresses Council's commitment, to make it easy for people to move around and connect with places in a way that suits them as our city grows.

2.2 The Strategy establishes a 10-year pathway for Council, its external partners and the community to create a well-connected transportation future for our city.

2.3 The Strategy contributes to both Strategic Direction 2 and 4 of our Council Plan, "We are connected and it's easy to move around" and "We are growing and keeping our character" and addresses the following outcomes:

- Our City's transport network, streets and places cater for our growing community
- Our community is healthier because it has safe, connected and convenient walking and bike riding choices
- Our community has convenient public transport choices that make it easy to move and connect
- Our community understands that parking is a limited and shared resource, and works with Council to ensure fairest access
- Our community benefits from new transport options and technology to move around

2.4 The Strategy contains actions for implementation in the next 10 years, which are reflected in the Council Plan and Budget. These actions detail how we intend to progress toward our goals.

2.5 At the Ordinary Council meeting on 20 June 2018, Council resolved to endorse the Draft Strategy for release to the public for consultation for a period of five weeks.



ORDINARY MEETING OF COUNCIL 20 SEPTEMBER 2018

- 2.6 Engagement on the Draft Strategy with both the community and other external stakeholders was conducted from 22 June – 30 July 2018. Feedback from the consultation has been used to finalise the Strategy, with a total of 16 changes made to the Draft Strategy to respond to consultation feedback and detailed in section 4.5 of this Report.
- 2.7 This Report presents the Strategy, **Attachment 1**, to Council for endorsement.

3. RECOMMENDATION

That Council:

- 3.1 Endorses *MOVE, CONNECT, LIVE* (Integrated Transport Strategy) 2018-2028 (Attachment 1);
- 3.2 Delegates to the CEO the ability to make minor editorial changes to the Strategy, including the addition of a Proposed Public Transport Network Map, to ensure it is easily understood by Council's partner organisations and the community;
- 3.3 Notes that endorsing Move, Connect, Live will supersede Council's current *Sustainable Transport Strategy 2014, Bike Plan 2011-2020, Parking Plan Towards 2010, Public Transport Advocacy Statement 2009, Safer Streets Strategy 2013-2020, Tram Stop Refurbishment Strategy 2007-2017* and *Walk Plan 2011-2020*; and
- 3.4 Thanks the community for participating in the engagement activities and providing feedback on the Draft Strategy.

4. KEY POINTS/ISSUES

- 4.1 Transport and parking is expressed as a transformational priority within the Council Plan 2017-27, as a priority outcome to deliver 'an integrated transport network that connects people and place'.
- 4.2 On 18 October 2017 at the Ordinary Council Meeting, Council resolved to endorse the release of 'Setting the Direction: A position paper for developing an integrated transport strategy' to commence community consultation. The position paper and the resultant community feedback informed the development of a draft integrated transport strategy – *MOVE, CONNECT, LIVE*
- 4.3 At the Ordinary Council meeting on 20 June 2018, Council resolved to endorse the Draft *MOVE, CONNECT, LIVE* (Integrated Transport Strategy) 2018-2028 (the Draft Strategy) for release to the public for consultation for a period of five weeks.
- 4.4 Engagement on the Draft Strategy with both the community and other external stakeholders was conducted from 22 June – 29 July 2018. Feedback from the consultation has been used to finalise the *MOVE, CONNECT, LIVE* strategy (Integrated Transport Strategy) 2018-2028 (the Strategy).



