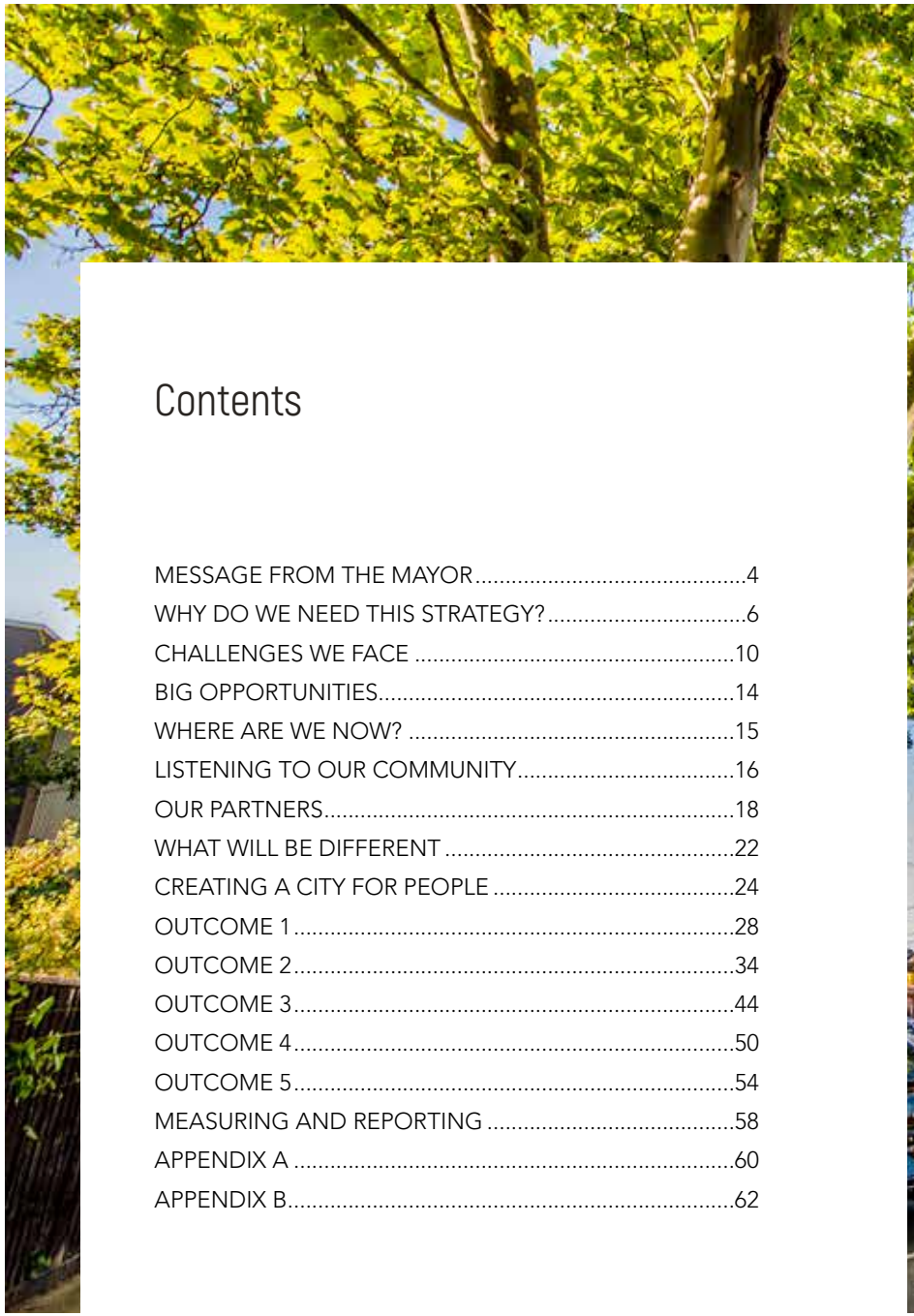
Move, Connect, Live

Integrated Transport Strategy 2018-28





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We are planning and making decisions for our growing City today, to create a City for people and a legacy for future generations.

Womin djeka

Council respectfully acknowledges the Yaluk-ut Weelam 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.

MESSAGE FROM THE MAYOR

On behalf of the Councillors, I am pleased to publicly release Council's Move, Connect Live: Integrated Transport Strategy 2018-28.

Council is committed to supporting a well-connected transportation future for our City, to make it easy for people to move around and connect with places in a way that suits them as our City grows. This is reflective of both strategic directions two and four of the Council Plan - "We are connected and it's easy to move around" and "We are growing and keeping our character".

This Strategy will deliver on this commitment over the next 10 years, including key priorities such as:

- a transport network, streets and places that cater for our growing community
- safe, connected and convenient active transport choices
- public transport choices that make it easy to move and connect
- community understanding that parking is a limited and shared resource, and opportunities to work with Council to ensure fairest access
- new transport options and technology to move around.

This Strategy is a long-term plan to ensuring that as a community we can adapt to the increasing number of trips and the challenges associated with increased congestion, while creating travel choices, prioritising effective and equitable access to transport options, and ensuring the liveability and safety of our streets.

All members of our community need to move around using our transport network and we have a collective role to play in improving transport accessibility.

That is why we are:

- creating 10-minute walkable neighbourhoods
- prioritising safety and access
- providing spaces for walking, socialising and play
- boosting bike riding
- partnering to deliver reliable, accessible and more frequent public transport
- improving parking management, and
- harnessing rapid advancements in new technology.

Cr Bernadene Voss
Mayor

Council is committed to supporting a well-connected transportation future for our City, to make it easy for people to move around and connect with places in a way that suits them as our City grows.





This Strategy details actions that will deliver on these priorities and allocates a timeline and budget for implementing our long-term commitment.



We are connected and it's easy to move around

Strategic Direction 2
Council Plan 2017-27

We are growing and keeping our character

Strategic Direction 4
Council Plan 2017-27

WHY DO WE NEED THIS STRATEGY?

The City of Port Phillip, with an estimated population of 113,512 in 2018, is a popular inner-city area of Melbourne, attracting more than 2.8 million visitors each year. It is the second most visited metropolitan location outside of Melbourne's central business district.

A foreshore that stretches over 11 kilometres, vibrant shopping strips, and vast public open spaces make our City highly desirable to residents, workers and visitors.

We are at a defining moment in Melbourne's history, with a forecast population growth not seen since the gold rush of the 1880s. Current population is projected to grow by 23 per cent to 136,000 people by 2027; this equates to approximately 50 new people a week, or seven new people a day. With its proximity to the Melbourne central business district, Port Phillip will also be affected by growth beyond its own boundaries. This will impact on the liveability for all of our community, residents and visitors.

Most notably, this change will be felt in our streets. Modelling has shown that if we continue to travel the same way we do today - 72 per cent of daily movements by private car - our limited street network will have to carry an additional 72,000 private car trips, as well as 21,000 additional trips by other modes (walking, bike riding or public transport) every day. This will dramatically increase traffic congestion, impacting upon the time we spend travelling within and throughout the City, and our travel experiences and enjoyment.

We want a city where residents, workers and visitors have lots of travel choices that support Melbourne's much celebrated liveability, promotes people's individual health and wellbeing, and contributes to the City's economy. This is a big challenge for us to take on and it requires us to work together. We are planning and making decisions for our growing City today, to create a city for people and to leave a legacy for future generations.

We will know we are successful when:

Our City's transport network, streets and places cater for our growing community

Our community is healthier because it has safe, connected and convenient active transport 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.

DID YOU KNOW

23%

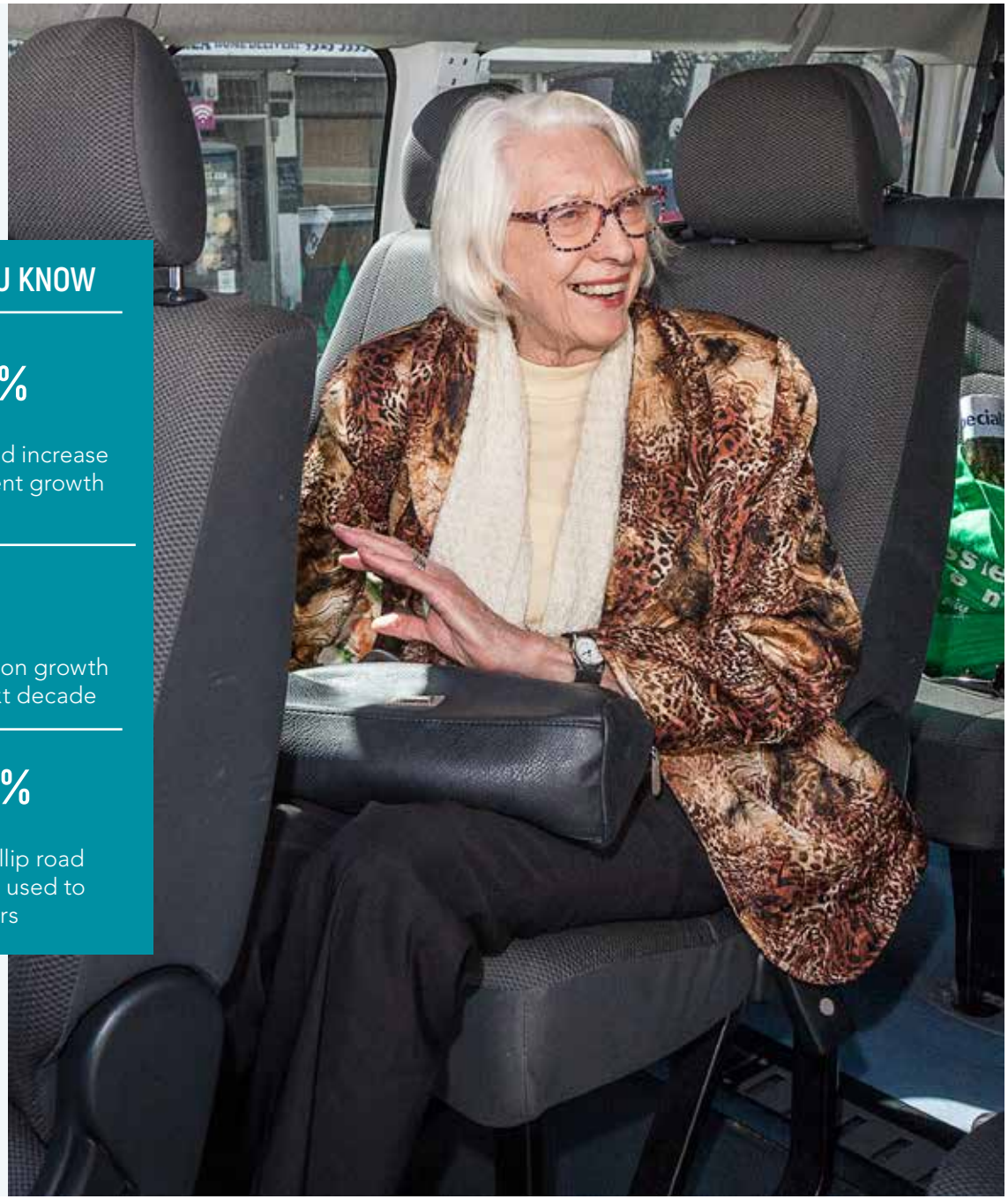
projected increase in resident growth by 2027

7%

population growth over next decade

20%

Port Phillip road space is used to store cars

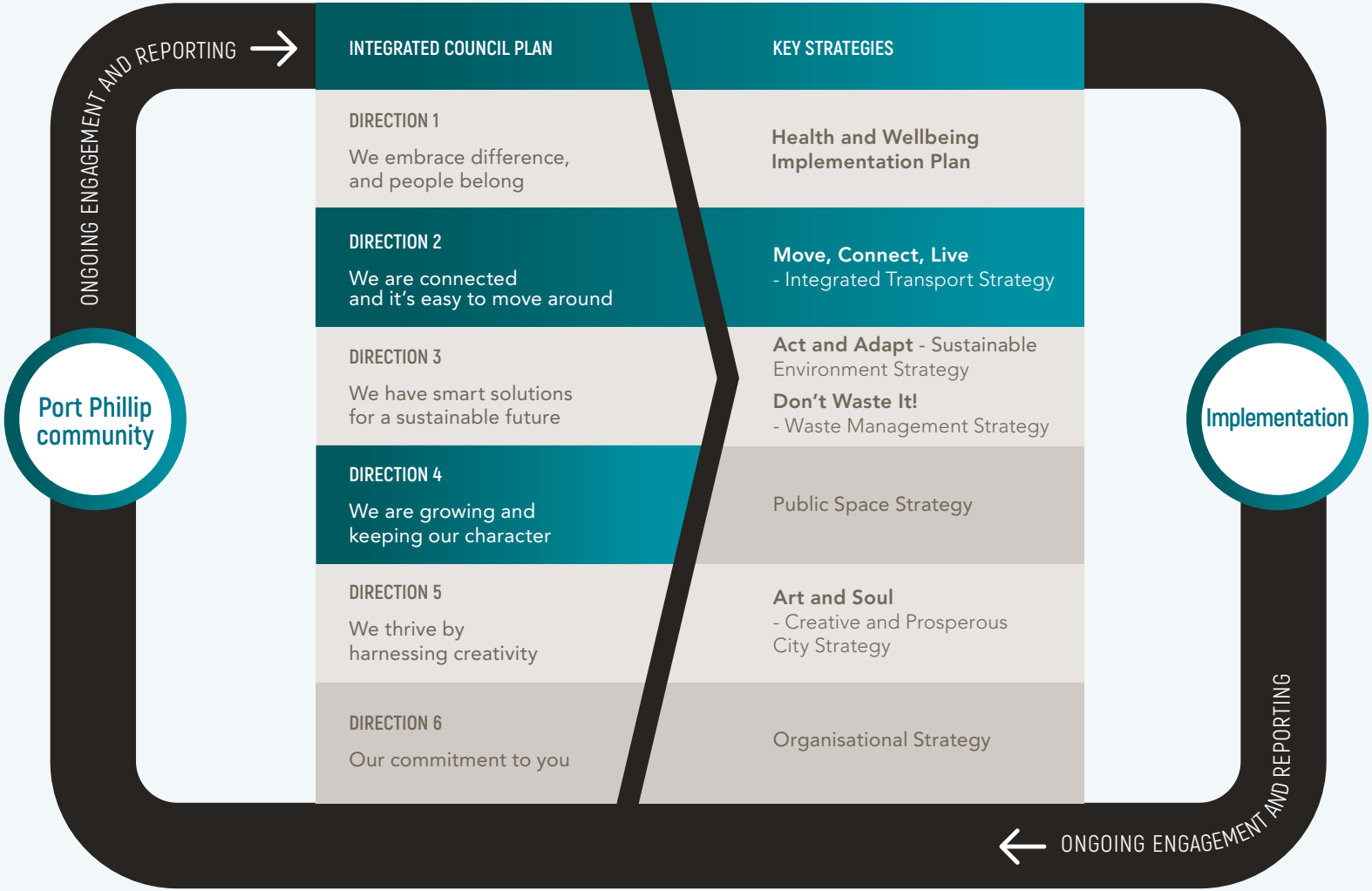


To support the delivery of the Strategy, Council will produce two four-year plans (2019-2023 and 2023-2027) that detail the individual projects and methodologies required to achieve the actions.

The first year of delivery is outlined in the Council Budget 2018/19.

Key related strategies

- Customer Experience Program
- Information, Communication, Technology Strategic Plan
- Placemaking Program
- Greening Port Phillip Strategy
- Asset Management Strategy
- Public Space Strategy





New technology, real-time data and connectivity will help us plan our travel better and improve access to alternative modes of transport.

