



8.2

**COMMUNITY ENGAGEMENT ON SETTING
THE DIRECTION FOR THE INTEGRATED
TRANSPORT STRATEGY**

WARD:

WHOLE OF MUNICIPALITY

GENERAL MANAGER:

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ATTACHMENTS:

- 1. ATTACHMENT 1_Setting the Direction_ ITS
Position Paper_OCT 2017**
- 2. ATTACHMENT 2_Place Score Insights Report -
September 2017**

PURPOSE

- This report is the second of a series of Council reports and presents the Integrated Transport Strategy Position Paper: Setting the Direction with the purpose of securing Council endorsement to release it for community consultation. The outcomes of this engagement will inform the progressive development of Council's Integrated Transport Strategy over the balance of the 2017-18 financial year.



1. RECOMMENDATION

That Council:

- 1.1 Endorses the release of the ‘*Setting the Direction: A position paper for developing an integrated transport strategy*’ to commence community consultation, included as **Attachment I**.
- 1.2 Notes 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.
- 1.3 Notes that the release of ‘*Setting the Direction: A position paper for developing an integrated transport strategy*’ is the first step for Council in developing the Integrated Transport Strategy by June 2018 and has been informed by a strong evidence base of research and analysis.
- 1.4 Notes that a Council Report on the findings of the first stage of community consultation and the draft Integrated Transport Strategy is intended to be presented at a March 2018 Council meeting for decision.
- 1.5 Notes the progress update provided on the paid parking technology and integration program and that a Council Report will be presented for decision prior to the end of the calendar year on the Strategic Business Case for paid parking technology procurement and implementation with a Draft Paid Parking Policy.

2. BACKGROUND

- 2.1 On 8 December 2015 Council considered a report on Fitzroy Street Action Plan - Update & Vibrant Villages Paid Parking Review which endorsed the following:

“commencement of an Integrated Transport Strategy for the City of Port Phillip, which considers the relationship between ‘movement and place’, including a municipal review of Council’s paid parking policy, to better understand and quantify the challenges of a growing city”.
- 2.2 On 21 June 2017 Council “noted the progress update on the development of the Integrated Transport Strategy” as part of its resolution to implement key changes to paid parking and a Paid Parking Policy and represent early outcomes from the development of the Integrated Transport Strategy and paid parking technology.

What is an Integrated Transport Strategy (ITS)?

- 2.3 An integrated transport strategy will ensure that transport, land use decisions and investments are holistic and consider a broad range of users and efficiencies.



- 2.4 In the past the City of Port Phillip has had separate strategies and plans for walking, cycling, public transport advocacy and road safety. The development of an ITS will provide an overarching framework to guide planning, investment and operations for movement and place within the municipality over the next 10 years, inclusive of civic spaces.

Development of the City of Port Phillip Integrated Transport Strategy

- 2.5 Port Phillip's transport task is growing rapidly, due to internal and wider metropolitan population and jobs growth. This will lead to a number of pressures on the transport network and increased demand for limited supplies of car parking resulting in higher demand for enforcement and integration of systems to effectively manage these services.
- 2.6 The development of the City of Port Phillip Integrated Transport Strategy (ITS) commenced in September 2016 and has four main phases:
- Phase 1: Evidence Base: What do we need to know and need to understand?
 - Phase 2: Setting the Direction: Where do we want to get to?
 - Phase 3: Developing the key moves: What changes do we need to realise (Policy, Process, Approach, Assets)?
 - Phase 4: Putting it into Action: Developing Delivery Plans: including revising policies, processes, programs and projects
- 2.7 The development of the ITS seeks to fulfil the following objectives:
- Develop an evidence base to inform and influence decisions on transport, parking management and city life in the context of our city's buildings, streets and neighborhoods.
 - Address existing issues in respect to transport, parking management and city life whilst preparing the city in response to future challenges.
 - Building the capabilities within the local community to understand the dilemma, key concepts and the impact of different options and trade-offs.
 - Provide a coordinated and city-wide approach to determining and sequencing 'key moves' (across: improving bedrock service delivery, strategic shifts and game changers) by the organisation.
- 2.8 Developing the ITS and a Parking Management Plan has been identified in the *Integrated Council Plan 2017-2027* as a key strategic priority to enable Council to respond to the challenges of population growth, accessibility, transport options and car parking.
- 2.9 The first phase of the ITS focused on developing an evidence base to inform and support decisions on transport, parking management and city life in the context of our city's buildings, streets and neighborhoods. This has included commissioning the following research and analysis:
- City of Port Phillip Paid Parking Policy Recommendations Report (MR Cagney & SGS Economics) – COMPLETE