- 4.5 There have been 16 changes to the Draft Strategy to respond to consultation feedback, with the first seven changes below being the most significant:
- 4.5.1 **Change 1** – ADDED – (Outcome 1: Our City’s transport network, streets and places cater for our growing community, Focus Area: Safety and Access)
New Action 8 - Deliver Local Area Traffic Management (LATM) treatments to deter through traffic and maintain safe vehicle speeds on local streets.
- 4.5.2 **Change 2** – ADDED – (Outcome 3: Our community has convenient public transport choices that make it easy to move and connect, Focus Area: Partnering to deliver reliable, accessible and more frequent public transport)
New Action 29 – Investigate the opportunity to pilot transport services to improve transport connections within Elwood and from Port Melbourne to St Kilda.
- 4.5.3 **Change 3** – ADDED – New diagrams have been added or updated to better illustrate data, delivery processes and partnership responsibility.
New Map – “Challenges we face” – map of regional context and variation of how challenges impact neighbourhoods across the municipality
New Diagram – “Our Partners” - illustrate the roles of government and community in integrated transport outcomes
New Diagram – “What Will be Different” – illustrate the transport problem and how targets will avoid further congestion
New Diagram – “What Will be Different” – Movement and Place approach
- 4.5.4 **Change 4** – MODIFIED - Adjust the delivery timeframes to capture reviewed delivery capability and community feedback as appropriate.
- 4.5.5 **Change 5** – UPDATE – Restructure the Outcome sections by relocating the actions table from the start to the end, to run in the order of: Outcome heading, Focus Area sub-headings, Focus Area explanatory text, Priority Actions Table and Measuring Progress.
- 4.5.6 **Change 6** – DELEGATED – Include an additional map of the Proposed Public Transport Network changes illustrating Council’s recommendations to improve the bus and tram network to increase service frequency and reliability. This map requires additional consultation and support from transport agencies and operators prior to being published.
- 4.5.7 **Change 7** – ADDED – Case Study information to demonstrate current best practice and what other cities are currently doing in this area.
- 4.5.8 **Change 8** - MODIFY - Why do we need this strategy? Section - Add text to follow fifth paragraph:
- *The MOVE, CONNECT, LIVE Strategy 2018-2028 is a 10-year strategy supported by sequential 4-year delivery plans that detail the individual projects required to achieve the actions in this strategy.*



- *Over the period of the Strategy (2018-2028), Council will produce two 4-year delivery plans (for 2019-22 and 2023-27). The delivery plans will be developed to ensure a regular review of progress and unforeseen changes for possible adjustments over the Strategy's 10-year view. Engaging our community is part of being able to successfully deliver the Strategy. In keeping with the scale of change proposed, the delivery of individual projects will include appropriate levels of community engagement.*
- 4.5.9 **Change 9** - MODIFIED – Focus Area: 10-minute walkable neighbourhoods, amended wording to existing action.
Action 3: Partner with the Victorian Government to ensure the Fishermans Bend Framework and precinct plans maximise wider transport connections for both current and future Port Phillip residents and workers.
- 4.5.10 **Change 10** – MODIFIED – Focus Area: Prioritising Safety and Access amended wording to existing action.
Action 6: Develop Movement and Place Guidelines that include green infrastructure.
- 4.5.11 **Change 11** - MODIFIED - Focus Area: Safety and Access amended wording to existing action.
Action 10: Partner with the Victorian Government and others to manage the impact of growing freight and goods delivery movements on our community.
- 4.5.12 **Change 12** - MODIFIED – Focus Area: Space for walking, socialising and play amended wording to existing action.
Action 14: Develop criteria to assess change of road space from vehicle-use to create space for social connections, trade and walking and bike riding links.
- 4.5.13 **Change 13** – MODIFIED - Focus Area: Space for walking, socialising and play) amended wording to existing action.
Action 19: Partner with ParksVic to plan and deliver the Shrine to Sea boulevard to deliver safety and streetscape improvements for walking and bike riding (subject to State Funding).
- 4.5.14 **Change 14** – MODIFIED – Focus Area: Harnessing rapid advancements in new technology.
Action 36: Partner with the Victorian Government and other councils to regulate and promote shared transport services and manage disruptive shared transport technologies.
- 4.5.15 **Change 15** – UPDATE – The maps 1 and 2 are updated to include the Fishermans Bend bike and pedestrian routes. Map 2 to include the Park Street bike corridor between Moray Street and St Kilda Road as part of Bike Corridor 1 – Moray Street.
- 4.5.16 **Change 16** – UPDATE – Minor editorial updates to improve explanations, refine the indicators for measuring success, to correct the maps and spelling and grammar.