CHALLENGES WE FACE

The City of Port Phillip is currently Melbourne's most densely populated municipality. It has more than twice the population density of the metropolitan Melbourne average and is experiencing a rapid increase in the number of people living in apartments and units.

Port Phillip is unique in comparison to other inner Melbourne council as it includes both an international freight and recreational port in addition to other travel modes.

This Strategy will deliver a step change in the way we approach some of our most pressing challenges, such as longer peak travel periods, more unreliable and longer travel times throughout the day and week, and impacts on the safety and efficiency of modes such as public transport and bike riding, from increased vehicles.



Population growth

Covering an area of 21 square kilometres, the City of Port Phillip is one of the smallest municipalities in Victoria with the highest inner urban population density. It is also home to more than 19,000 businesses that employ over 87,000 people.

Our resident population is projected to grow by 23 per cent by 2027, placing considerable strain on our already well used spaces. Our current density equates to one person per 186 square metres.

The increased population is likely to be housed in apartments that have little access to private open space. This will require our streets and public spaces to cater more to individual connection to nature and social connection need

Our worker population will also rise dramatically, with over 40,000 workers based within the new Fishermans Bend area.



Reliance on cars

If current car ownership trends continue, over the next decade there will be a 24 per cent increase in the number of cars owned in the City of Port Phillip. Our current supply of on-street car parking spaces is barely enough to meet current demand.

Our road network is finite and we have a limited ability to increase on-street car parking capacity and vehicle movement - same space, more people, more congestion.

99 per cent of Port Phillip emissions are community generated, and travel choices are a big contributor to these emissions. Currently 14 per cent of our City's greenhouse gas emissions are due to private vehicle use, and a greater reliance on car travel will further increase this.



Sustainable transport

A growing City with a road network that is at capacity and cannot be increased, requires a rethink of how more sustainable modes of transport can be used.

Integrated transport infrastructure and services can support sustainable and healthy behaviours such as walking, bike riding and the use of public transport. Changing economic conditions mean that more of our community will travel outside the municipality for work, making sustainable travel choices more important than ever.



New technology

By embracing technology, we can gather data about transport user decisions, gaps and use. New technology, real-time data and connectivity will help us plan our travel better and improve access to alternative modes of transport.

Our City needs to be future ready. We need to work with our partners and the community to plan and deliver an integrated transport network that helps people move. Improving access to, and greater turnover of, available parking spaces will maximise the use of our limited spaces and public places. With better and more convenient travel choices, people won't have to use a car unless it is essential.

As the population grows in the next 10 years we need to change the way we move and connect to protect Port Phillip's liveability, beauty and places.

CHALLENGES WE FACE

The case for change

If no changes are made to how we move around our City in the next 10 years we will experience:

72K

more private car trips on our roads every day, including through travel, resulting in increased traffic congestion, as illustrated in Map 2027 (opposite).

21K

more trips every day on already overcrowded public transport services, and unsafe and fragmented bike riding and walking routes.

136K

additional people on our streets and in our public spaces.

12K

more drivers seeking places to park every day.

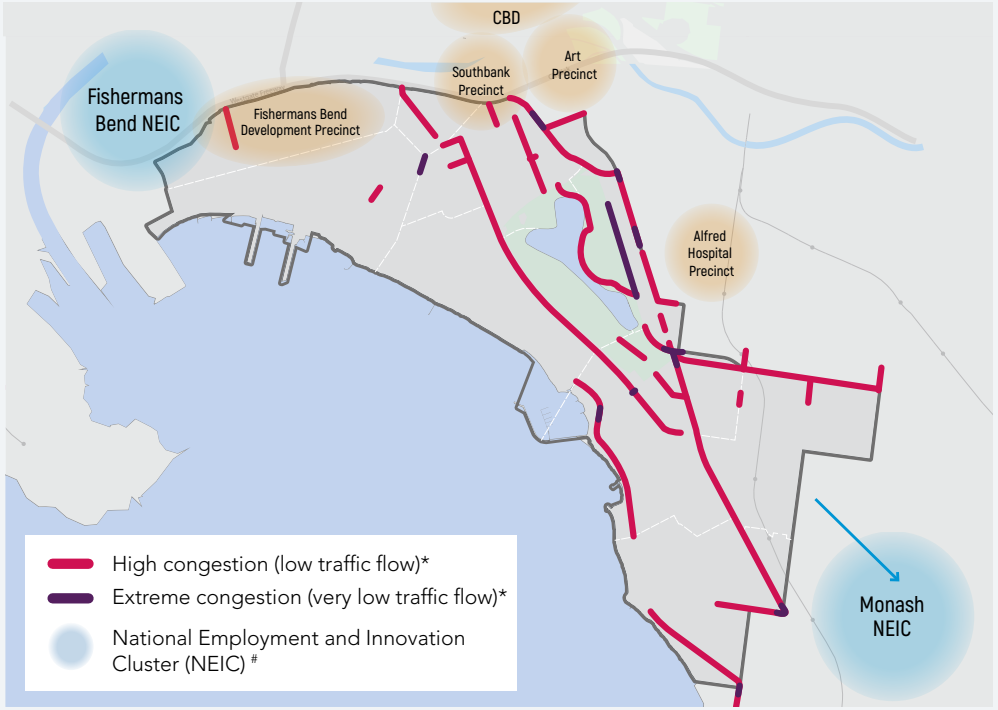
50K

on-street car parks for approximately 60,000 local cars and many more additional cars visiting the City for work or leisure.



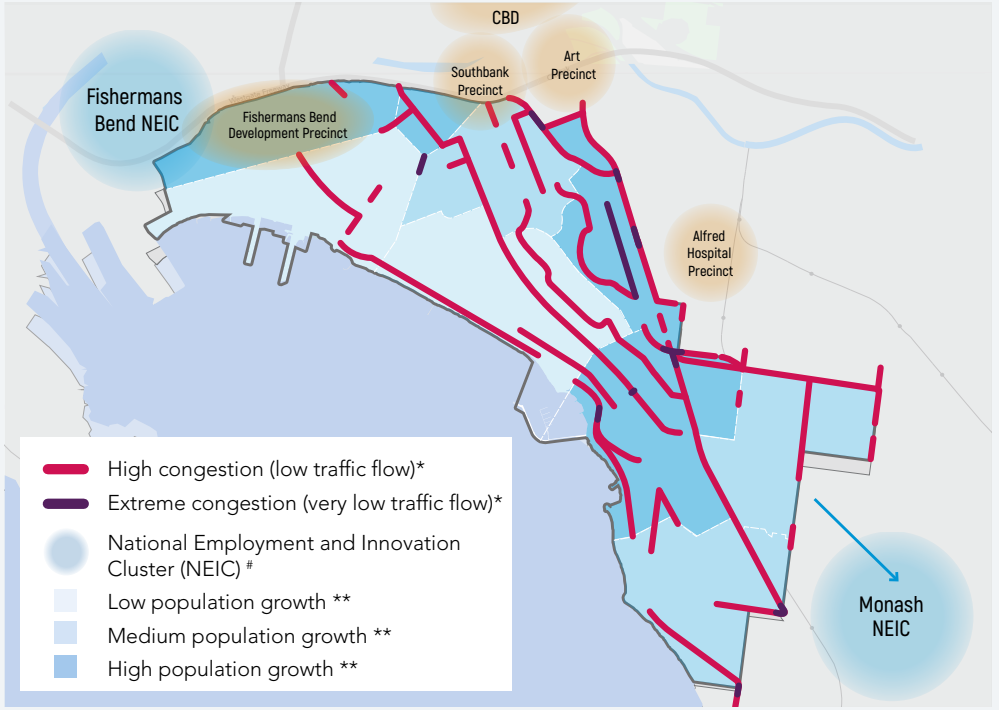
Peak Traffic congestion (AM)

2016



Currently, there are several locations within the City where the traffic demand exceeds the capacity of the road corridor, resulting in congestion and severe delays. This usually occurs in the peak morning and afternoon commute times. Queens Road, Fitzroy Street intersections and Canterbury Road are such locations.

2027



Based on the current population projection and way people travel, a model of what future traffic congestion would look like in 2027 is illustrated above. The neighbourhoods of highest population growth have also been identified. If the levels of vehicle travel continue like today, there will be major increases in congestion along Beach Road, Jacka Boulevard, Grey Street, Queens Road, Salmon Street and Ormond Esplanade.

* Victorian Integrated Traffic Model (VITM)
\# Plan Melbourne 2017
** ABS Census data 2016

BIG OPPORTUNITIES

Greater Melbourne is experiencing the biggest investment in its public transport and road network in several decades. This is a once-in-a-generation city shaping program of works that will transform Melbourne, and creates an opportunity for Port Phillip to leverage off this investment to benefit our existing and future communities.

Doing things with partners

A focus on working with others to develop better public transport services across neighbouring council boundaries, 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 increase transport choices; 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.

WHERE ARE WE NOW?

We have strong and productive relationships with the Victorian Government, state agencies and other local governments.

Much of Port Phillip is well serviced by public transport in the form of trains, trams and buses. However, as we continue to grow, we need to work with our partners to improve reliability, capacity and frequency of public transport to reduce our reliance on cars.

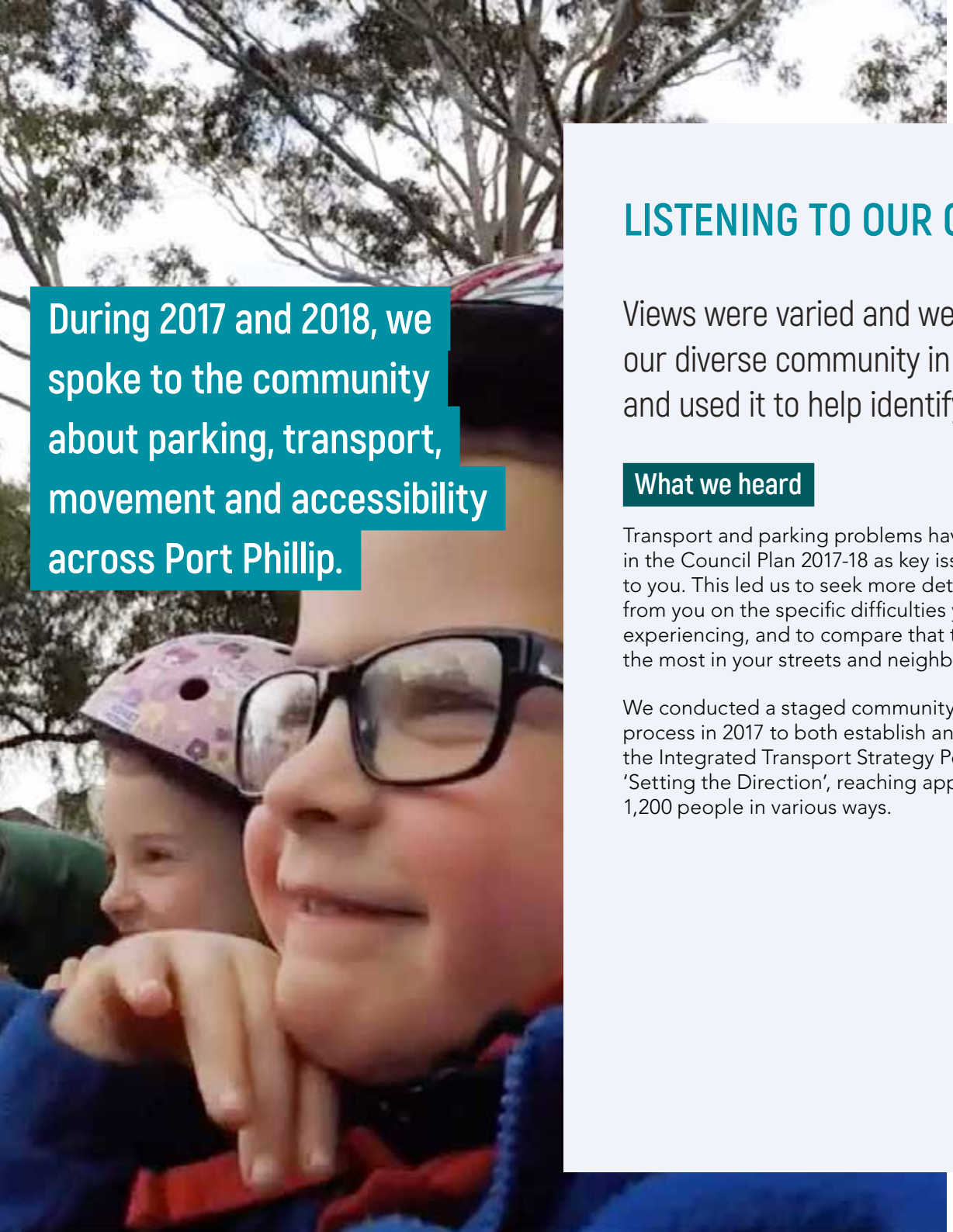
We have strong and productive relationships with the Victorian Government, state agencies and other local governments. We will leverage these relationships to maximise our collective impact.

The Victorian Government is planning and constructing significant transport projects in Port Phillip. Most notable is the Melbourne Metro project, which includes Anzac Station and surrounding major transport legacy works, improvements to a number of existing tram stops and a new tram line to Fishermans Bend.

Port Phillip is relatively flat and easy to navigate on foot and by bike, but currently only six per cent of daily trips are by bike. We have invested in improving safety and amenity for bike riders for many years, but we can make things even better in our City for bike riders and pedestrians.

Further assistance is required from the Victorian Government to grow and improve the transport network, including:

- improved tram capacity and a schedule for constructing accessible tram stops
- a comprehensive review of bus services and a plan to improve capacity, operating hours, links to other transport options and frequency
- upgraded bicycle facilities on arterial roads and at key intersections
- pedestrian improvements, particularly in busy areas of activity
- construction of Melbourne Metro 2 train connection to Fishermans Bend.



During 2017 and 2018, we spoke to the community about parking, transport, movement and accessibility across Port Phillip.

LISTENING TO OUR COMMUNITY

Views were varied and we have tried to balance the needs and aspirations of our diverse community in developing this strategy. We listened to your feedback and used it to help identify your priorities and concerns.

What we heard

Transport and parking problems have been identified in the Council Plan 2017-18 as key issues of concern to you. This led us to seek more detailed information from you on the specific difficulties you are experiencing, and to compare that to what you value the most in your streets and neighbourhoods.

We conducted a staged community engagement process in 2017 to both establish and respond to the Integrated Transport Strategy Position Paper 'Setting the Direction', reaching approximately 1,200 people in various ways.

This input was used to develop the draft Move, Connect Live Strategy released in June 2018. An additional 520 community members - residents, workers and visitors - provided feedback on this draft and shaped the final strategy.

We heard that you are already making changes, even if it isn't always easy. Both the complexity and difficulty of these changes is appreciated by both you and us, including the challenge of balancing individual needs with the needs of the broader community.