- Fishermans Bend Paid Parking Report (MR Cagney) - COMPLETE
- Trip generation, mode split and parking rates research (Ratio & IPSOS) – COMPLETE
- Parking Management Municipal Benchmarking Survey – COMPLETE
- Parking Inventory Mapping (RapidMap) - COMPLETE
- Community Place Insights (PlaceScore) – COMPLETE
- ITS Discussion Paper (AECOM) – COMPLETE
- Parking Technology and Integration Program - ONGOING

Paid Parking Technology and Integration Program

- 2.10 A Strategic Business Case relating to new parking technology is under development with the intention of being presented to Council for consideration and decision at the 6 December 2017 Council meeting.
- 2.11 The Strategic Business Case will highlight available parking technologies, such as parking sensors, new mobile payment methods and updates in hand-held parking enforcement devices. Recent developments in available technology have placed the City of Port Phillip in a strong position to deploy an innovative and cost effective platform, scalable for future technical innovations. It also presents Council with an opportunity to introduce transformational operational benefits to parking, infringements and enforcement activities.
- 2.12 The Strategic Business Case will include analysis of various technology options, cost impacts and new processes. Procurement of the technology will follow the Council decision.

What earlier community engagement has Council completed and what has this been telling us?

- 2.13 Council Plan 2017-27 Community engagement (30 January to 26 February 2017) included completion of 651 surveys and 35 participants at the transport and parking workshop.
 - Respondents identified that “parking, traffic and public transport” was one thing council could address to make a positive difference for our City,
 - The community survey results identified that improvements to bus, train and tram services and stops were most likely to get car drivers out from behind the wheel,
 - Better access, connections to and frequency of public transport were seen as the most likely to reduce the number of people using their cars, in fact access to public transport was the 4th highest response to the vision question,
 - 59% of survey responses support converting existing road space to support safer, more enjoyable and accessible bike, walking and public transport use, even if this means reducing some on-street car parking.



- Transport & Parking Workshop participants supported the idea about a system of on-demand small local buses (25%).
- 2.14 Parking Neighbourhood Schemes were introduced in 2014 and completed in 2016 across the following neighbourhoods:
- Albert Park, Middle Park, St Kilda West
 - Balaclava, Ripponlea, Elwood
 - St Kilda, Windsor
 - Port Melbourne
 - South Melbourne
- 2.15 The Parking Neighbourhood Schemes were conducted to ensure introduction of changes to on-street parking controls were implemented across a whole neighborhood area so as not to push parking issues into neighboring streets. Overall, the project received almost 5000 community responses. The number of issues raised via this process have provided justification for a review of the current parking permits and pricing system to be commenced via the ITS.
- 2.16 Other consultations recently undertaken by Council that have contributed to an overall understanding of the community perception of transport, place and parking include:
- Acland Street Upgrade 2015
 - Phase 1 – 640 responses
 - Phase 2 – 921 responses
 - Carshare policy survey 2016 - 235 survey responses
 - Draft Fishermans Bend Framework Public Engagement Report 2017 - 200 conversations were held

3. KEY INFORMATION

What is the Purpose of 'Setting the Direction'?

- 3.1 The purpose of the 'Setting the Direction, included as **Attachment I**, is to:
- 3.1.1 Introduce to the community the scope of the Integrated Transport Strategy and what to expect from the completed Strategy in June 2018.
 - 3.1.2 Communicate in more detail the current transport, parking management and city life challenges facing the Port Phillip community, the risks of doing nothing, what we know won't work and what we need to change now for the future.
 - 3.1.3 Illustrate the vision for the next 10 years for Port Phillip in terms of transport, parking management and city life; establish the vision and what we are currently doing; and propose a set of principles and objectives to guide the delivery this vision.
 - 3.1.4 Identify what we have heard to date; what our community values in its streets, and what we need more information about to develop the draft Integrated Transport Strategy



What is the scope of the Integrated Transport Strategy?