- 4.6 The Strategy, **Attachment 1**, is now presented to Council for endorsement.
- 4.7 The Strategy expresses Council's commitment, to make it easy for people to move around and connect with places in a way that suits them as our city grows.
- 4.8 The Strategy is focused on realising the following outcomes:
- Our City's transport network, streets and places cater for our growing community
 - Our community is healthier because it has safe, connected and convenient walking and bike riding choices
 - Our community has convenient public transport choices that make it easy to move and connect
 - Our community understands that parking is a limited and shared resource, and works with Council to ensure fairest access
 - Our community benefits from new transport options and technology to move around
- 4.9 The Strategy addresses the key challenges of population growth, urbanisation, reliance on cars, legislation and policy influence, changing economic conditions, and rapid evolution of technology.
- 4.10 As a growing municipality, we are committed to creating an integrated transport experience whilst maintaining our quality of life. We can only do this by:
- **Doing things with partners** - working with others with a focus on better public transport services, cross-council outcomes and upgrades to our public spaces. We rely on the Victorian Government for delivery of key transport infrastructure such as public transport services and management of the arterial road network.
 - **Doing things differently** - shifting our street design priority to the movement of people rather than the movement of vehicles; using technology and new transport options to help people move around; trialling street design changes with our community; and building research partnerships.
 - **Investing in the right things** - focusing our effort and investment on those actions that will provide our community with realistic and safe travel choices.
 - **Using what we have better** - changing our policies and services to meet changing customer expectations and needs, including improving the value, speed and ease of doing business with Council.
- 4.11 The Strategy establishes a 10-year pathway for Council, its external partners and the community to create a well-connected transportation future for our city.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Council released the Draft Strategy to the public for consultation for a period of five weeks (23 June – 30 July 2018).

ORDINARY MEETING OF COUNCIL 20 SEPTEMBER 2018



- 5.2 The community was given the opportunity to respond via Have Your Say, directly to officers via email, and at four pop-up events (held June 30, July 8, 14, and 21). Officers also met with the Youth Advisory Committee, Older Persons Consultative Committee, Multicultural Forum to encourage feedback.
- 5.3 There was a high level of engagement, with Council receiving the following levels of feedback:

Source	Number of points of feedback
Have Your Say On-Line Survey	323
Email	4
Rickshaw Ride Conversations	93
Face-to-face community pop-up events and targeted community and stakeholders forums	100
TOTAL	520

- 5.4 A more detailed summary of the community feedback is included in **Attachment 2** and also a summary of the Conversation Rickshaw ride community feedback in **Attachment 3**.
- 5.5 Community and stakeholder engagement on the Draft Strategy was supplemented by 12 internal presentations to impacted Council Departments to familiarise staff with the detail of the strategy, and seek advice on how best to approach internal delivery.
- 5.6 The Social Media campaign reached 27,000 people via six Facebook posts, five tweets, two LinkedIn posts and included 4,966 views of the custom videos.

Earlier Community and Stakeholder Engagement to Inform the Draft Strategy

- 5.7 To inform the development of the Draft Strategy, Council sought input and feedback from our community by releasing a Position Paper (called 'Setting the Direction') from late October through to December 2017. The Position Paper identified the transport problems the City is facing and put forward guiding principles, aims and objectives that would form the basis of a draft Integrated Transport Strategy.
- 5.8 The community consultation posed the question: *How do we fit more people into the same amount of space without impacting the things we value most?*
- 5.9 Council consulted with residents, business owners, workers, students and community groups. Visitors were also invited to share their views. In total, 586 people participated in the consultation program. Council's multi-faceted approach to engagement reached a cross-section of the community via the following activities:
- **Survey:** A 20-question **survey**, available online at www.haveyoursay.portphillip.vic.gov.au and in hard copy. People were also



provide a general comment using the Brainstorming tool on our Have Your Say webpage.

- **Focus groups:** three focus groups with residents, one focus group with small business owners and three in-depth telephone interviews with large businesses were **conducted**.
- **Targeted discussions:** five targeted discussions with members of Council's **accessibility** group, schools, older people, social housing tenants and the Multicultural Forum.
- **Stakeholder engagement:** A workshop was hosted with representatives from transport agencies and Victorian Government departments to discuss the Position Paper and identify synergies and any potential partnership opportunities for incorporating in the draft MOVE, CONNECT, LIVE Strategy.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The Strategy contains actions for Council in each of the outcome areas. Successfully achieving some of the actions is dependent upon effective partnerships with adjacent local and Victorian Government, transport providers, peak bodies, research organisations, private industry and our community.
- 6.2 Ongoing monitoring of our progress, and the impact of our actions will be conducted for the life of the Strategy. The Strategy and actions will be reviewed every four years and updated if required.