Some of the responses we heard during consultation included:

1. **Population growth is a benefit** to the community, but only if the negative impacts can be well managed.
2. **There is strong support to improve bike lane infrastructure for safe bike riding experiences,** work together with the Victorian government to achieve improvements faster, and continue to focus on safety for pedestrians and bike riders as a priority.
3. **Council is expected to be a leader** by using technology to benefit the community.
4. **There is significant support for researching and developing** an evidence base for parking provision rates in new developments for both new residents and existing residents.
5. **Car users are concerned** that prioritising other modes and streetscape improvements will lead to car congestion.
6. **Parents of young children are more reliant on their vehicles**.
7. **There is support for lower speeds on local streets.**
8. **You accept that the future will require moving away from a car-centric lifestyle**, but this will be challenging.
9. **Small businesses are concerned about parking changes** and how it will affect them.
10. **There is scepticism of Council's level of influence around public transport.**
11. **There are mixed views about whether to redevelop Council-owned off-street carparks.**
12. **There is strong interest in being further involved** in the development of the new parking policies for parking controls and parking permits.
13. **Residential parking is a concern**, with some people wanting free parking permits and others being impacted by neighbours not using their garage to store their vehicles.

"I only use bike tracks... I've tried the road but its not safe for older people."

"It needs to be easier to get from St Kilda to Port Melbourne."

"I can't park as it is. I am a ratepayer and I have to park five blocks from my house. What will it be like when (reduced car spaces) comes into play?"

OUR PARTNERS

The key to creating an integrated transport experience in Port Phillip is working in partnership with others. Our community, local and state government partners, transport providers, peak bodies, research organisations and private industry all have a critical role to play.

Our City is affected by Federal and State legislation and policies, the actions of neighbouring councils, the businesses and organisations that operate within our boundaries and everyone who lives, works and visits here.

This context presents both opportunities and challenges for delivering the actions in this Strategy. In some instances, we will have direct control over specific actions, especially those relating directly to Council operations. In other cases, we will partner with or advocate to other levels of government for change, and leverage opportunities that benefit our community.

Each of us has a role in creating a future where we can all move, connect and live.

The role of Council

The City of Port Phillip delivers infrastructure projects and manages how the City's streets and public spaces operate. Our role includes:

Trusted service provider
Providing high quality and safe roads, bike lanes and footpaths, using technology and parking controls to make parking fairer for everyone, and using planning mechanisms to create better public spaces. Council will commit approximately $37 million over 10 years to deliver the actions contained in this Strategy (dependent on project co-funding from partners).

Trusted partner and broker
Further developing partnerships with Australian, Victorian, and local governments to advocate for and deliver better transport outcomes for our community.

Trusted advisor and agent
Making it easier for people to move around our City by creating a connected and integrated transport environment. We'll do this by giving our community the information it needs and creating incentives for our community to use public and active transport, within the limits of our control and influence.

Trusted steward
Being a sector leader in transport and parking management by improving transport choices for our community. This includes a commitment to consulting with our community about changes and making those changes in a careful, considered and timely way.

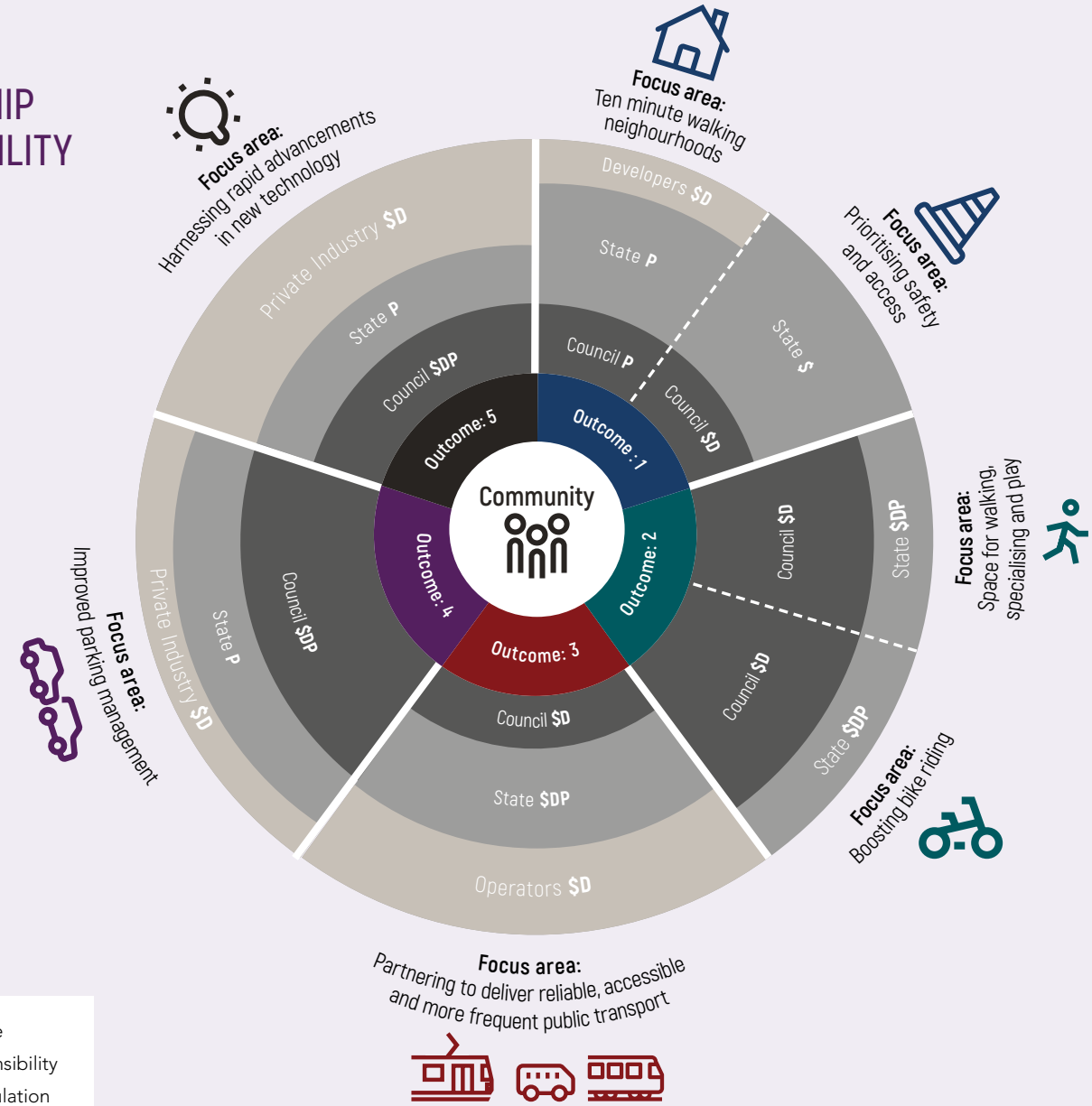
Monitoring and reporting
Monitoring and reporting against the key measures outlined in this Strategy, to share our progress and identify opportunities for further improvement.

Our government partners

In Victoria, there are various government agencies, authorities and franchisees that support the planning, operations and delivery of various parts of our road and public transport systems. The Table in **Appendix A: 'City of Port Phillip Transport Partners**' outlines the names and roles of each of these agencies, as well as supporting local councils and community groups.

The partnership responsibilities diagram opposite illustrates the level of control to deliver respective outcomes in Port Phillip by Council, government partners and industry.

PARTNERSHIP RESPONSIBILITY



$ Funding source
D Delivery responsibility
P Policy and regulation



The role of residents and workers

The choices we make every day have an impact on the travel experience in our municipality, and we all have a role to play in doing things differently.

Our City will continue to experience increased congestion, with population growth and travel disruption throughout the next 10 years as major public transport, urban developments and road improvement projects are constructed.

There are many things our community is already doing around making changes to their travel choices, which frees up our roads for people who need to travel by car.

Some additional changes that may be available for you to consider include working from home, shifting your working hours to travel outside peak travel times, or breaking up your journey by combining travel modes such as public transport, bike riding and walking.

The average person makes three to four individual trips a day. If everyone in Port Phillip converted just one of those trips from a vehicle to a sustainable transport trip, we could significantly reduce road congestion.

The majority of workers in Port Phillip currently come from outside the municipality, and some from long distances. The investment in connections to public transport improvements and bike links will assist some in choosing to combine modes of transport to get to work and reduce road congestion.

Where do we work?



82%

Port Phillip workers commute from outside the municipality, travelling for longer and from further away than local residents.

Commuters come from as far north as Whittlesea, south from Mornington Peninsula, west from Greater Geelong (but predominantly Wyndham), and east from Yarra Ranges.



73%

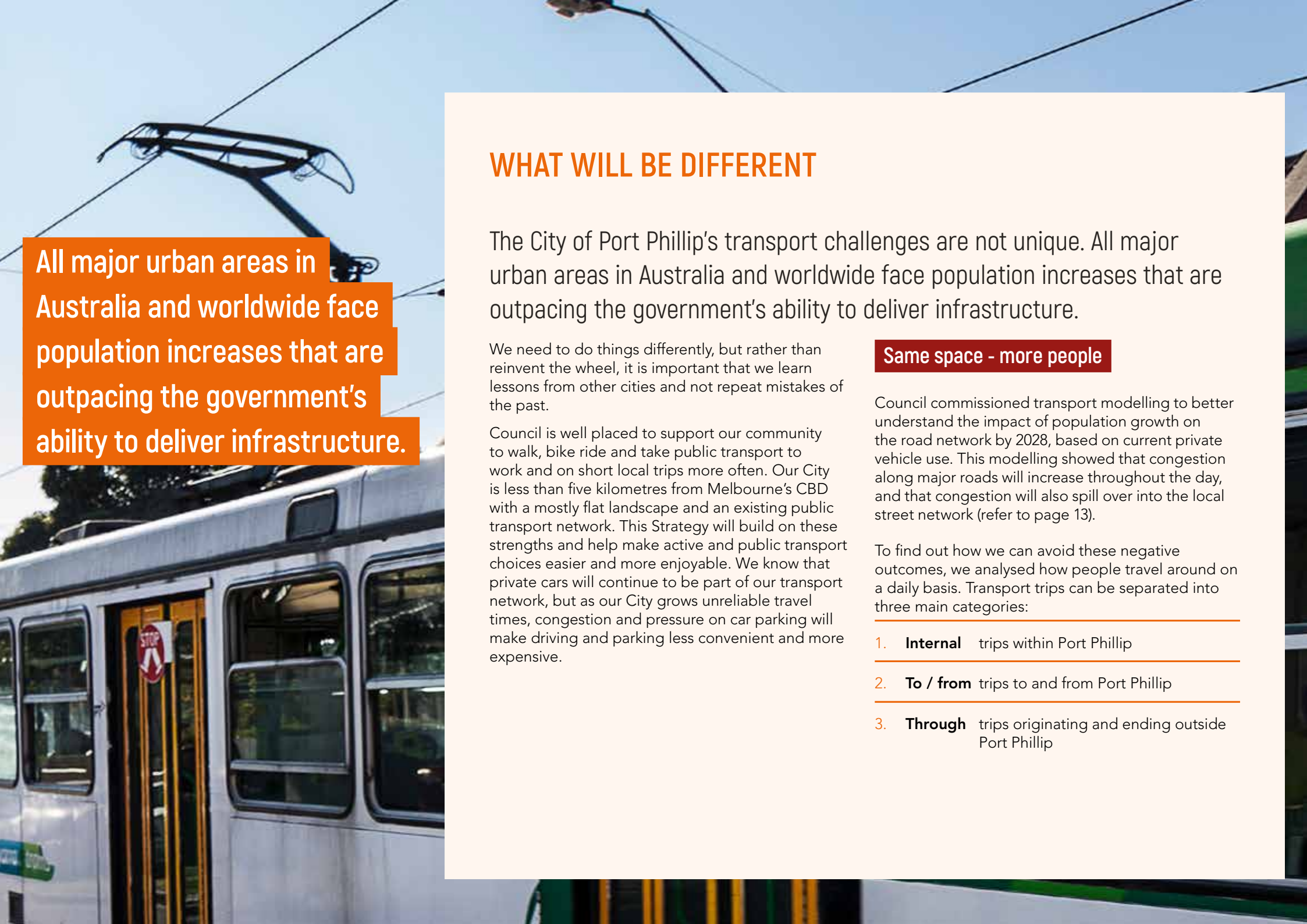
local residents commute outside the municipality.

Largely to the CBD, south to Kingston and east to Greater Dandenong.

How did we travel to work?

- **45%** by car
- **16%** by tram
- **9%** by train
- **8%** by walking
- **5%** by bike
- **2%** by bus
- **6%** worked from home
- **9%** other

Source: 2016 ABS Census data



All major urban areas in Australia and worldwide face population increases that are outpacing the government's ability to deliver infrastructure.

WHAT WILL BE DIFFERENT

The City of Port Phillip's transport challenges are not unique. All major urban areas in Australia and worldwide face population increases that are outpacing the government's ability to deliver infrastructure.

We need to do things differently, but rather than reinvent the wheel, it is important that we learn lessons from other cities and not repeat mistakes of the past.

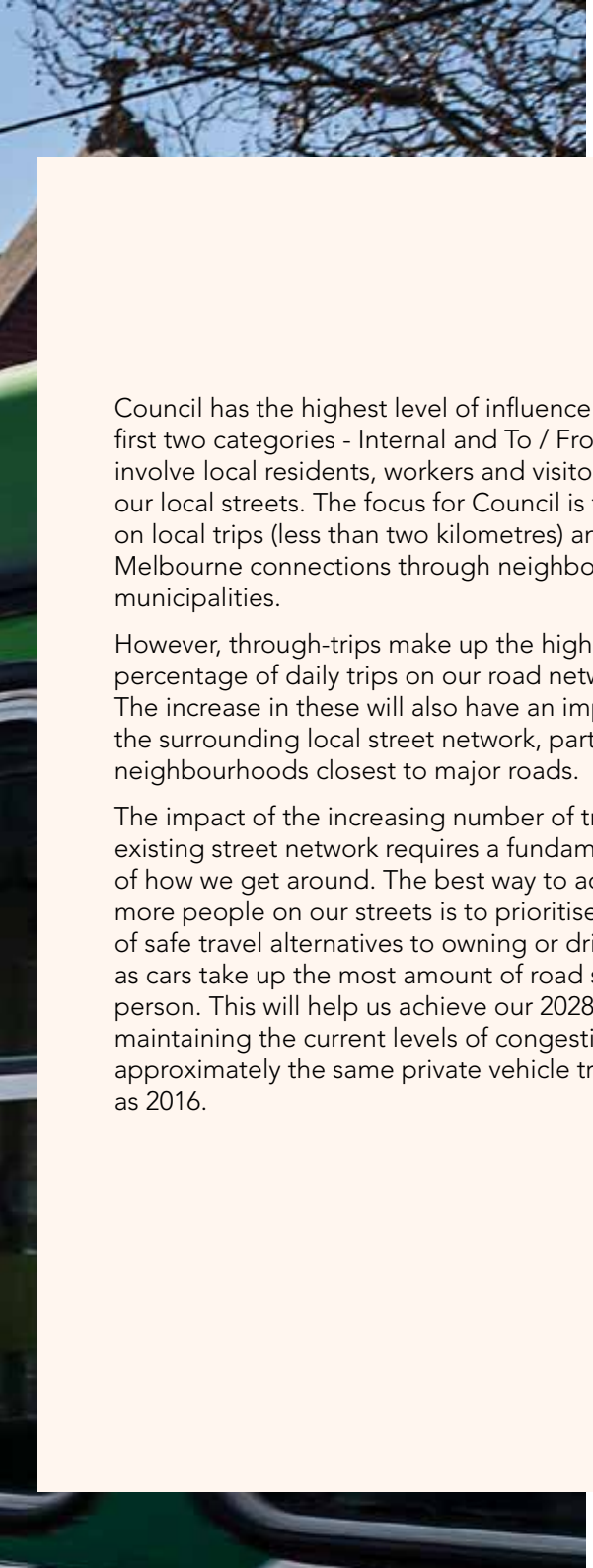
Council is well placed to support our community to walk, bike ride and take public transport to work and on short local trips more often. Our City is less than five kilometres from Melbourne's CBD with a mostly flat landscape and an existing public transport network. This Strategy will build on these strengths and help make active and public transport choices easier and more enjoyable. We know that private cars will continue to be part of our transport network, but as our City grows unreliable travel times, congestion and pressure on car parking will make driving and parking less convenient and more expensive.

