



10.2 **DRAFT MOVE, CONNECT, LIVE INTEGRATED TRANSPORT STRATEGY 2018-2028**

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1. PURPOSE

- 1.1 To present the Draft MOVE, CONNECT, LIVE Integrated Transport Strategy 2018-2028 for release for public consultation.

2. EXECUTIVE SUMMARY

- 2.1 The draft MOVE, CONNECT, LIVE Strategy 2018-2028 (draft Strategy) is a deliverable in the Council Plan 2017-2027 (Direction 2). The purpose of the draft Strategy is to make it easy for people to move around and connect with places in a way that suits them as the City grows. This also includes guiding how we will work with our partners – government, operators, business and community.
- 2.2 The draft Strategy was developed after extensive community consultation from October and December 2017, with approximately 1500 community members providing feedback. This feedback was considered in the development of the draft Strategy presented to Council.
- 2.3 Council endorsement is sought to release the draft Strategy for a second phase of community and stakeholder consultation. A final version of the MOVE, CONNECT, LIVE Integrated Transport Strategy 2018-2028 will be presented for Council consideration and endorsement at a Council Meeting in September 2018.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the draft MOVE, CONNECT, LIVE Strategy 2018-2028 for release to the public for consultation (Attachment 1).
- 3.2 Following community consultation, receives the final MOVE, CONNECT, LIVE Strategy 2018-2028 for adoption in September 2018.
- 3.3 Thanks the community for their submissions during the consultation period which was used to develop the draft MOVE, CONNECT, LIVE 2018-2028.



4. KEY POINTS/ISSUES

- 4.1 Transport and parking is included as a transformational priority within the Council Plan 2017-27, Direction 2 – We are connected and it's easy to move around, endorsed on 21 June 2017.
- 4.2 At the Ordinary Council Meeting dated 21 June 2017, Council resolved to develop an Integrated Transport Strategy, and Business Case for paid parking technology procurement and implementation. Draft paid parking objectives and triggers for parking controls, timed and paid parking, were also endorsed. The draft Move, Connect, Live Strategy 2018-2028 (Integrated Transport Strategy) includes actions that will assist our community to have the fair access to parking within the municipality and access to new parking technology to move throughout the City.
- 4.3 On 18 October 2017 at the Ordinary Council Meeting, Council resolved to:
 - 4.3.1 Endorse the release of the 'Setting the Direction: A position paper for developing an integrated transport strategy' to commence community consultation.
 - 4.3.2 Note that the intent of 'Setting the Direction: A position paper for developing an integrated transport strategy' is to outline how Council will realise the type of city our community envisages in a way that best responds to the transport and parking problems of today whilst positioning it to address the challenges of the future.
 - 4.3.3 Note that the release of 'Setting the Direction: A position paper for developing an integrated transport strategy' is the first step for Council in developing an integrated transport strategy by June 2018 and has been informed by a strong evidence base of research and analysis.

Our City's challenge - Same space, more people

- 4.4 Port Phillip is undergoing rapid growth. Its population is forecast to grow by 23 percent to around 136,300 through to 2027, with most of this growth forecast to occur in St Kilda Road, South Melbourne, Montague and Sandridge/ Wirraway neighbourhoods. Port Phillip is also a popular tourist destination with approximately two million visitors each year.
- 4.5 The number of trips made to, from and within Port Phillip is forecast to grow by 25 percent from 347,000 per day in 2016 to 436,000 per day by 2027. This means greater demand and increased pressure on our transport network. To minimise the negative impact of this extra demand by moving people on our transport network requires a fundamental rethink of how and when we get around.
- 4.6 A 'business as usual' approach would lead to an additional 72,000 car trips per day in Port Phillip, leading to a 20% increase in congestion impacts on the existing road network. Port Phillip's community would increasingly experience more car traffic on their streets, as drivers travelling through Port Phillip look for shorter routes to bypass bottlenecks on the key roads controlled by VicRoads.



- 4.7 There will also be growth in the number of people catching public transport, walking and riding bikes to get around each day. Our community will struggle to find safe, continuous and direct routes to destinations or struggle to fit onto overcrowded tram and trains that traverse Port Phillip's increasingly congested streets. There are opportunities to improve the capacity and experience for current and future users of these travel modes.
- 4.8 The draft Strategy focuses on trips within, to and from Port Phillip as Council has the greatest level of control on these type of trips and ability to impact positive changes as a result.
- 4.9 Council has limited influence over travel movements that are managed by the State Government. We rely on the Victorian Government for delivery of key transport infrastructure such as public transport services and management of the arterial road network. There is an opportunity for Council to work with our partners to achieve better public transport services and outcomes for our community.

Daily Transport Targets

- 4.10 In response to the challenge of growth and the resulting growth in trips across Port Phillip (excluding through trips), the draft MOVE, CONNECT, LIVE Strategy proposes the following targets by 2028 for daily trips across Port Phillip.
- 4.11 Of all trips undertaken per day, we are aiming for:
- 48% by walking (+ 33% in number of trips from 2016)
 - 10% by bike riding (+125% in number of trips from 2016)
 - 13% by public transport (+ 35% in number of trips from 2016)
 - 29% by car travel (no increase in number of trips from 2016)
- 4.12 To achieve these targets by 2028 and beyond, and maintain car trips at current levels, Council is proposing actions that redesign Port Phillip's streets to provide enough capacity to carry an additional 22,000 bicycle trips, 50,000 walking trips and 15,000 public transport trips.