7. FINANCIAL IMPACT

- 7.1 Each action within the Strategy has an associated cost estimate. These have been allocated short, medium and long-term timeframes.
- 7.2 The total cost of actions within the Strategy is \$36,926,000. All funding will be assessed and prioritised on an annual basis and as a result, is subject to change.
- 7.3 We will seek to partner with other agencies to support delivery of the Strategy, and to access grants from State and Federal Government should these become available.

8. ENVIRONMENTAL IMPACT

- 8.1 A large percentage of community greenhouse gas emissions are related to transport (both private and freight). Council's Sustainable Environment Strategy – *Act and Adapt* - will report and monitor greenhouse gas emissions relating to our own fleet.
- 8.2 Reduction of greenhouse gas emissions by our community's transport choices will be supported by the achievement of proposed modal split targets identified in the Strategy.

9. COMMUNITY IMPACT

- 9.1 The Strategy contains actions designed to enable the community to make safe and healthy transport choices and increase their use of sustainable transport options – walking, bike riding and public transport.



- 9.2 Several actions within the Strategy support the most vulnerable members of our community, particularly those that impact health and wellbeing and support aging in place.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 This strategy outlines how we will achieve Strategic Direction 2 and 4 of our Council Plan, 'We are connected and its easy to move around' and 'We are growing and keeping our character' and is focused on the accompanying outcomes:

- An integrated transport network that connects people and places
- The demand for parking and car travel is moderated as our City grows
- Our streets and places are designed for people
- Liveability in a high-density City

10.2 The Strategy also delivers key links to other Directions and Outcomes within the Council Plan including:

- A safe and active community with strong social connections
- A greener, cooler and more liveable City
- A City with lower carbon emissions
- A City of diverse and distinctive neighbourhoods and places
- Improving customer experience and technology and being more innovative
- Ensuring sustainable financial and asset management and effective project delivery

10.3 The Strategy is directly related to Council's transformations of Transport and Parking and Fishermans Bend and supports the transformations of Water Transformation and Waste Management.

10.4 This Strategy is intended to inform Council's *Road Management Plan* and supersede Council's current *Sustainable Transport Strategy 2014*, *Bike Plan 2011-2020*, *Parking Plan Towards 2010*, *Public Transport Advocacy Statement 2009*, *Safer Streets Strategy 2013-2020*, *Tram Stop Refurbishment Strategy 2007-2017* and *Walk Plan 2011-2020*.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 The Strategy will be delivered over a 10-year period, from October 2018 to June 2028. Actions have been scheduled with short (1-2 year), medium (3-6 year) and long term (7-10 year) time frames.
- 11.1.2 Actions for delivery in the first year of 2018-19 will commence immediately in October 2018.



- 11.1.3 The Strategy and actions will be reviewed, and updated if needed, every 4 years.

11.2 COMMUNICATION

- 11.2.1 The MOVE, CONNECT, LIVE Strategy 2018-2028 expresses Council's commitment to make it easy for people to move around and connect with places in a way that suits them as our city grows. In doing so, the Strategy addresses the key challenges of population growth, urbanisation, reliance on cars, legislation and policy influence, changing economic conditions, and rapid evolution of technology.
- 11.2.2 The Strategy will be published on Council's website and promoted through our social media channels. The Have Your Say webpage will be updated to communicate the endorsement of the Strategy.
- 11.2.3 Appropriate levels of community engagement will be undertaken on individual

actions within the Strategy.

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: 30/09/48

ATTACHMENTS

1. MOVE, CONNECT, LIVE Strategy (Integrated Transport Strategy) 2018-2028
2. MOVE, CONNECT, LIVE Strategy - Summary Community Feedback Report
3. MOVE, CONNECT, LIVE Strategy - Conversation Rockshaw Snapshot