Same space - more people

Council commissioned transport modelling to better understand the impact of population growth on the road network by 2028, based on current private vehicle use. This modelling showed that congestion along major roads will increase throughout the day, and that congestion will also spill over into the local street network (refer to page 13).

To find out how we can avoid these negative outcomes, we analysed how people travel around on a daily basis. Transport trips can be separated into three main categories:

1. **Internal** trips within Port Phillip
2. **To / from** trips to and from Port Phillip
3. **Through** trips originating and ending outside Port Phillip



Council has the highest level of influence over the first two categories - Internal and To / From - as they involve local residents, workers and visitors, and use our local streets. The focus for Council is therefore on local trips (less than two kilometres) and inner Melbourne connections through neighbouring municipalities.

However, through-trips make up the highest percentage of daily trips on our road network. The increase in these will also have an impact on the surrounding local street network, particularly neighbourhoods closest to major roads.

The impact of the increasing number of trips on our existing street network requires a fundamental rethink of how we get around. The best way to accommodate more people on our streets is to prioritise the creation of safe travel alternatives to owning or driving a car, as cars take up the most amount of road space per person. This will help us achieve our 2028 target of maintaining the current levels of congestion, with approximately the same private vehicle trip numbers as 2016.

Travelling Internally and to/from Port Phillip (not through)

Council is proposing the following targets by 2028 for daily internal and to/from trips across the municipality.

To achieve these targets by 2028 and beyond, Council is proposing actions that redesign a number of our streets to provide enough capacity to carry an additional 55,000 walking trips, 27,000 bicycle trips, and 14,000 public transport trips.

Council will pursue initiatives aimed at improving travel choices for our community, that provide a convenient alternative to driving a car. Together, we want to give you the choice to change one car trip a day to an alternative transport option.

Move, Connect, Live will reshape our City to optimise the way we move around the City of Port Phillip.

Source: 2016 Victorian Integrated Survey of Travel and Activity (VISTA)

Trips per day targets by 2028

Walking +36%
from 152,000 to 207,000

Bike riding +151%
from 17,000 to 44,000

Public transport +35%
from 42,000 to 56,000

Private car +0%
from 128,000 to 128,000

CREATING A CITY FOR PEOPLE

Our streets function as either a part of the transport network (movement) or as part of the neighbourhood for social, goods or services exchange (place).

We want a City where residents, workers and visitors have lots of travel choices - a City that is connected and easy to get around - supporting Melbourne's much celebrated liveability and people's individual health, wellbeing and contribution to our City's economy.

If we do nothing - if we do not change the way we travel - everyone will be impacted by transport congestion, longer travel times and lost productivity. Port Phillip's liveability is critical to Melbourne's reputation as one the world's most liveable cities.

One of the most essential parts of our City is its streets - they are the arteries and the key to shaping our daily experiences. We define a street as inclusive of both the footpath, nature strip and the road space. There is growing global recognition that streets contribute in many ways to economic, environmental and social life, beyond simply moving vehicles from one point to another, and this view supports an integrated transport design approach.

Our City is fundamentally a place for people. When designing streets, we need to shift our thinking away from prioritising car movement and storage of vehicles (parking), to the movement of people and how we can support a wider range of travel choices. It is about keeping Port Phillip as a fantastic place to live.

A shift in perspective

Streets are traditionally classified by their ability to move traffic and provide access for cars. By embracing a different approach based on the local context, the needs of different users, and positive social, economic and environmental outcomes, we are moving toward designing a City for people.

Internationally, this shift in integrated transport design is framed around a "movement and place" approach, using the local land use context to define priority of use.

Movement and place approach

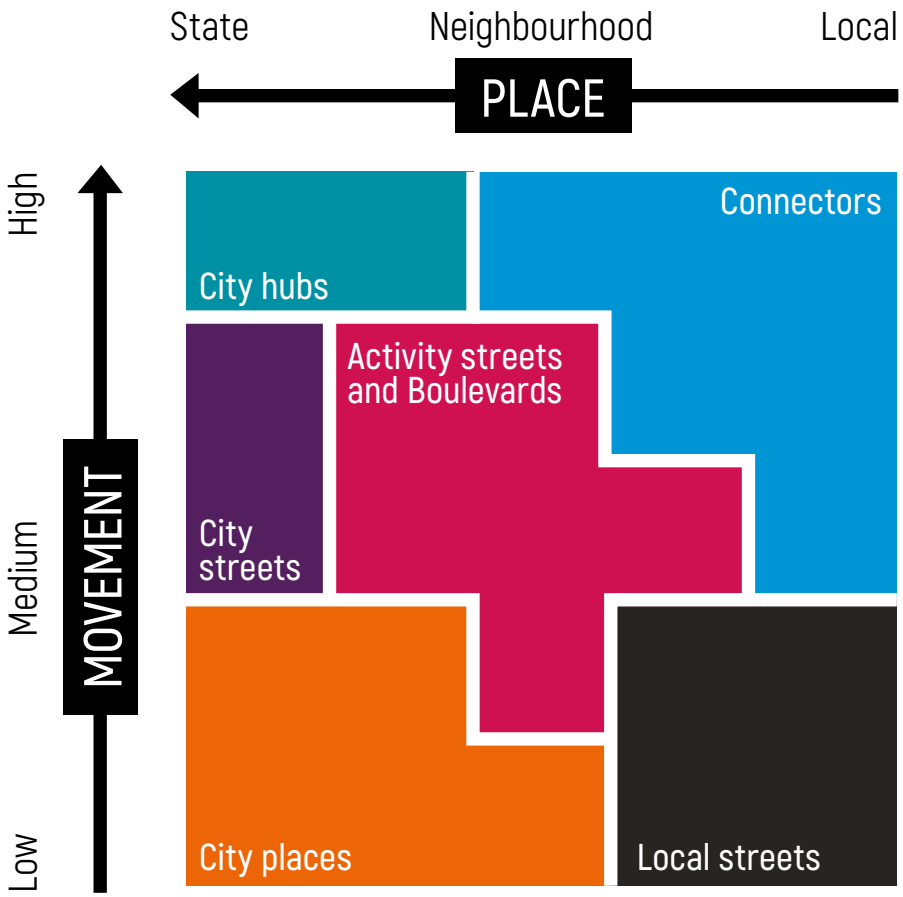
We have used a 'movement and place' approach to underpin the development of this Strategy. A movement and place approach will help Council classify our road network based on how each street can serve the local community best. Each street functions as either a part of the transport network (movement) or as part of the neighbourhood for social, goods or services exchange (place).

This could include providing better pedestrian facilities such as wider footpaths, seating or kerb extensions. This could require removal of some parking.

The key to this process is categorising streets for pedestrian use first, and recognising that local residential streets are different from main streets and major tourist attractions. The process will also help us find out how best to accommodate more than one transport type into one street.

The figure opposite is drawn from the new draft Movement and Place Framework of Victoria recently developed by VicRoads and Transport for Victoria, and outlines six general street types that capture the range of different movement and place combinations.

Council will adapt this approach to align with the specific conditions of Port Phillip as part of the delivery of this Strategy.





Typical street types in Port Phillip

City hubs

- St Kilda Junction
- Domain Precinct

City streets

- Barkly Street
- Inkerman Street
- Carlisle Street

City places

- Acland Street
- Armstrong Street
- Ormond Road

Connectors

- Beach Road
- Brighton Road
- Canterbury Road
- Queens Road

Activity streets and boulevards

- Clarendon Street
- Bay Street
- Fitzroy Street
- Kerferd Road - Albert Road (Shrine to Sea)

Local streets

- Residential streets across all neighbourhoods

Typical street elements

Movement



Walking

Clear space on foothpaths for all to pass



Bike riding

Protected lanes for bike riders separated from other modes including parked cars



Public transport

Dedicated lanes for buses and trams, including facilities



Vehicles

Dedicated space for motorised vehicles to move people and goods



Parking

Space for vehicle parking, stopping and unloading

Place



Outdoor dining

Permitted space for outdoor dining



Public plaza

Hard paved public areas that can be used for events and activities



Street furniture

Physical objects in the street including light poles, bins, parking machines, seats and new technology



Green infrastructure

Trees, planting beds, nature strips, vertical planting and water sensitive urban design



Foothpath trading

Permitted space for business signs, goods displays and food vendors



Building edges

Building frontages including facade treatment, windows, setbacks, signs and awnings for shelter

To achieve the highest level of connectivity for our community, we are aiming to create 10-minute walking neighbourhoods.



Outcome 1

Our City's transport network, streets and places cater for our growing community

Focus area

10-minute walking neighbourhoods

In areas of highest forecast demand across the City we aim to deliver access to key services within a 10-minute walk. Close local access to shops and community spaces creates a strong sense of place and connects homes to workplaces, schools and commercial centres

What this means for you

"I feel more connected to the community when I walk and use public transport" **- resident**

"The best way to enjoy the beautiful area we live in and take full advantage of it is to get amongst it wherever possible" **- resident**

Your future experience could be:

"I love walking to my local shops and checking out all the beautiful gardens along the way. Everything I need is so close, including the kids' school. It's so easy to cross the road, the streets are cool and shady in summer and the footpaths are wide enough for the kids to scoot ahead."

Why are we doing this?

Population growth and increased housing density across the City will vary significantly between Port Phillip's neighbourhoods, creating a non-uniform level of localised impact and challenges. There will be extreme change in the north and west, and less change in the south and centre.

To achieve the highest level of connectivity for our community, we are aiming to create 10-minute walking neighbourhoods through integration of land use with transport planning. This means locating the increased residential density and jobs growth close to existing (or soon to be completed) high quality pedestrian routes and frequent public transport services that connect to key destinations like schools, employment, shops and community facilities.

The key tool Council has to create walkable neighbourhoods is the Port Phillip Planning Scheme, and supporting zoning and urban design frameworks. This is particularly important in neighbourhoods forecast for rapid population growth such as Fishermans Bend, St Kilda Road precinct, St Kilda, Port Melbourne and South Melbourne. In addition, better transport links from South Melbourne and Melbourne's city centre are needed to ensure residents have seamless travel choices.

To support ageing in place, Port Phillip delivers a unique community travel service, the community bus, for vulnerable older people and those with disabilities. This highly valued and much needed service enables residents to access a reliable and disability enabled travel option to key community facilities and destinations, plus maintain regular social connections. A review of this service will be undertaken as part of the Aged Care Transition Service review in response to national reforms to aged care.

The Victorian Government's Metro Tunnel project will deliver huge benefits to public transport users across Melbourne, particularly for residents close to Anzac Station in the Domain precinct. To maximise the benefits from this major transformation, Council is developing a precinct plan for the area. The precinct plan will detail changes required to local streets and links through private land to accommodate the significant increase in pedestrian numbers generated by a major train station and tram interchange, combined with increasing densification of this residential and commercial precinct.

The Victorian Government is finalising the completion of the Fishermans Bend Framework (inclusive of the Fishermans Bend Integrated Transport Plan and Precinct Plan) in collaboration with the cities of Port Phillip and Melbourne. The key transport and access requirements of Fishermans Bend as it develops into a vibrant neighbourhood will be:

- early delivery of public transport
- high quality bike and pedestrian links
- managing the impact of traffic and parking in the area
- high quality streetscape works.



Serious injuries to pedestrians in the City have reduced by approximately 50 per cent since 2007.

Focus area:

Prioritising safety and access

Great streets are outcomes of great design. Design of our streets prioritises safety and comfort without compromising the movement of people and goods.

What this means for you

"Walking and public transport allowed me to get to know my daughter better because all we did was hold hands and chat. Didn't have to focus on driving and parking" **- resident**

"We have become so disconnected, we don't know any of our neighbours, we don't speak to them now. What the council is proposing would help that."
- resident

Your future experience could be:

"Now we get more frequent and longer pedestrian crossing times, I finally feel I am getting the same level of respect as a car driver on St Kilda Road. It used to take longer to cross the road than the entire rest of my trip!"

Why are we doing this?

When people feel safer on their local streets they increase their interaction on a personal level with their local environment. This often results in spending more time on the street. The increased sense of ownership for the local community provides wider social benefits for the City.

Council is committed to improving safety of all road users on the transport network with the aim to eliminate fatalities and reduce the risk and severity of injuries on our roads, allowing people of all ages and abilities to travel on our road network safely and with confidence. The number of road injuries has significantly reduced, with serious injuries to pedestrians in the City having reduced by approximately 50 per cent since 2007.

The predicted increased number of trips and growth in through-traffic from surrounding areas means that our local community will increasingly experience more cars travelling on their streets, as drivers travelling through the municipality look for shorter routes to bypass slow points on VicRoads' controlled arterial roads. Council seeks to manage this by implementing Local Area Traffic Management treatments on local streets and shopping strips as part of discouraging through-traffic onto them and maintaining safer vehicle speeds.

Increasing safety, or even the perception of safety, can increase the attractiveness of walking and bike riding as an alternative to driving a car. For many people, feeling unsafe on our road network is one of the biggest barriers to making this change.

A location of great community safety concern is the St Kilda Junction, which is a significant physical barrier to biker riders and pedestrians.

Partnering with the Victorian Government to develop a movement and place vision for this local area is critical to improving pedestrian and bike rider safety.

Council sets the design quality of our streets via a Design and Technical Standards Manual to ensure both consistent and context responsive physical design outcomes. This program will be led by a Movement and Place Precinct approach and includes specifications for increase in street widths, access for all abilities, application of footpath trading guidelines, street furniture placement, drainage and utility provision, opportunities for new technology and green infrastructure (such as shade trees or water sensitive urban design), wayfinding signage, public art and street activation opportunities.

Being next door to the Melbourne CBD and the Port of Melbourne means we can expect an increasing demand of freight travel volumes using multiple modes (trucks, rail). Council recognises the importance of managing the potential impact of an increasing number of through freight movement along our roads and through our growing communities. We will work closely with our partners to minimise the impact on amenity to the community, through securing time and route restrictions.

Freight requirements in areas of increasing residential density will also need an updated approach to ensure that resident needs are being catered for within their buildings as much as possible. This relates to some of the following:

- waste and recycling services
- service van parking
- loading - small goods delivery
- loading - removal vans and large goods delivery.