- 3.2 The Integrated Transport Strategy is intended to have a 10 year horizon (2018-2028) and be supported by a four year action plan - 2018-2022. Future action plans will be developed to ensure relevance is maintained through periodic review of progress and defining and planning actions over a multi-year view.
- 3.3 The Integrated Transport Strategy will address all current and future uses for our street network at a strategic level, across:
 - 3.3.1 Transport modes: walking, bike riding, public transport, private car/motorbike
 - 3.3.2 Car parking (on and off-street, public and development controls, enforcement and technology)
 - 3.3.3 Freight and goods servicing (large and small truck movements, loading access, emergency and waste services)
 - 3.3.4 Commercial activity (outdoor dining, goods on footpath, pop-up events)
 - 3.3.5 People spaces (events, street furniture, public gathering)
 - 3.3.6 Green infrastructure (trees and planting, water treatment, vertical planting, biodiversity)
- 3.4 The Integrated Transport Strategy will be structured around the elements of:
 - 3.4.1 Vision and aims – Complete Connections, Smart Parking Management & Great Places - aligned with the outcomes within the council plan 2017-27
 - 3.4.2 Guiding principles - clear value statements on what is important in fulfilling our vision
 - 3.4.3 Objectives - the things that need to be achieved in order to realise the aims and the vision
 - 3.4.4 Actions and indicators – short, medium & long term – detailing the actions that will deliver the objectives spread across the 10 year timeframe and defining what will be measured to determine progress
 - 3.4.5 Implementation plan - Key moves – categorising the key actions into game changers, strategic shifts and better bedrock to align with delivery processes
- 3.5 The Integrated Transport Strategy – Action Plan 2018-2022 will identify a range of projects at different stages of development, as well as different types of projects. For example:
 - 3.5.1 Policies – update existing and development of new policies to align with the objectives and principles of the integrated transport strategy eg. Parking permit policy
 - 3.5.2 Major capital projects - design and delivery of catalyst transport and streetscape upgrades in partnership with external agencies eg. Domain station



- 3.5.3 Multi-year delivery programs – council-led initiatives that involve a combination of engaging particular segments of the community in coordination with infrastructure investment on key routes or parts of neighbourhoods e.g. road safety, implementation of walking improvements and parts of bike network in conjunction with key schools and parts of the local community
- 3.5.4 Change management – how council will need to change how it operates in order to deliver the necessary changes within Port Phillip eg. Parking technology
- 3.5.5 Monitoring and evaluation – defining the type of data and establishing a regime for its collection to monitor the effectiveness of actions linked back to the indicators within the strategy.

What are the topics that Council is seeking to consult the community to help inform its position?

- 3.6 There are a number of topics known to council from previous consultation to be highly supported by the community. This has resulted in a range of clear directions in the 'Setting the Direction' including:
 - 3.6.1 investment in improvements to walking and bike riding based on clear routes that form complete networks.
 - 3.6.2 School travel program comprised of behavior change supported by infrastructure interventions
 - 3.6.3 Supporting economic vitality and trade
 - 3.6.4 Supporting sustainable outcomes for energy reduction, greenhouse gas production, cooling streets, water sensitive urban design (WSUD) and climate change
 - 3.6.5 Advocating to the State Government and related organisations for improved public transport services on behalf of our community
 - 3.6.6 Preparing for major innovation and technology change
- 3.7 The community engagement activities associated with the release of 'Setting the Direction' will assist Council to further work through with the local community the competing options and trade-offs that arise from population growth.
- 3.8 The increase in population and density in many of our suburbs will lead to increasing competition for use of our street space, both for travel and amenity. 'Setting the Direction' has put forth a series of principles and objectives to guide the development of the Integrated Transport Strategy in responding to this problem.
- 3.9 Council is seeking responses from all parts of our community with the intent of sharing the dilemma about the problem that faces Port Phillip and the clarifying the type of future city we want to live in.



- 3.10 Key topics that will be tested in more detail with the community in the first phase of consultation includes:
- Changes to both on-street and off-street parking supply and controls
 - Fairness and equity of access to residential and public parking
 - Priority of streetscape functions
 - Priority of streetscape users
 - Community preference for public transport access and frequency
- 3.11 Feedback will be sought via a Have Your Say page with a survey, an insert in the November issue of Divercity, focus group workshops and key stakeholder workshops.