The big opportunity for Port Phillip

- 4.13 The public transport and road system across Victoria is undergoing a transformational level of improvement and investment by the State government. This is a once in a generation city shaping program of works that will streamline the Melbourne travel experience, and creates an opportunity for Port Phillip to leverage off this investment to benefit our existing and future community.
- 4.14 The lasting benefit of this investment, and the full impact of the urban renewal of Fishermans Bend, will not be realised for many years. In the interim, there is an opportunity for Council to enhance this benefit by:
- **Doing things with partners** – leveraging strategic alliances and partnerships, and developing shared service models with a focus on



enhancing public transport services, cross-council boundary outcomes, public space enhancement and infrastructure delivery

- **Doing things differently** – Embracing disruption, shifting our street design priority away from vehicle movement and storage, supporting and delivering development and piloting of technological and transport process innovation, trialling street design changes with our community and building research partnerships
- **Investing in the right things** – focusing our effort and investment on the areas of highest need in our community to support realistic and safe travel choices, vulnerable residents, higher density, fairness and equity of access, control and impact
- **Using what we have better** – reinvent our assets, policies and services to meet our changing customer expectations and behaviours, including the value, speed and ease of doing business

- 4.15 In doing this, Council acknowledges that the approach for what and how things are delivered needs to change. There is no 'do nothing' option for our City in responding to its challenges whilst continuing to be a place that people choose to live, work and spend time in.
- 4.16 The Draft MOVE, CONNECT, LIVE Strategy provides detail on how we will address the transport and liveability challenges faced by our community and the actions Council will implement to get there. This is included as Attachment 1.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 To inform the development of the draft MOVE, CONNECT, LIVE 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.
- 5.2 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?*
- 5.3 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:
- 5.3.1 **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.



5.3.2 **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.

5.3.3 **Targeted discussions:** five targeted discussions with members of Council's accessibility group, schools, older people, social housing tenants and the Multicultural Forum.

5.3.4 **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.

5.4 A detailed summary report of the consultation feedback and analysis of responses has been included as Attachment 2.

6. LEGAL AND RISK IMPLICATIONS

6.1 No major risks to Council have been identified with releasing the draft MOVE, CONNECT, LIVE Strategy for community consultation.

7. FINANCIAL IMPACT

7.1 The implementation of the draft MOVE, CONNECT, LIVE Strategy has been considered in the 2018/2019 Council Budget and the 10-year financial plan. Council will commit approximately \$37 million over 10 years to deliver the 40 actions in this Strategy (dependent on project co-funding from partners).

8. ENVIRONMENTAL IMPACT

8.1 The implementation of the draft MOVE, CONNECT, LIVE Strategy aims to positively contribute to realising the outcomes under Strategic Direction 3: We have smart solutions for a sustainable city in the Council Plan 2017-27.

8.2 Specifically, implementing actions within the draft MOVE, CONNECT, LIVE Strategy can deliver benefits towards a reduction in greenhouse gas emissions from transport, and increase the climatic resilience of our streets.

9. COMMUNITY IMPACT

9.1 The release of the draft MOVE, CONNECT, LIVE Strategy and proposed community consultation provides a further opportunity for the community to consider the potential impacts of the actions proposed within the draft MOVE, CONNECT, LIVE Strategy. It will assist the local community to understand the challenge of growth on parking, movement and liveability and the impact of different actions and trade-offs that need to be made.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 The release of the draft MOVE, CONNECT, LIVE Strategy will contribute to realising the following Council Plan Outcomes:



Strategic Direction 2 – We are connected and easy to move around

- 2.1 An integrated transport network that connects people and places.
- 2.2 Demand for parking and car travel is moderated as our City grows.
- 2.3 Our streets and places are designed for people.

Strategic Direction 4 – We are growing and keeping our character

- 4.1 Liveability in a high-density City.

- 10.2 A specific priority within the Council Plan is: “to Develop and deliver an Integrated Transport Strategy” as the primary document guiding the Transport and Parking Transformation
- 10.3 Consistent with the approach of the Council Plan 2017-27, the draft MOVE, CONNECT, LIVE Strategy supersedes the following strategy and plans of Council to deliver better, more integrated outcomes for our city:
 - Safer Streets Strategy 2013-2020;
 - Sustainable Transport Strategy;
 - Tram Stop Refurbishment Strategy 2007-2017;
 - Bike Plan 2011-2021;
 - Parking Plan 2001;
 - Public Transport Advocacy Statement 2009; and
 - Walk Plan 2011-2021

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 The draft MOVE, CONNECT, LIVE Integrated Transport Strategy 2018-2028 is proposed to be released for community consultation for a period of five weeks from 22 June to 29 July 2018.
- 11.1.2 The final MOVE, CONNECT, LIVE: Integrated Transport Strategy 2018-2028 is proposed to be presented at an ordinary Council Meeting in September 2018 for endorsement.

11.2 COMMUNICATION

- 11.2.1 Council will have copies of the draft MOVE, CONNECT, LIVE Strategy available to the community and stakeholders at Council town halls, libraries and online via the Have Your Say website, along with a feedback form in both hard copy and digital.
- 11.2.2 The engagement opportunities will be promoted via a range of online, print media and supplemented by face-to-face engagement with targeted community groups.



ORDINARY MEETING OF COUNCIL 20 JUNE 2018

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: 30/21/21

ATTACHMENTS

1. Draft MOVE, CONNECT, LIVE 2018-2028 (Integrated Transport Strategy)
2. Integrated Transport Strategy_Position Paper_Engagement_Report_Jan 2018