Outcome 1

	OUR PRIORITY ACTIONS	Short 18-19	Short 19/20	Medium 21-24	Long 25-28
1.	Review and update the Port Phillip Planning Scheme and Municipal Strategic Statement to ensure effective integration of land use and transport planning				
2.	Develop a precinct masterplan for the Domain Precinct (Albert Road and surrounds)				
3.	Partner with the Victorian Government to ensure the Fishermans Bend Framework and precinct plans optimise wider transport connections for both current and future Port Phillip residents and workers				
4.	Partner with the Victorian Government to fund early delivery of connections to public transport, public space and streetscapes, footpaths and bike lanes in Fishermans Bend				
5.	Review the Community Bus service as part of the Aged Care Transition Service review (in response to national reforms in aged care)				
6.	Develop Movement and Place guidelines that include green infrastructure				
7.	Deliver blackspot safety improvements at high collision locations (subject to external funding)				
8.	Deliver Local Area Traffic Management (LATM) treatments to deter through traffic and maintain safe vehicle speeds on local streets				
9.	Ensure our streets and places are safe and inclusive, including accessible parking, pedestrian facilities, lighting and security.				
10.	Support the Victorian Government to develop a Movement and Place Strategy for St Kilda Junction and Council to deliver safety and amenity improvements				
11.	Partner with the Victorian Government and others to manage the impact of growing freight and goods delivery movements on our community				
12.	Support the Victorian Ports Corporation (Melbourne) and Victorian Government to manage congestion at Port Melbourne Waterfront precinct				

Measuring progress

OUTCOME	INDICATOR	2016/17 RESULT	2020/21 TARGET	2027/28 TARGET
Our City's transport network, streets and places cater for our growing community	Number of fatal or serious traffic collisions involving all road users	78*	<119**	**<96**
	Number of daily private passenger vehicle trips (measured by VISTA)	128K	128K	**128K**
	Community perceptions of Council's 'traffic management' as part of the Port Phillip Customer Satisfaction Survey	53%	55%	**60%**

* Reduction in crashes achieved is higher than the original target set

** Calculated as 20% reduction of 2007-11 average

2018 case study

Cycling without Age - Wintringham Aged Care

Common anxieties associated with ageing includes social isolation, the need for functional assistance, and the loss of independent mobility. Wintringham Specialist Aged Care is a Victoria-based not-for-profit welfare company specialising in the housing and care of older people who are experiencing homelessness or are vulnerable to homelessness. One of their residential accommodation locations is in Port Melbourne.

For nine years, Wintringham has been taking their Port Melbourne residents out and about in the neighbourhood on bicycle rickshaws.

Through the international program Cycling without Age, Wintringham has been able to partner with the software organisation, Zendesk, which offers its employees time off work to volunteer as riders. The Wintringham team know that by getting their clients active, outdoors and involved in conversations, their emotional wellbeing and cognitive function will improve.

Council was also able to partner with Wintringham and Zendesk as part of the community engagement activities for the development of this Strategy.

Benefits of the rickshaw rides include:

- a reduction in feelings of isolation and loneliness
- connection with community
- physical benefits associated with being outdoors, including vitamin D from sunshine and fresh air
- opportunity for mental stimulation leading to improved cognitive function
- emotional benefits.



Walking is the most basic form of mobility and needs to connect well to other modes of transport.

Outcome 2

Our community is healthier because it has safe, connected and convenient walking and bike riding choices

Focus area

Space for walking, socialising and play

Safe streets and places for walking and play is aligned with designing a City for people, and presents opportunities to allow for a range of activities at different times of the day and week.

What this means for you

"I feel more connected to the community when I walk and use public transport" **- resident**

"The best way to enjoy the beautiful area we live in and take full advantage of it is to get amongst it wherever possible" **- resident**

Your future experience could be:

"Our neighbours got together to apply for one of the new 'Play Street' permits from Council, and now we can block off our street twice a month and we all get together to play cricket. The kids love it."

Why are we doing this?

To achieve streets that support healthy lifestyle choices and provide an enjoyable journey we need to begin by decluttering existing footpaths, widening high pedestrian routes, shortening road crossing times at key locations, trialling new ideas and focusing on school travel safety.

Increased pedestrian trips contribute to outcomes in a number of Council's other strategies, including the Sustainable Environment Strategy, which has community greenhouse gas emissions reduction goals supported by promoting healthy travel options, the Creative and Prosperous City Strategy through its placemaking initiatives, and the upcoming Public Place Strategy.

Our City is growing in population, but the space we have is not. To meet the needs of a larger community new criteria will be required to identify and prioritise street sections that can be readily converted to public space, such as road space shared with pedestrians and cars, or closed to vehicle traffic completely. This will better service the growing number of residents living in apartments with limited access to nature and social spaces.

Walking is the most basic form of mobility and needs to connect well to other modes of transport. For example, we walk to the car or public transport, and walk our bicycles through high pedestrian traffic areas and across intersections. We can achieve growth in the number of walking trips across our City by swapping short car trips with walking trips.

Most of our City's streets have footpaths. Our focus is therefore not on creating more whole routes but on the following five actions:

- increase footpath widths in high pedestrian traffic areas
- reduce barriers to crossing at key intersections
- improve pedestrian safety
- implement walking priority and safety improvements on routes to schools (alongside)
- delivery of Council's school travel program.

Implementing these actions will make it easier and safer for people to walk to and around activity centres, key public transport stops and other destinations in our City's neighbourhoods.

Healthy habits for life start early. Investing in active school travel programs is an essential part of encouraging our community to get out and walk more. Council has been delivering walk, scooter and bike to school programs successfully for many years, and now wants to focus on the additional benefits small scale infrastructure improvements can provide. Safety and priority upgrades along the most popular routes to school will be addressed. This will be supported by Council continuing to deliver promotional and behaviour change initiatives in partnership with local schools, to grow the level of active travel by parents and children to and from school.

All this change can be disconcerting and daunting, and not necessarily permanent. To support this program of change, Council is proposing a suite of transitional and temporary changes to the design of our City's streets and laneways, reallocating available space on streets to reflect future demands by people across different times of the day, week and year. These initiatives include:

- trialling proposed street design changes
- trialling 'pedestrian clearways' on overcrowded pedestrian streets by using car parking lanes for pedestrians during peak hour
- temporary street closures for 'play streets'
- creating creatively-painted low speed shared zones and pedestrian priority crossings
- introducing traffic calming to improve safety and pedestrian amenity on local streets.



Pedestrian network improvement map

Map 1 (opposite) illustrates proposed pedestrian network improvements throughout the municipality. These include:

- improvements to intersections managed by both Council and VicRoads
- better located crossings
- proposed new crossings on VicRoads managed roads
- three primary schools that will launch the Healthy Tracks to School safety upgrade program to support active travel to school.

Map 1 (opposite) illustrates the approximate five and 10-minute walking distances to the three schools and a guide for walking distances for other schools. Walkers are able to travel further in a given time when streets have less road traffic and shorter wait times for safe crossing at intersections.

Best practice research - December 2017

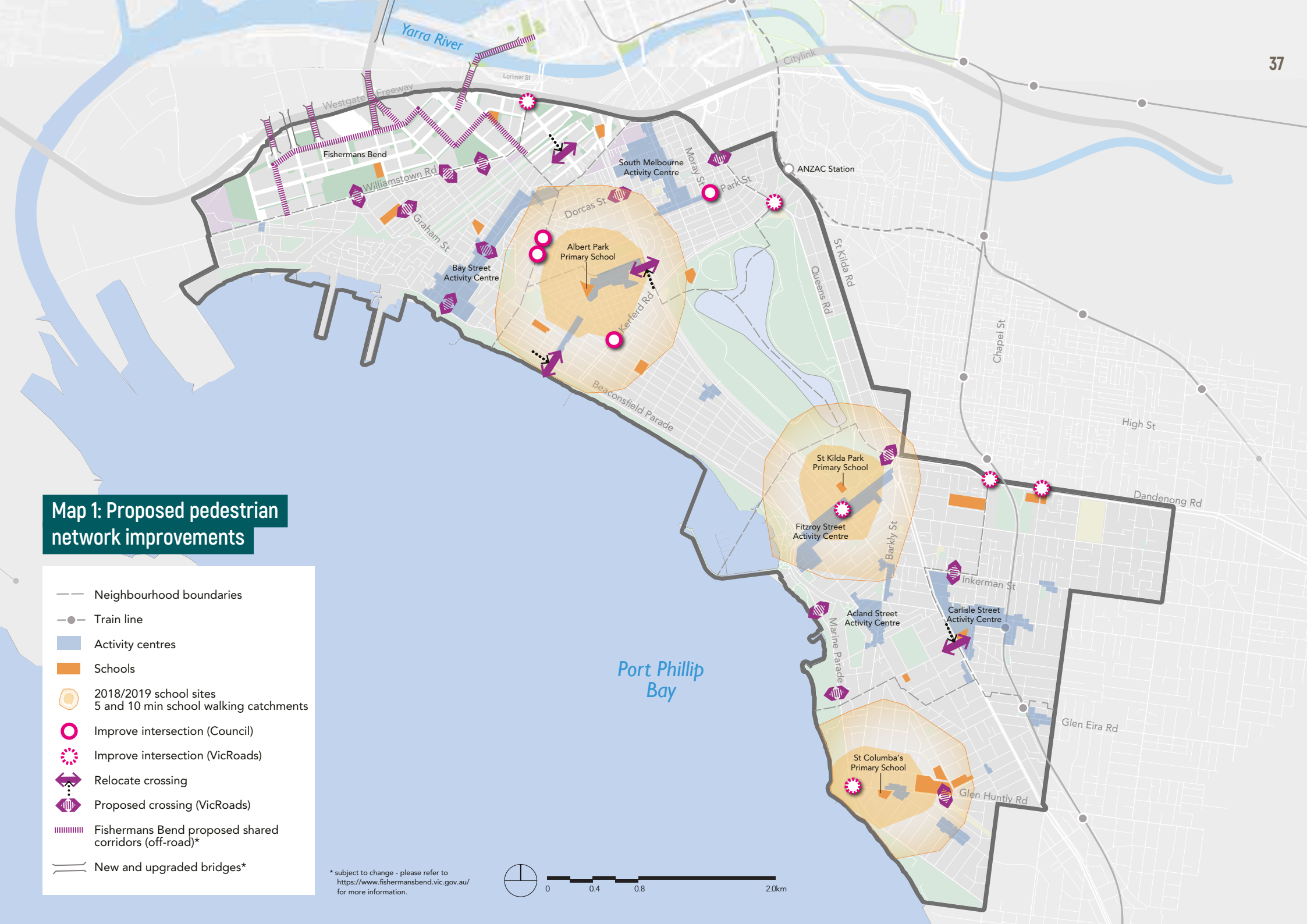
Cities Alive: Designing for urban childhoods report - ARUP

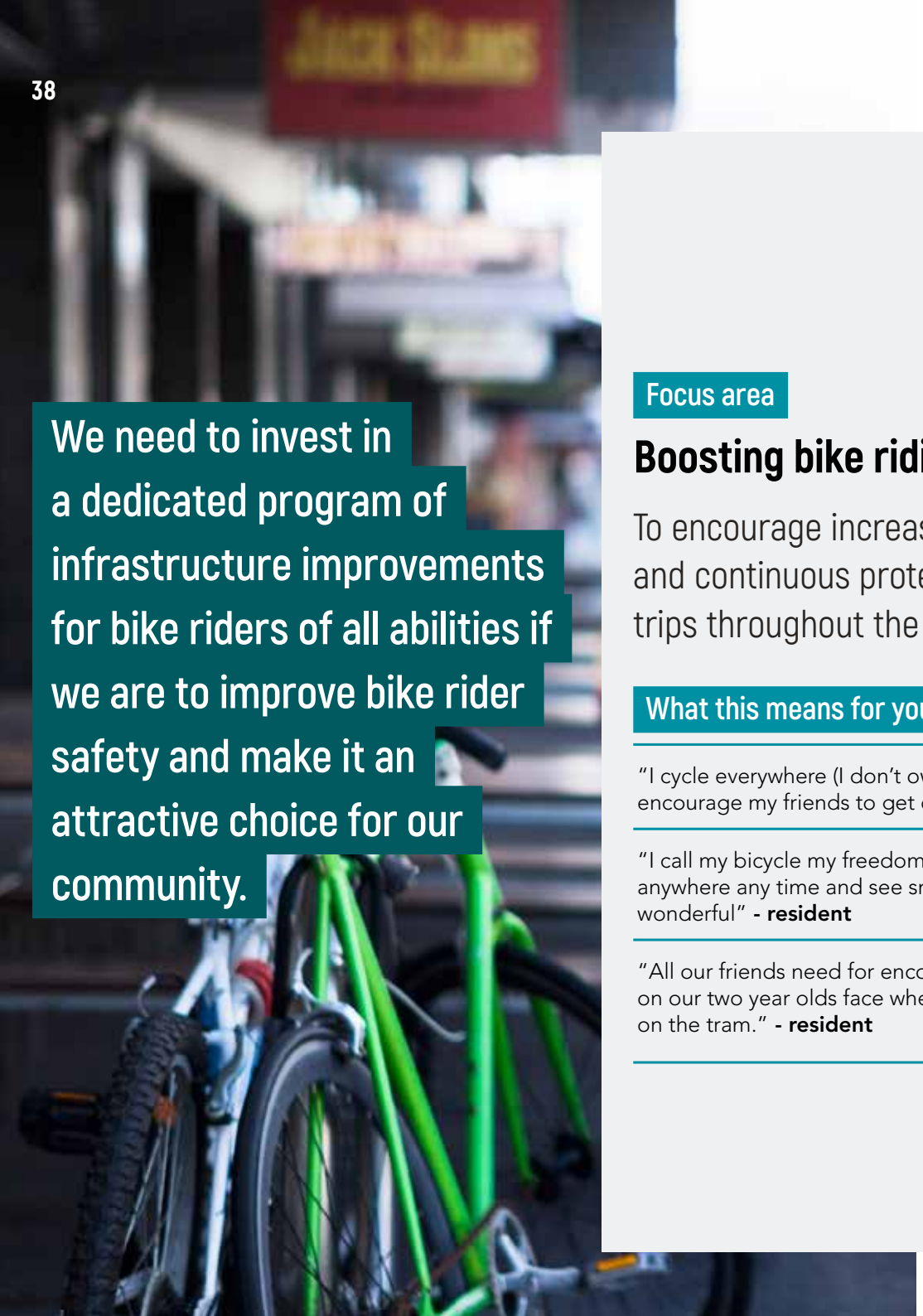
In 2017 ARUP published a report *Designing for urban childhoods* to showcase new thinking from around the world. Their research reinforces that a child-friendly approach to urban planning is essential for the creation of inclusive cities that work better for everyone, but is often overlooked as an urban concept.

Traffic hinders children's independent mobility and affects their physical and mental development. The amount of time children spend playing outdoors, their ability to get around independently, and their level of contact with nature are strong indicators of how a city is performing, not just for children but for all generations of city dwellers.

The report suggests ways of tackling this including pedestrian priority and play streets:

- **Green infrastructure** - safe urban water play in both flooded and dry conditions
- **intergenerational spaces** - for both old and young
- **pedestrian priority** - a safe environment for everyday street play and socialising
- **multi-use community spaces** - smart use of spaces around schools and other community facilities to enable out of hours use
- **Play streets** - temporarily closed to traffic to allow danger free outdoor play
- **Road treatment** - colourful crossings and shared spaces to improve pedestrian awareness
- **Playful encounters** - public art, bus stops and tram stops that invite creative interaction as part of the journey.


Yarra River
Lorimer St
Citylink
Westgate Freeway
Fishermans Bend
Williamstown Rd
Graham St
Bay Street Activity Centre
South Melbourne Activity Centre
Moray St
Park St
ANZAC Station
Dorcas St
Albert Park Primary School
Kerferd Rd
Queens Rd
St Kilda Rd
Chapel St
Beaconsfield Parade
High St
St Kilda Park Primary School
Fitzroy Street Activity Centre
Barkly St
Dandenong Rd
Inkerman St
Acland Street Activity Centre
Carlisle Street Activity Centre
Marine Parade
Port Phillip Bay
Glen Eira Rd
St Columba's Primary School
Glen Huntly Rd
Map 1: Proposed pedestrian network improvements
Neighbourhood boundaries
Train line
Activity centres
Schools
2018/2019 school sites
5 and 10 min school walking catchments
Improve intersection (Council)
Improve intersection (VicRoads)
Relocate crossing
Proposed crossing (VicRoads)
Fishermans Bend proposed shared corridors (off-road)*
New and upgraded bridges*
* subject to change - please refer to https://www.fishermansbend.vic.gov.au/ for more information.
0
0.4
0.8
2.0km



We need to invest in a dedicated program of infrastructure improvements for bike riders of all abilities if we are to improve bike rider safety and make it an attractive choice for our community.