FURTHER SUPPORTING INFORMATION

4. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 4.1 The release of the *Setting the Direction: A position paper for developing an integrated transport strategy* relates to Strategic Direction 2: We are connected and easy to move around and Strategic Direction 4: We are growing and keeping our character with the *Council Plan 2017-27* (Council Plan).
- 4.2 In doing so it will contribute to realising the following Council Plan Outcomes:
- Direction 2
- 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
- Direction 4
- 4.1 Liveability in a high density City
- 4.2 A City of diverse and distinctive neighbourhoods and places.
- 4.3 A specific priority within the Council Plan is: “to Develop and deliver an Integrated Transport Strategy, including network plans for all modes and intermodal connections”.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 To augment the previous consultation results, a Town Centre Care Factor survey was commissioned from Place Score Pty Ltd to gather more detail community values by neighbourhood. Council received feedback from approximately 700 locals, visitors and workers in the municipality.
- 5.2 The survey results were collated into a PlaceScore Community Insight Report 2017 **Attachment 2**, further highlighting that there are different needs across each of the various neighbourhoods that will require a customised place-based priority response.
- 5.3 These results will contribute to prioritising how the ITS will define future street types and design for maximum community benefit.
- 5.4 The highest response areas were St Kilda/West St Kilda, East St Kilda/Balaclava and Port Melbourne, and the top 4 attributes that Port Phillip cares the most about in our activity centres are as follows:
- Cleanliness of the public realm
 - Vegetation and natural elements
 - The natural environment
 - General condition of vegetation, street trees and other planting (equal 4th)
 - Walking cycling or public transport options (equal 4th)
- 5.5 In addition, both internal and external stakeholders have been involved in the



development of this report and attachments. These staff will also be core contributors in devising the Integrated Transport Strategy and its delivery plans. Areas include:

- Sustainable Transport
- Transport Safety Engineering
- Parking and Enforcement
- Place and Design
- City Strategy
- Statutory Planning
- Service and Business Improvement
- Community Relations

6. LEGAL AND RISK IMPLICATIONS

6.1 No major risks to Council have been identified.

7. SUSTAINABILITY – Triple Bottom Line

7.1 ENVIRONMENTAL IMPLICATIONS

7.1.1 The objectives contained within the Setting the Direction align with the emissions reduction targets within the current Toward Zero Strategy.

7.2 SOCIAL & CULTURAL IMPLICATIONS

7.2.1 The objectives and principles within Setting the Direction reflect fairness as well as the broadening of choices for travel by people of all ages and abilities.

7.3 ECONOMIC IMPLICATIONS

7.3.1 The objectives and principles within Setting the Direction are intended to ensure a strong local economy and the economic productivity of our city's streets.

7.4 FINANCIAL IMPLICATIONS

7.4.1 The release of Setting the Direction commences the delivery program for the ITS projected for completion by June 2018.



8. IMPLEMENTATION STRATEGY

8.1 TIMELINE

8.1.1 A broad timeline for completion of the Integrated Transport Strategy is outlined as follows:

30 Oct – 6 Dec 2017	Community consultation period on the ITS Position Paper (5.5 weeks)
15 Dec 2017	Summary of engagement participation figures released
Dec 2017 – Feb 2018	Findings of the ‘Setting the Direction’ community consultation responses collated
Dec 2017 – Feb 2018	Draft Integrated Transport Strategy development
March 2018	Council Report on the Draft Integrated Transport Strategy for release to the community for comment (inclusive of ‘Setting the Direction’ Community Consultation findings report).
March – April 2018	Four week community consultation period on the Draft Integrated Transport Strategy.
April – May 2018	Final ITS developed using the outcomes of the Draft ITS community consultation
June 2018	Council Report seeking Council endorsement of the Final Integrated Transport Strategy (inclusive of the Draft ITS Community Consultation findings report)

8.2 COMMUNICATION

- 8.2.1 From 30 October to 4 December 2017 council will undertake a round of community consultation to inform the draft Integrated Transport Strategy, including Council’s Have Your Say website and a combination of targeted group engagement and focus groups to ensure we reach a broad range of our community.
- 8.2.2 In March/April 2018 we will undertake a second round of community engagement, presenting the draft Integrated Transport Strategy to the community for feedback. The strategy will be available at Council town halls, libraries and Have Your Say website, along with a feedback form in both hard copy and online.
- 8.2.3 The engagement opportunities will be promoted via a range of online, print media and face to face methods.
- 8.2.4 Council staff and key external stakeholders will be included in the development of both the Draft and Final ITS.



Key messages

- 8.2.5 The release of *Setting the Direction: A position paper for developing an integrated transport strategy* represents a key step by Council in progressing the development of the Integrated Transport Strategy by June 2018.
- 8.2.6 The purpose of Council's Integrated Transport Strategy is to prepare a strategic response to the transport problems of today whilst addressing the movement and place challenges of our City's growth into the future.
- 8.2.7 As the first of two community consultation opportunities, Council is seeking responses over the next six weeks from all parts of our community on a range of questions on content within the *Setting the Direction: A position paper for developing an integrated transport strategy*.
- 8.2.8 The feedback received will help inform Council's position on these topics and the key strategic actions that will be included within the draft Integrated Transport Strategy.

9. OFFICER DIRECT OR INDIRECT INTEREST

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