# Strategic Direction One

## We are connected and it’s easy to move around

## Our future streets

### Same space, more people

Our population is growing and this growth will be felt in the streets we share.

If we continue to travel the way we do today, by 2027 we will experience longer peak hours, less reliable travel time and less safe walking and bike riding safety.

Population is projected to increase 23 per cent by 2027.

### Driving change

**Creating travel choices**

Invest in improved pedestrian bicycle corridors. Replace one car trip a day with public transport, walking or bikes.

**Green and safe streets**

* Wide footpaths
* Trees and plants
* Protected bike lanes

Some 69 per cent of residents value natural elements in our streets.

**A strategic vision for 2027**

We are a connected and safe city with streets and places designed for people.

### What you’ve told us

* Council could be more forward looking with its vision for the strategy.
* Wide footpaths, trees and plants are the highest priority for local and main streets.
* More needs to be done to make walking and cycling safe and appealing.
* Residents with off-street parking should have less parking permits than those without.

### Next steps

Our Integrated Transport Strategy 2018-28 including a four year action plan will be released for community feedback.

**Are you interested in being involved?**

If so, please speak to a Council officer and enter your details online.

# Strategic Direction Three

## We have smart solutions for a sustainable future

## Exposed to change

Port Phillip is built on reclaimed land to the south and north and much of the City is only one to three metres above sea level, exposing many areas to the impacts of climate change especially flooding and erosion.

Some 68 per cent is less than three metres above sea level.

### The face of our climate in 2030\*

Temperature increased by 0.9 Celsius. Rainfall reduced by 1.6 per cent. Soil moisture reduced by 3.6 per cent. More extreme weather. Sea levels rising by 12 cm.

* Damaged assets
* Beach erosion
* Health risks

### A strategy for change

Changing environmental conditions will require us to think about how we deliver services to ensure we keep our residents and visitors safe.

As a growing municipality, our commitment to caring for our City and to not only maintain but enhance our local environment, is more important than ever.

### What you’ve told us

* Council has a role to play in protecting the environment.
* Apartment dwellers find it more difficult to live sustainably due to body corporate restrictions.
* We would like specific knowledge to help us be more environmentally conscious.

### Next steps

Our draft 10 year Sustainable Environment Strategy will be released for community feedback.

**Are you interested in being involved?**

If so, please speak to a Council officer and enter your details online.

\*Based on 1986 to 2015 average. Refer to [www.climatechange.vic.gov.au](http://www.climatechange.vic.gov.au)

# Strategic Direction Three

## We have smart solutions for a sustainable future

## Our waste challenge

### Our growing City

There will be 25,000 more people living in Port Phillip by 2027. More people means more waste. If we continue with a business as usual approach, there will be more bins in our street and more trucks on our roads. This impacts our local areas and the things we value most.

Population increase will be 23 per cent by 2027. Our bin waste will also increase by 18,000 bins and 5,000 tonnes of waste to landfill.

### What needs to change

**Waste diverted from landfill**

Current:

* 35 per cent from City of Port Phillip
* 38 per cent from inner metro Councils
* 46 per cent from leading inner metro Council

A target of 80 per cent of waste from the City of Port Phillip diverted from landfill by 2027.

**Contents of waste bins**

Currently 35 per cent of waste is diverted from landfill.

An 80 per cent target of waste diverted from landfill (including food) by 2027.

**Apartment recycling rates**

Currently recycled: 22 per cent.

Waste which could be recycled: 42 per cent.

### The strategy to achieve our targets

In alignment with the Council Plan outcome 3.5 - ‘A sustained reduction in waste’, this Waste and Resource Recovery Strategy will outline our priorities to achieve these targets.

### What you’ve told us

* City of Port Phillip should be a leading Council in waste innovation.
* Council needs to make it easier for people living in apartments to live sustainably.
* We are willing to invest more towards additional waste services.

### Next steps

Our draft Waste and Resource Recovery Strategy, initially consisting of a three year action plan, will be released for community feedback in June 2018.

**Are you interested in being involved?**

If so, please speak to a Council officer and enter your details online.

# Strategic Direction Five

## We thrive by harnessing creativity

## A creative and prosperous City

### A powerful contribution

Creativity and prosperity walk hand in hand for our city.

To build on this we need to create an enabling environment where business, the arts and culture and innovation can partner easily with Council and flourish.

**Jobs:**

* 12,7000 jobs in creative industries contributing $2.2 billion to the economy.
* 7,500 jobs in tourism contributing $826 million to the economy.
* 87,000 jobs in local economy contributing $12.7 billion to the economy.

### The current picture

Decreased funding for arts and culture by government. Local government asked more often to solve funding gaps.

Population density and competition for affordable spaces. Harder to maintain and set up business in Port Phillip. Some 45 per cent increase in property value.\* (Since 2005)

Challenging retail environment. Gentrification, rising costs, increased online shopping and vacancies impacting neighbourhood centres.

Increased demand for public spaces and live music venues.

* Tension between users of amenities and mixed use residential areas. Some 296 per cent demand for public space.\* (Since 2013)

### A strategic vision for 2027

* A city of dynamic and distinctive retail precincts
* A prosperous city that connects and grows business
* A city where arts and culture are a part of everyday life

### What you’ve told us

* Support and enable creativity, innovation and entrepreneurship.
* Council needs to work in partnership to build prosperous neighbourhood centres.
* We need to strike a balance so that our public spaces can be enjoyed by residents and visitors.
* Port Phillip needs to get out of the way and assist navigation of policy procurement and permitting.

### Next steps

Our draft Creative and Prosperous City Strategy, consisting of a four year action plan to respond to our challenges will be released for community feedback.

**Are you interested in being involved?**

If so, please speak to a Council officer and enter your details online.

# Strategic Direction Six

## Our commitment to you

## Creating an exceptional experience

Our customer and community behaviours and expectations are rapidly changing. Customer services interactions between 2015-2017 have increased by six per cent online and decreased by seven per cent through face to face.

### A City at work

* ASSIST customer interactions: 203,579
* Waste and recycling bins collected: 3,841,292
* Parking permits issued: 28,548
* Community bus passengers: 33,048
* Open spaces maintained: 192 Ha
* Animal registrations: 9,678

### The Customer Experience Improvement Plan

* Simplify our processes
* Make it easier for customers to find information
* Make it easier for customers to interact with us, modernising our technology
* Develop a customer charter that outlines our commitment to you.

### What you’ve told us

* Most people find it difficult to understand our written communication.
* There is room for improvement.
* Some of our processes are overly complicated.
* You only want our help at the right time and right place.

### Next steps

Our draft Customer Experience Improvement Plan and Charter will be released in 2018 for community feedback.

**Are you interested in being involved?**

If so, please speak to a Council officer and enter your details online.