Focus area

Boosting bike riding

To encourage increased bike riding by prioritising the delivery of comfortable, safe and continuous protected bike lanes for local access, commuting and recreational trips throughout the City.

What this means for you

"I cycle everywhere (I don't own a car), and always encourage my friends to get on a bike!" **- resident**

"I call my bicycle my freedom machine because I can go anywhere any time and see smell and hear the world it's wonderful" **- resident**

"All our friends need for encouragement, is to see the joy on our two year olds face when he is in our bike trailer or on the tram." **- resident**

Your future experience could be:

"I always wanted to ride to work but it seemed a bit scary and unsafe. The new bike path has a concrete separation between the cars and bikes and now I ride twice a week. It's a great way to start the day".

"We just bought a unit in Montague so we could be close to the city and the beach. Even though I work in Oakleigh, it's easy to ride my bike to Anzac Station, park my bike and take the train".

Why are we doing this?

Bike riding is healthy, very space efficient, low cost and often the most convenient way to travel short to medium distances (two to 10 kilometres). Encouraging more people to ride more often in Port Phillip will achieve significant benefits to both general health and the environment.

Previously Council has combined delivery of improvements for bike riding together with walking.

We need to invest in a dedicated program of infrastructure improvements for bike riders of all abilities if we are to improve bike rider safety and make it an attractive choice for our community. We know the best outcomes are achieved when we deliver bike lanes that are safely separated from pedestrians parked and moving vehicles, and for these lanes to be a continuous route between major destinations.

Bike riding is one of the most efficient ways of moving people in Port Phillip because:

- it is very space efficient, meaning we can move more people through the same space, and when parked needs less space than a car
- the cost to build and operate bike riding facilities is very low compared to public transport and cars
- it provides a healthy and environmentally friendly way of getting around
- it is an easy and convenient means of transport for short to medium length trips.

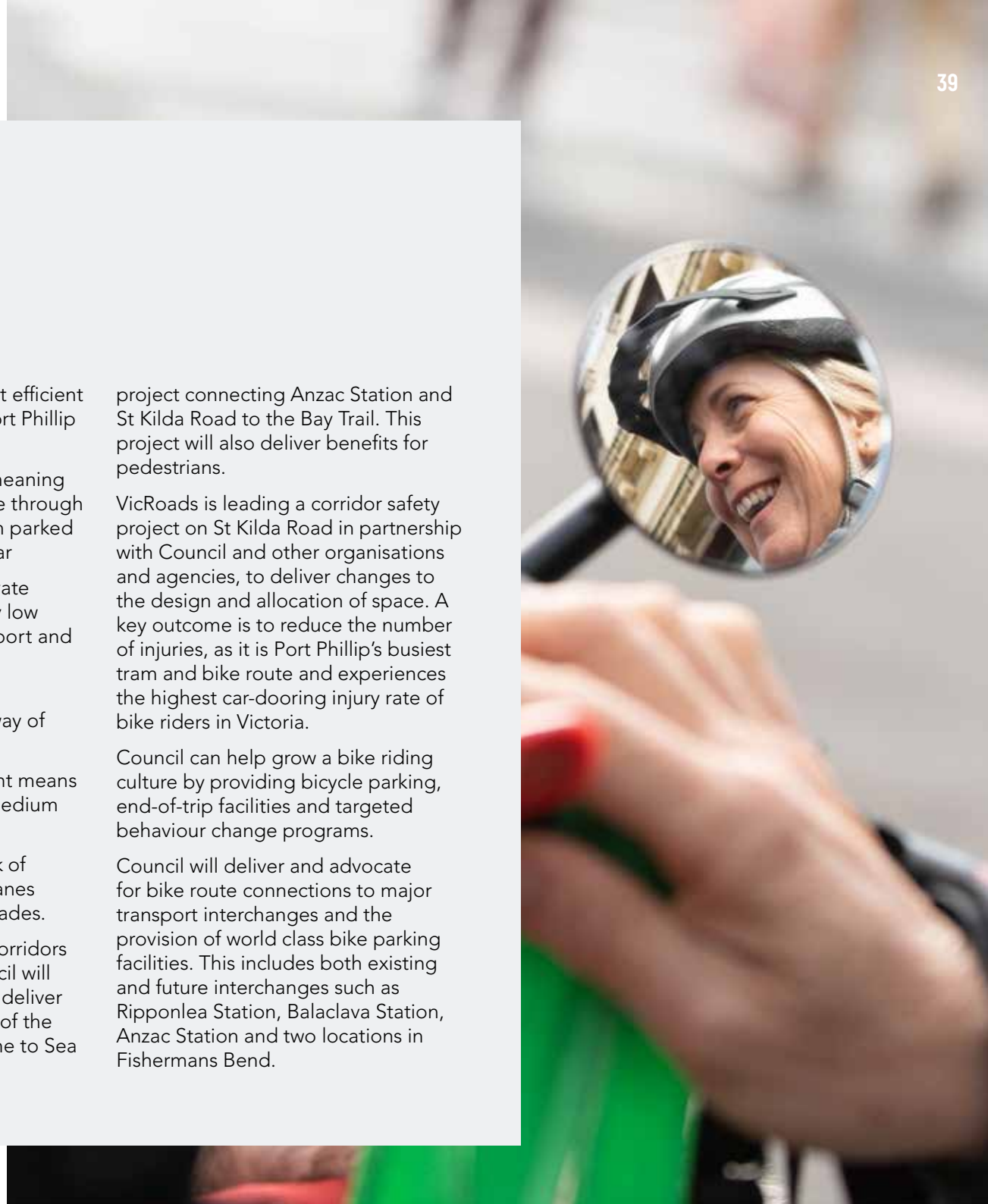
Council will deliver a network of continuous, protected bike lanes linked with intersection upgrades.

One of the highest priority corridors is along Kerferd Road. Council will partner with ParksVictoria to deliver protected bike lanes as part of the Victorian Government's Shrine to Sea project connecting Anzac Station and St Kilda Road to the Bay Trail. This project will also deliver benefits for pedestrians.

VicRoads is leading a corridor safety project on St Kilda Road in partnership with Council and other organisations and agencies, to deliver changes to the design and allocation of space. A key outcome is to reduce the number of injuries, as it is Port Phillip's busiest tram and bike route and experiences the highest car-dooring injury rate of bike riders in Victoria.

Council can help grow a bike riding culture by providing bicycle parking, end-of-trip facilities and targeted behaviour change programs.

Council will deliver and advocate for bike route connections to major transport interchanges and the provision of world class bike parking facilities. This includes both existing and future interchanges such as Ripponlea Station, Balaclava Station, Anzac Station and two locations in Fishermans Bend.





Case study

Inclusive City Cycling - reducing the gender gap (UK, Sustans June 2018)

A city that is designed for cycling is successful when its bike riding population reflects the wider population of residents living in that city. A report focusing on women and bike riding in the United Kingdom, from a 2017 Bike Life survey, explored different factors relating to how bike riding can make cities more liveable.

A key factor stopping women from bike riding is not feeling safe (men consistently ranked existing facilities as safer than women). Women were most represented (79 per cent) in supporting the investment in protected bike lanes, even if this meant less space for road traffic, as a means of creating a safer environment. Nearly a third of women living in Bike Life cities do not currently bike ride but would like to begin.

City of Sydney - Cycling Strategy and Action Plan 2018-2030

The evidence of the past decade is that if you deliver safe cycling facilities, Sydneysiders will get on their bikes and ride. The numbers speak for themselves. Thousands of people now travel by bike in Sydney and surrounding areas. The efficient and safe movement of people and goods is essential for economic growth, and is a hallmark of a globally competitive city.

In the last decade - from 2007 to 17 - City of Sydney has achieved an overall 100 per cent increase in bike rider numbers. A key part of this success has been due to their commitment to protected bike lanes, resulting in a boom in bike rider numbers. These increases range from a 281 per cent increase in George Street, Redfern, to a 580 per cent increase in Kent Street.

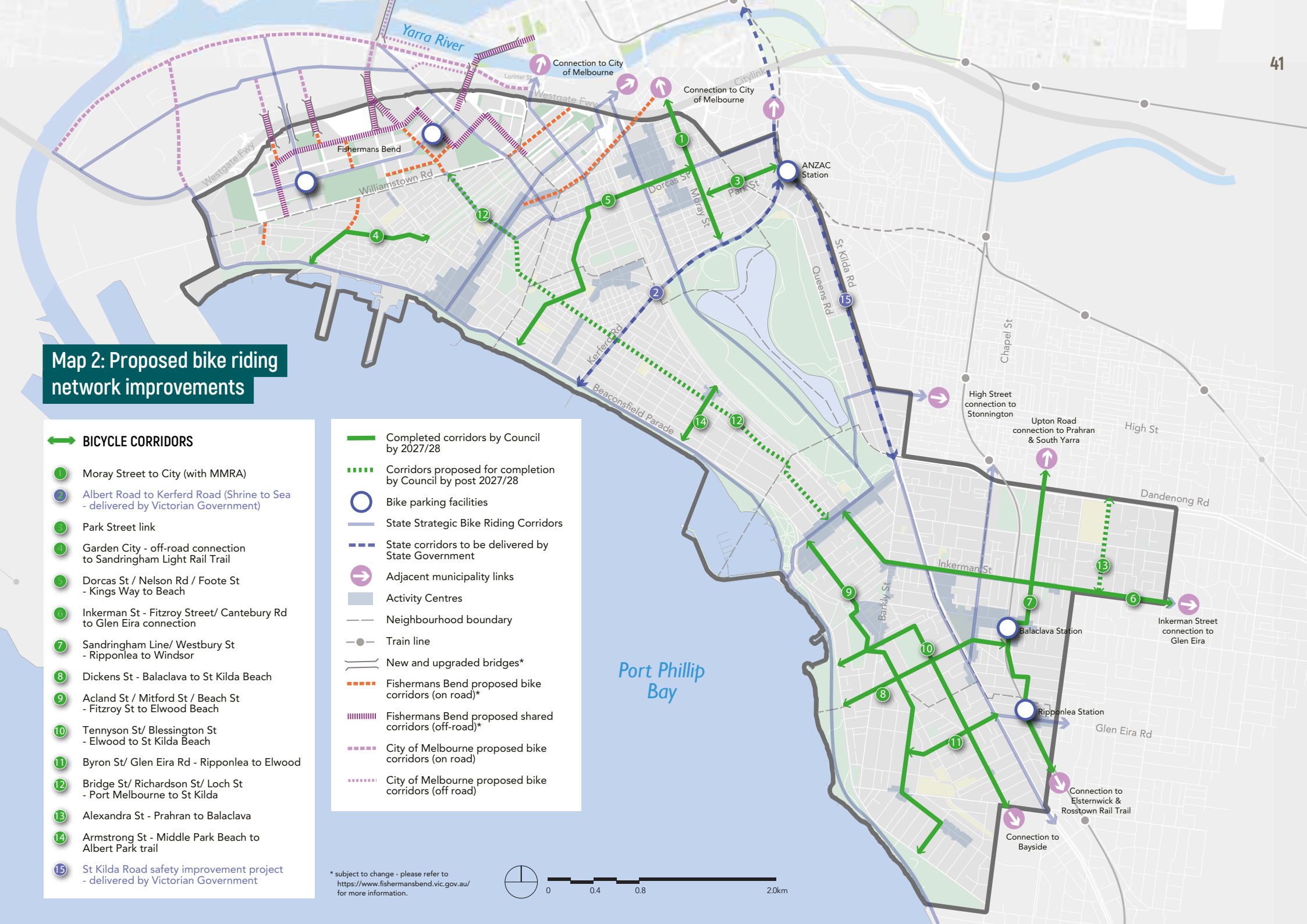
Bike riding network improvement map

The following criteria was used to identify and prioritise the routes shown in **Map 2:**

- **Ease of delivery**
  Selecting local streets gives Council greatest control over delivery, and avoiding key traffic and public transport routes to allow greatest flexibility, protection and other streetscape improvements in designing the corridors
- **Maximum connectivity**
  Connecting the most popular destinations together
- **Growth area focus**
  Linking to neighbourhoods and precincts with the highest growth in population or land use change and in neighbouring municipalities
- **Ease of uptake**
  Likelihood of attracting the most number of people to bike riding, factoring in other travel options, trip numbers and key destinations

Council is proposing to complete 11 corridors within the next 10 years, and an additional two after 2028 (excluding corridors delivered by the Victorian Government).

Map 2: Proposed bike riding network improvements



BICYCLE CORRIDORS

1. Moray Street to City (with MMRA)
2. Albert Road to Kerferd Road (Shrine to Sea - delivered by Victorian Government)
3. Park Street link
4. Garden City - off-road connection to Sandringham Light Rail Trail
5. Dorcas St / Nelson Rd / Foote St - Kings Way to Beach
6. Inkerman St - Fitzroy Street/ Cantebury Rd to Glen Eira connection
7. Sandringham Line/ Westbury St - Ripponlea to Windsor
8. Dickens St - Balaclava to St Kilda Beach
9. Acland St / Mitford St / Beach St - Fitzroy St to Elwood Beach
10. Tennyson St/ Blessington St - Elwood to St Kilda Beach
11. Byron St/ Glen Eira Rd - Ripponlea to Elwood
12. Bridge St/ Richardson St/ Loch St - Port Melbourne to St Kilda
13. Alexandra St - Prahran to Balaclava
14. Armstrong St - Middle Park Beach to Albert Park trail
15. St Kilda Road safety improvement project - delivered by Victorian Government

- Completed corridors by Council by 2027/28
- Corridors proposed for completion by Council by post 2027/28
- Bike parking facilities
- State Strategic Bike Riding Corridors
- State corridors to be delivered by State Government
- Adjacent municipality links
- Activity Centres
- Neighbourhood boundary
- Train line
- New and upgraded bridges*
- Fishermans Bend proposed bike corridors (on road)*
- Fishermans Bend proposed shared corridors (off-road)*
- City of Melbourne proposed bike corridors (on road)
- City of Melbourne proposed bike corridors (off road)

* subject to change - please refer to https://www.fishermansbend.vic.gov.au/ for more information.

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Outcome 2

	OUR PRIORITY ACTIONS	Short 18-19	Short 19/20	Medium 21-24	Long 25-28
13.	Complete the intersection upgrade of Wellington Street to improve traffic safety, and pedestrian and bike riding facilities				
14.	Develop criteria to assess change of road space from vehicle use to create space for social connection, trade, and walking and bike riding links.				
15.	Deliver pedestrian projects that create safe, high amenity walking routes and reduce barriers to crossing major roads				
16.	Work with school communities to support active travel to school as a popular, safe and easy travel option				
17.	Trial initiatives to increase priority and space for walking, bike riding and play				
18.	Deliver a network of dedicated and continuous protected bike corridors to create safer routes for all ages and abilities				
19.	Partner with Parks Victoria to plan and deliver the Shrine to Sea boulevard to deliver safety and streetscape improvements for walking and bike riding (subject to State funding)				
20.	Partner with VicRoads to deliver a better walking, bike riding and public transport environment along St Kilda Road				
21.	Partner with Victorian Government to design and deliver high quality bike parking facilities at train and tram hubs to integrate bike riding with public transport				
22.	Encourage and support the community to ride bikes				

Measuring progress

OUTCOME	INDICATOR	2016/17 RESULT	2020/21 TARGET	2027/28 TARGET
Our City's transport network, streets and places cater for our growing community	Number of daily walking trips (measured by VISTA)	153K	120K (+18% from base case)	**207K** (+36% from base case)
	Number of daily bike riding trips (measured by VISTA)	17K	30K (+75% from base case)	**44K** (+151% from base case)
	Speed of vehicles using Wellington Street	>44.8km/hr	≤40km/hr	**≤40km/hr**
	Number of schools participating in 'Walk to School' month	7/year	9/year	**11/year**
	Number of schools participating in 'Ride to School' day	13/year	15/year	**18/year**
	Number of 'Healthy Tracks to School' - infrastructure improvements for safer walking routes to schools completed	N/A	6	**12**
	Number of protected bike corridors delivered	N/A	4	**11**
	Increase in pedestrian and civic space in shopping strips and in activity centres	N/A	10%	**20%**



Council will identify areas of need and advocate with service providers and the Victorian Government for public transport improvements.

Outcome 3

Our community has convenient public transport choices that make it easier to move and connect

Focus area

Partnering to deliver reliable, accessible and more frequent public transport

Council will partner with the Victorian Government and public transport providers to ensure delivery of an attractive and highly competitive travel choice.

What this means for you

"People like me rely on the roads for our livelihoods. We need frequent public transport to be more reliable. That way, more people will use it and there's more space on the road for people who really need to drive."
- Business owner

"I would catch a bus if there was a quick bus route to the city. Buses are quite slow because while they have the priority lane they make more stops."
- resident

Your future experience could be:

"Since they separated traffic from trams, the trams are so much more reliable and frequent - which also means less crowded."

"Since Council and PTV have worked together, construction only happens once - a new footpath, a larger area for outdoor dining and an accessible tram stop."

Why are we doing this?

Port Phillip's inner-city location means it is generally well serviced by public transport services. There are key gaps, however, in both geographical coverage, service speeds and the frequency of services, especially bus and tram services. Improvements to these services will enable better quality travel and accessibility of the network, particularly for less mobile passengers.

Public transport that shares traffic lanes with an increasing number of people driving cars presents challenges to the reliability and speed of services. Prioritising public transport service to move more people faster and more reliably than private vehicle travel is the key aim.

Council will work together with our partners to redesign the network of bus and tram services. We aim to connect key destinations, to serve our growing resident and worker population ready for the benefits of Anzac Station, including connection times between different modes. This will include a review of existing bus routes, facilitation of a 'turn up and go' service, closing current and potential future gaps in the public transport network and reallocation of car parking to provide a network of dedicated lanes for buses and trams separated from cars.

Public Transport Victoria and Yarra Trams are legally obligated to deliver trams stops that are accessible for people with mobility issues. Council's role is to ensure these works are designed to maximise the benefits to our community, by designing connecting civic spaces and creating more opportunity for events, social activities and footpath trading.

Council will continue to advocate to State and Federal governments, and respective agencies to secure early implementation of tram services into Fishermans Bend so that it truly is a 10-minute neighbourhood for people to live, work and visit.

Council will continue to advocate to State and Federal governments to start planning for Melbourne Metro Rail Project 2 linking Newport to Clifton Hill, with two Metro train stations located within Fishermans Bend.

Areas of Port Phillip suffer from poor public transport services including frequency, services hours and connectivity, particularly around and between activity centres. Council will identify areas of need and advocate to service providers and the Victorian Government for public transport improvements.

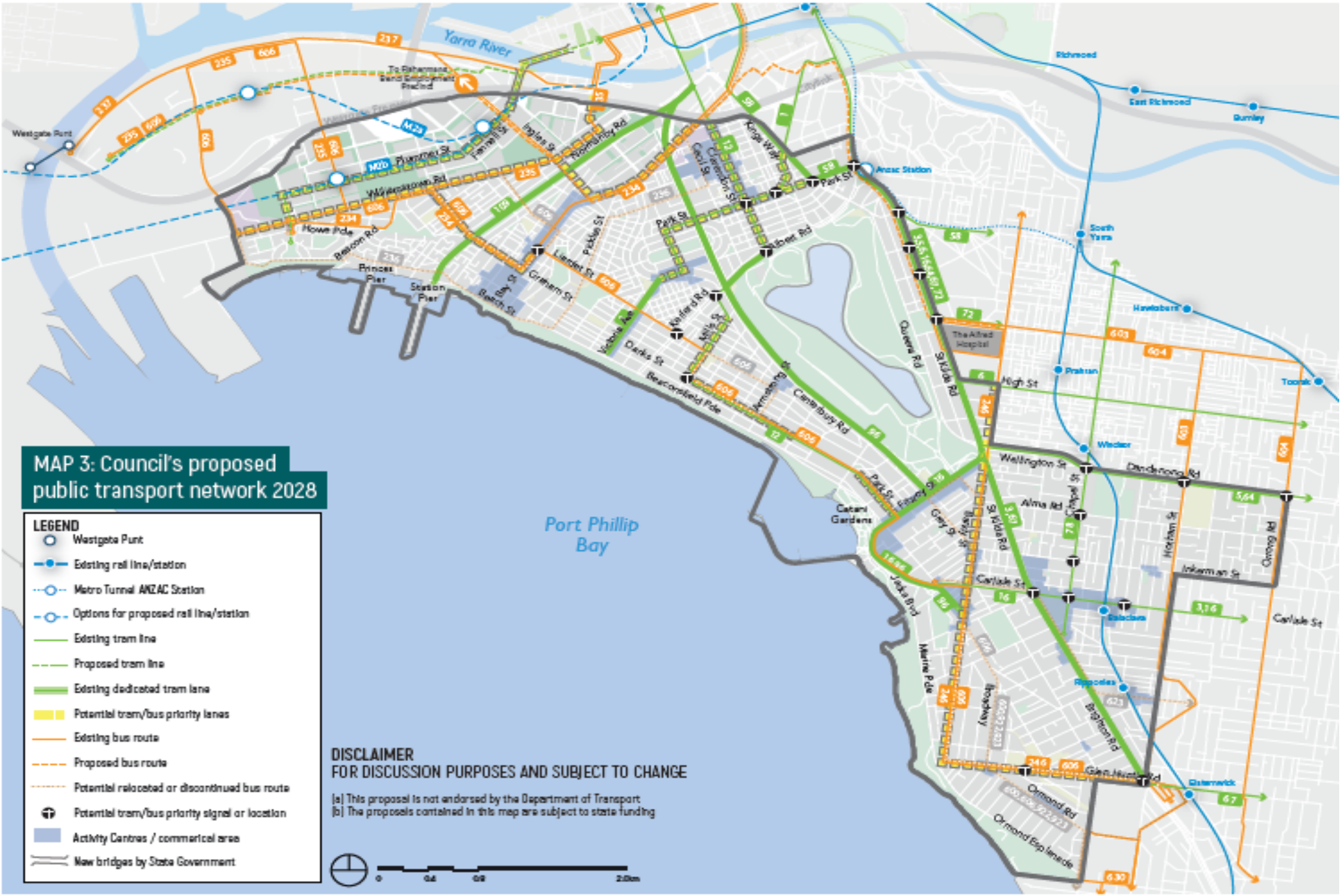
DID YOU KNOW

When the Metro Tunnel is complete it will create 48 per cent more passenger capacity on the Sandringham Line and 60 per cent more capacity on the Sunbury Line (accessed by the new Anzac Station)

Trams along St Kilda Road carry more people per hour than the Westgate Bridge



Prioritising public transport service to move more people faster and more reliably than private vehicle travel is the key aim.



MAP 3: Council's proposed public transport network 2028

Outcome 3

OUR PRIORITY ACTIONS		Short 18-19	Short 19-20	Medium 21-24	Long 25-28
23.	Partner with Rail Projects Victoria to design and deliver place, walking, bike riding and public transport improvements around Anzac Station				
24.	Partner with the Victorian Government and public transport providers to increase the reliability and frequency of both tram and bus services				
25.	Partner with PTV and Yarra Trams to deliver a pipeline of integrated movement and place tram projects				
26.	Advocate to State and Federal governments to deliver the Fishermans Bend tram by 2022				
27.	Advocate to the Victorian Government to commence construction on Metro 2 immediately following completion of the current Metro Tunnel Project in 2025/26				
28.	Identify and advocate for improvements to missing public transport links and areas of poor public transport connectivity				
29.	Investigate the opportunity to pilot transport services to improve connections within Elwood and from Port Melbourne to St Kilda				

Measuring progress

OUTCOME	INDICATOR	2016/17 RESULT	2020/21 TARGET	2027/28 TARGET
Our community has convenient public transport choices that make it easy to move and connect	Number of public transport trips (measured by VISTA)	42K	49K (+17% from base case)	**56K** (+35% from base case)
	Streetscape improvements are delivered as part of tram stop upgrade projects in shopping and activity centres per year	NA	100%	**100%**
	Delivery of dedicated bus or tram only lanes on Council controlled streets (kilometres)	0.5km	3.5km	**5.5km**



Parking policy reform can support a high quality urban lifestyle, and respond to the trade-offs required to achieve this in an increasingly overcrowded road space.

Outcome 4

Our community understands that parking is a limited and shared resource, and works with Council to ensure fairest access

Focus area

Improved parking management

Council will deliver a program of changes to our parking management system to improve equity in car parking while also supporting the economic vitality of the City.

What this means for you

I'm a ratepayer and pay for two parking permits and still can't get a park in my street! **- resident**

My customers need to be able to drive to my shop and know they can get a park **- small business owner**

Your future experience could be:

"More people in my street are parking their cars in their off-street car parks instead of the street, that has really helped create more available spaces for our visitors."

"I have had some frustrating experiences trying to pay for parking in the past, but the new app allows me to pay easily (no more coins!), and alerts me when my time is nearly up so can extend without leaving the restaurant."

Why are we doing this?

Council currently manages approximately 53,000 on-street car parking spaces across the municipality, as well as around 4,000 spaces in council-managed off-street car parks. This is equivalent to the area of approximately 10 Catani Gardens.

These spaces are a mix of paid parking, time restricted or permit parking, and unrestricted parking. Road space comprises 17 per cent of the total land area of the municipality and of that 17 per cent, 20 per cent is dedicated to on-street car parking. Council also plays a role in the supply of private off-street parking through the implementation of the Port Phillip Planning Scheme, which influences the amount of parking that is provided in new developments. These car parks are primarily for private use by residents, workers or visitors; however, there are around 2,500 commercial paid parking spaces (mainly in St Kilda Road and South Melbourne).

Public car parking is a finite resource in Port Phillip. New parking spaces aren't economical to provide and would take up space that could be used for other modes or other uses such as public space.

Parking controls (time restrictions and paid parking) are a critical tool to support place vibrancy of our streets, to ensure the opportunity to use the street space is equitable and allow more people to use the same space more often. Council's aim for parking occupancy is to ensure that people have the option of finding parking near their destination.

How are we doing this?

Council uses policies to guide our parking management practices. We will review and combine key parking policies to ensure that they meet current and future requirements.

Parking policy reform can support a high quality urban lifestyle, and respond to the trade-offs required to achieve this in an increasingly overcrowded road space.

Council will revise and update the Parking Permit Policy application procedures, online information and enforcement procedures as a priority action. The scope of the proposed changes include:

- introduction of fixed parking precincts for individual permits, changed from street location based
- consolidation and simplification of the existing number of permit policies and types, including the introduction of single-use visitor parking permits
- review of the maximum number of permits allowed per household, taking off-street parking into account
- introduction of tiered pricing structure for permits
- investigation into a transition from paper to electronic permits for some uses to enable a better customer experience.

A new Parking Controls Policy will provide criteria for consistent application of both paid and timed parking controls within the municipality. This will help solve existing issues around inconsistent pricing models, lack of seasonal responsiveness, poor demand management and integration with land uses.

Implementation of the Parking Controls Policy will be undertaken in conjunction with the parking technology program on a progressive basis. Reviewing parking controls in areas of Port Phillip with highest population, congestion and worker growth will be prioritised to address concerns of both existing and new residents. Priority areas include those with high congestion and traffic management requirements such as South Melbourne, St Kilda Road North, Port Melbourne, Balaclava and St Kilda. Community engagement will help inform parking needs and how we can provide fairer access to parking within our City.

Council will also investigate the development of Parking Overlays. A Parking Overlay is a planning scheme tool that we may use to respond to local car parking issues, both on and off-street, and to manage car parking by precinct rather than on a site-by-site basis.

To prepare for developing Parking Overlays in the planning scheme, Council will gather data on current use of parking supply in existing residential developments.

Outcome 4

OUR PRIORITY ACTIONS		Short 18-19	Short 19/20	Medium 21-24	Long 25-28
30.	Develop and implement a new Parking Permit Policy				
31.	Develop and implement a new Parking Controls Policy (paid and time controlled parking)				
32.	Develop a new evidence base for parking provision rates for new developments				
33.	Consider the use of Parking Overlays in the Planning Scheme review process				
34.	Improve access to parking information to the community via the Council website				

Measuring progress

OUTCOME	INDICATOR	2016/17 RESULT	2020/21 TARGET	2027/28 TARGET
Our community understands that parking is a limited and shared resource, and works with Council to ensure fairest access	Community perception of Council 'Parking Management' as part of the Port Phillip Customer Satisfaction Survey	52%	≥55%	**≥60%**
	Number of precincts that have been reviewed for improvement to parking management	NA	6	**15**

Best practice research

Car ownership versus parking supply in residential apartments: A case study of Melbourne, Australia (2017)

Increasing residential densities and urban consolidation are viewed as critical to the development of more sustainable urban transport and land use systems.

Residential apartment buildings now account for a substantial proportion of new developments, particularly in inner city areas. Planning provisions specify the requirements for on-site car parking in those developments. Car ownership levels are now being impacted by a range of factors including better access to public transport, declining youth licensing rates and availability of options to have access to a car without owning one.

International research has found that planning provisions that specify the amount of car parking required in apartment developments are resulting in excess parking availability. This comes at a cost to developers and reduces housing affordability.

Data from the Australian census was used to examine car ownership and parking supply in residential apartments in Melbourne, Australia. Consistent with the findings of international studies, excess parking availability is apparent in Melbourne's apartment developments. The parking requirements for larger apartments containing three or more bedrooms had the highest level of excess parking. Changes in the way parking requirements are specified have the potential to reduce parking oversupply.



Emerging technologies will play a major role in addressing both contemporary challenges and the transport requirements of future generations.

Outcome 5

Our community benefits from new transport options and technology to move around

Focus area

Harnessing rapid advancements in new technology

The way we make our daily travel decisions is set to change dramatically over the next 20 years. Both existing and emerging technologies, particularly the increase of internet enabled, location sensitive mobile devices and the data they produce, will support more options around how and when to travel.

What this means for you

"[Shared cars] encourage people not to buy a car. I have a friend who did the calculations regarding how much it costs to run a car... and she found that it was much cheaper using the share cars."
- resident

Your future experience could be:

"Having a car share a few streets away from our house has allowed us to sell our car and save for a holiday. We only need the car for big shops and weekends away, so it gives us everything we need for less."

Why are we doing this?

Australia has entered a period of rapid transport innovation. Smartphone apps to summon rides, self-driving cars, solar power, GPS-connected public bike share schemes and more are changing the way we manage our mobility needs.

Emerging technologies will play a major role in addressing both contemporary challenges and the transport requirements of future generations. The potential role of technology is constantly evolving, and any new long-term strategy needs to be flexible enough to adapt to new innovations and approaches.

One of the first steps Council is making is the introduction of new parking technology to help provide a more efficient and transparent parking service to residents and visitors. Parking ticket machines will be updated to allow modern payment and automated top-up options. Sensor technology will allow for more efficient parking turnover and real-time parking data to point drivers to vacant parking spaces.

Port Phillip is a national leader in the introduction of a car-share policy and has successfully met early targets for car share bays. Council will continue to increase the number of car-share bays across the municipality and continue to collect ongoing data to monitor usage trends across the various operators to ensure greatest community benefit.

The recent introduction of dockless bike share to Melbourne triggered a Council response to ensure providers generate benefit to the community by pursuing better regulation with the Victorian Government and other inner-city councils.

Many changes that will be brought about by technological change will either be delivered by parties other than Council, or in a future beyond the 10-year scope of this strategy. Recent experience with dockless bike share operations prompts Council to be proactive in establishing early thinking around new policy positions for our long-term future.

This includes changes such as autonomous vehicles, congestion charges, and emerging transport technologies.

The future of travel choice will be driven by data and Council has the opportunity to work with public and private transport services providers to offer real-time information and assist innovation across the sector.

To ensure that Council is able to accurately track and report on progress for improvements in the number of people bike riding, walking and using our civic spaces, investment in additional data capture is required.

DID YOU KNOW

3%

of our residents are already registered car share members - that's over 3,000 people

Outcome 5

	OUR PRIORITY ACTIONS	Short 18-19	Short 19/20	Medium 21-24	Long 25-28
35.	Introduce new technology to make it easier to find and pay for parking				
36.	Continue to deliver more convenient car share locations with providers and encourage car share provision in new developments				
37.	Review the car share policy 2016-2021				
38.	Partner with the Victorian Government and other councils to regulate and promote shared transport services and manage disruptive shared transport technologies				
39.	Invest in transport data capture to evaluate and monitor progress toward mode shift targets				
40.	Make data available to transport providers and third parties to improve service planning and make it easier to move and connect				
41.	Establish policy positions on autonomous vehicles, congestion levy expansion, road pricing and emerging new transport options				
42.	Support the use of electric vehicles through a variety of measures including the investigation of options to use the planning scheme to facilitate electric vehicle charging infrastructure in new developments				

Measuring progress

OUTCOME	INDICATOR	2016/17 RESULT	2020/21 TARGET	2027/28 TARGET
Our community benefits from new transport options and technology to move around	Residents who are satisfied with the use of pay-by-phone option to pay for parking	NA	>75%	**>90%**
	Number of cars owned by Port Phillip residents	51,200	51,200	**53,500**
	Number of residents who are car share members	2,500	12,500	**13,500**
	Utilisation rate of share bikes (docked and dockless) - trips / day	1	2	**3**

Best practice research

Mobility as a Service (MaaS) in Australia

Mobility as a Service (MaaS) is a transport system approach that promotes and facilitates multi modal, centralised and flexible choices, combined with purchase options. MaaS models use a digital platform to bring all modes of travel into a single on-demand service, and is currently receiving great attention and research interest. Different business models have emerged in which travellers can either pre-pay for their mobility services bundled into a MaaS plan, or pay-as-they-go using a smart app linked to the service.

A recent study by ITS Australia and iMOVE Co-operative Research Centre (based in Port Melbourne), focused on an evidence base required to prepare for the major changes anticipated that cleverly builds on existing assets and delivers user-centric services that match the increasing expectations of customers.

MEASURING AND REPORTING

The **Move, Connect, Live Strategy 2018-28** is a 10-year strategy.

The Strategy will be reviewed after four years and updated if needed. We will be reporting our progress each year through Council's annual report (unless otherwise stated).

OUTCOME	INDICATOR	2016/17 RESULT	2021/22 TARGET	2027/28 TARGET
Outcome 1 **Our City's transport network, streets and places cater for our growing community**	Number of fatal and serious traffic collisions involving all road users[1]	78*	≤119**	**≤96**
	Number of daily private passenger vehicle trips[2]	128K	128K	**128K**
	Community perceptions of Council's 'traffic management' as part of the Customer Satisfaction Survey	53%	≥55%	**≥60%**
Outcome 2 **Our community is healthier because it has safe, connected and convenient walking and bike riding choices**	Number of daily walking trips[2]	153K	120K (+18% from base case)	**207K** (+36% from base case)
	Number of daily bike riding trips[2]	17K	**207K** (+36% from base case)	**44K** (+151% from base case)
	Speed of vehicles using Wellington Street	>44.8km/hr	≤40km/hr	**≤40km/hr**
	Number of schools participating in 'Walk to School' month	7/year	9/year	11/year
	Number of schools participating in 'Ride to School' day	13/year	15/year	18/year
	Number of 'Healthy Tracks to School' - infrastructure improvements for safer walking routes to schools completed	NA	6	12
	Number of protected bike corridors delivered	NA	4	11
	Increase in pedestrian and civic space on shopping strips and in activity centres[3]	NA	10%	20%

1 Targets reflect increased population in Port Phillip and Metropolitan Melbourne and resulting increase in trips within, to/from and through our City

2 Measured by VISTA annually, subject to funding

3 Measured as square metre increase

4 Car Share Policy target identifies a 5% increase by 2027/28 based on current car use, congestion from through traffic and improved travel choices.

5 Target of 10% of residential population identified in Car Share Policy

* Reduction in crashes achieved is higher than the original target set

** Calculated as 20% reduction of 2007-2011 average

OUTCOME	INDICATOR	2016/17 RESULT	2021/22 TARGET	2027/28 TARGET
Outcome 3 **Our community has convenient public transport choices that make it easy to move and connect**	Number of public transport trips[2]	42K	49K (+17% from base case)	**56K** (+35% from base case)
	Streetscape improvements are delivered as part of tram stop upgrade projects in shopping and activity centres per year	NA	100%	**100%**
	Delivery of dedicated bus or tram only lanes on Council controlled streets (kilometres)	0.5	3.5	**5.5**
Outcome 4 **Our community understands that parking is a limited and shared resource, and works with Council to ensure fairest access**	Community perception of Council 'Parking Management' as part of the Customer Satisfaction Survey	52%	≥55%	≥60%
	Number of precincts that have been reviewed for improvement to parking management	NA	6	15
Outcome 5 **Our community benefits from new transport options and technology to move around**	Residents who are satisfied with the use of pay-by-phone option to pay for parking	NA	>75%	>90%
	Number of cars owned by Port Phillip residents[4]	51,200	51,200	53,500
	Number of residents who are car share members[5]	2,500	12,500	13,500
	Use of share bikes (docked and dockless) - trips / day / bike	1	2	3

APPENDIX A: CITY OF PORT PHILLIP TRANSPORT PARTNERS

ORGANISATION / AGENCY	TRANSPORT ROLE
Victorian Government	
Transport for Victoria (TfV)	Responsible for the planning and coordination of all transport systems in Victoria. It acts as an umbrella agency for Public Transport Victoria, Active Transport Victoria (ATV), VPC and VicRoads.
Public Transport Victoria (PTV)	Statutory authority responsible for providing, coordinating and promoting public transport services in Victoria. Manages the contracts for Yarra Trams, Metro and bus operators.
VicRoads	Road and traffic authority responsible for planning, development and management of the arterial road network and delivering road safety initiatives. Approval authority for Council road upgrade projects.
Rail Projects Victoria (RPV)	Formerly Melbourne Metro Rail Authority (MMRA), responsible for the delivery of Metro Tunnel including a new station at Domain.
Port of Melbourne Corporation (PMC)	The Port of Melbourne is Australasia's largest maritime hub for containerised, automotive and general cargo. It is a key economic asset for businesses and people across Victoria and south-eastern Australia.
Victorian Ports Corporation (VPC)	Manages Station Pier services for trade and tourism including the Spirit of Tasmania, shipping to Tasmania, and cruise passenger berth.
Transport Accident Commission (TAC)	Road injury insurance agency that provides funding to improve safety at areas of high injuries.
Transport operators	
Yarra Trams (YT)	Operates Melbourne tram network and delivers tram upgrade construction projects.
Bus operators	A number of independent bus operators run the Victorian Metropolitan bus network
Metro Trains	Operates Melbourne metropolitan train network.

ORGANISATION / AGENCY	TRANSPORT ROLE
Local government	
Adjacent local councils	City of Melbourne, Stonnington City Council, City of Glen Eira, Bayside City Council
Inner Melbourne Action Plan (IMAP)	The Inner Melbourne Action Plan (IMAP) brings key government stakeholders together to develop and deliver regionally based actions.
Inner South Metropolitan Mayors Forum (ISMMF)	Bayside, Boroondara, Glen Eira, Kingston, Port Phillip, Stonnington and Yarra councils state advocacy group focused on shared transport priorities including reducing the cost of delays due to ineffective transport.
Melbourne Transport Forum (MTF)	A local government interest group that works towards effective, efficient and equitable transport in metropolitan Melbourne by providing a forum for debate, research and policy development.
Peak body	
Bicycle Network (BN)	Promotes community health through prevention and control of disease by "more people bike riding more often"
Public Transport Users Association (PTUA)	Lobby group representing passenger interests on public transport throughout Victoria
Victoria Walks	A walking health promotion charity, managed by an independent voluntary board
Local community	
Bicycle User Group (BUG)	Represents the views and needs of local bike riders including lobbying for better cycling conditions in and around Port Phillip.

APPENDIX B: 10 YEAR IMPLEMENTATION PLAN

Outcome 1

	OUR PRIORITY ACTIONS	Short 18-19	Short 19/20	Medium 21-24	Long 25-28	
1.	Review and update the Port Phillip Planning Scheme and Municipal Strategic Statement to ensure effective integration of land use and transport planning					
2.	Develop a precinct masterplan for the Domain Precinct (Albert Road and surrounds)					
3.	Partner with the Victorian Government to ensure the Fishermans Bend Framework and precinct plans optimise wider transport connections for both current and future Port Phillip residents and workers					
4.	Partner with the Victorian Government to fund early delivery of connections to public transport, public space and streetscapes, footpaths and bike lanes in Fishermans Bend					
5.	Review the Community Bus Services as part of the Aged Care Transition Service review (in response to national reforms in aged care)					
6.	Develop Movement and Place Guidelines that include green infrastructure					
7.	Deliver blackspot safety improvements at high collision locations (subject to external funding)					
8.	Deliver Local Area Traffic Management (LATM) treatments to deter through traffic and maintain safe vehicle speeds on local streets					
9.	Ensure our streets and places are safe and inclusive by applying "access for all" standards for vulnerable user groups (upgrading parking for people with disabilities, pedestrian facilities, lighting, security etc)					
10.	Support the Victorian Government to develop Movement and Place Strategy for St Kilda Junction and Council to deliver safety and amenity improvements					
11.	Partner with the Victorian Government and others to manage the impact of growing freight and goods delivery movements on our community					
12.	Support the Victorian Ports Corporation (Melbourne) and Victorian Government to manage congestion at Port Melbourne Waterfront precinct					
	Outcome 1	10 Year Budget		**$4,634,000**		

Outcome 2

	OUR PRIORITY ACTIONS	Short 18-19	Short 19/20	Medium 21-24	Long 25-28	
13.	Complete the intersection upgrade of Wellington Street to improve traffic safety, and pedestrian and bike riding facilities					
14.	Develop criteria to assess change of road space from vehicle-use to create space for social connection, trade and walking and bike riding links.					
15.	Deliver pedestrian projects that create safe, high amenity walking routes and reduce barriers to crossing major roads					
16.	Work with school communities to support active travel to school as a popular, safe and easy travel option					
17.	Trial initiatives to increase priority and space for walking, bike riding and play					
18.	Deliver a network of dedicated and continuous protected bike corridors to create safer routes for all ages and abilities					
19.	Partner with Parks Victoria to plan and deliver the Shrine to Sea boulevard to deliver safety and streetscape improvements for walking and bike riding (subject to State funding)					
20.	Partner with VicRoads to deliver a better walking, bike riding and public transport environment along St Kilda Road					
21.	Design and deliver high quality bike parking facilities at train and tram hubs to integrate bike riding with public transport					
22.	Encourage and support the community to ride bikes					
	Outcome 2	10 Year Budget		**$18,235,000**		

Outcome 3

	OUR PRIORITY ACTIONS	Short 18-19	Short 19/20	Medium 21-24	Long 25-28	
23.	Partner with Rail Projects Victoria to design and deliver place, walking, bike riding and public transport improvements around Anzac Station					
24.	Partner with the Victorian Government and public transport providers to increase the reliability and frequency of both tram and bus services					
25.	Partner with PTV and Yarra Trams to deliver a pipeline of integrated movement and place tram projects					
26.	Advocate to State and Federal governments to deliver the Fishermans Bend tram by 2022					
27.	Advocate to the Victorian Government to commence construction on Metro 2 immediately following completion of the current Metro Tunnel Project in 2025/26					
28.	Identify and advocate for improvements to missing public transport links and areas of poor public transport connectivity					
29.	Investigate the opportunity to pilot transport services to improve connections within Elwood and from Port Melbourne to St Kilda					
	Outcome 3		10 Year Budget		**$8,148,000**	

Outcome 4

OUR PRIORITY ACTIONS		Short 18-19	Short 19/20	Medium 21-24	Long 25-28	
30.	Develop and implement a new Parking Permit Policy					
31.	Develop and implement a new Parking Controls Policy (paid and time controlled parking)					
32.	Develop a new evidence base for parking provision rates for new developments					
33.	Consider the use of Parking Overlays in the Planning Scheme review process					
34.	Improve access to parking information to the community via the Council website					
	Outcome 4	10 Year Budget		**$950,000**		

Outcome 5

OUR PRIORITY ACTIONS		Short 18-19	Short 19/20	Medium 21-24	Long 25-28	
35.	Introduce new technology to make it easier to find and pay for parking					
36.	Continue to deliver more convenient car share locations with providers and encourage car share provision in new developments					
37.	Review the car share policy 2016-2021					
38.	Partner with the Victorian Government and other councils to regulate and promote shared transport services and manage disruptive shared transport technologies					
39.	Invest in transport data capture to evaluate and monitor progress toward mode shift targets					
40.	Make data available to transport providers and third parties to improve service planning and make it easier to move and connect					
41.	Establish policy positions on autonomous vehicles, congestion levy expansion, road pricing and emerging new transport options					
42.	Support the use of electric vehicles, including installation of public charging stations and planning controls requiring charging infrastructure in new developments					
	Outcome 5	10 Year Budget		**$4,959,000**		



For more information, please contact us via:

www.portphillip.vic.gov.au/contact_us.htm

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You can also visit our website:

www.portphillip.vic.gov.au

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NATIONAL RELAY SERVICE

A phone solution for people who are deaf or have a hearing or speech impairment

If you are deaf or have a hearing or speech impairment, you can phone us through the National Relay Service (NRS):

- TTY users dial **133677**, then ask for **03 9209 6777**
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For more information visit: www.relayservice.gov.au

Please contact ASSIST on 03 9209 6777 if you require a large print version.

Language assistance

廣東話	9679 9810	Ελληνικά	9679 9811
普通話	9679 9858	Русский	9679 9813
Polska	9679 9812	Other	9679 9814