

Moreland Integrated Transport Strategy 2019



Moreland Integrated Transport Strategy 2019

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PREPARED BY



CONSULTATION BY



Moreland City Council

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Mayor's Foreword

Moreland is a progressive and vibrant city which is expected to grow by 43,000 people between 2019 and 2036. This population growth will add further pressure on our road network which is already congested and continuing to add more cars will only compound the problem.

The Moreland Integrated Transport Strategy (MITS) 2019 sets out Council's strategic direction for integrated transport planning for the next decade and beyond. It aims to achieve a reduction in car use. This means space for cars and parking can continue to be used by those who most need it, but walking and riding will become easier for everyone.



We will aim to limit the number of additional cars driving and parking in Moreland, and enable other modes of transport. We want to manage growth to create a city that will successfully meet our existing and future needs.

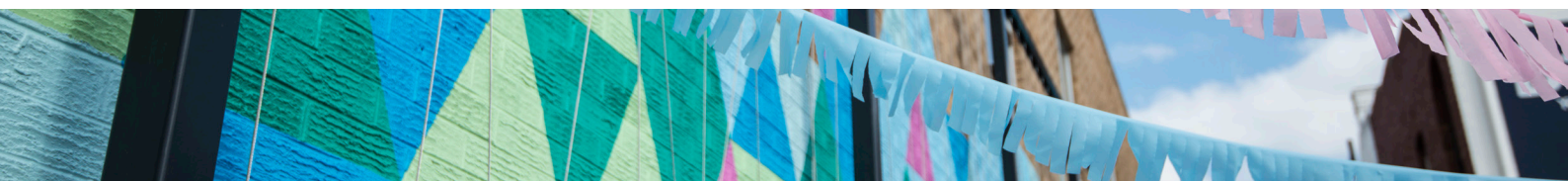
MITS 2019 was developed following three periods of consultation with the Moreland community and other key stakeholders across 2017 and 2018 – one of the biggest pieces of consultation Council has ever undertaken. This included sending almost 40,000 letters to the people most directly affected by changes in the MITS. We believe the level of engagement from the community will prove to be the key to the success of the project.

Council will make some bold changes, such as re-thinking the amount of space we give to cars and parking, and big changes to the way we manage parking on our streets and in new developments. As cities grow, we need to make them more efficient. Cars have proven to no longer be the best way to get all of us around. Once upon a time, this may have been the case, but we need to adapt in order to keep Moreland a great place to live.

While focusing on what Council can do directly to improve transport in Moreland, MITS also contains strong directions for working with the state government, local traders and residents, neighbouring councils and the broader community.

Thank you to those who contributed to the development of MITS 2019, including the thousands of members of the community who took the time to participate in consultation and help shape the strategy. We look forward to creating a cleaner and more sustainable city where everyone can get around.

Cr Natalie Abboud
Moreland City Council Mayor



Plan on a Page

Facilitate a demonstrable mode shift to more sustainable modes of transport that also targets a long-term reduction in car use.

A liveable Moreland where the transport network caters for all ages and where we consciously reduce local vehicle traffic and safeguard the wellbeing of our community.

A sustainable Moreland which achieves a city-leading shift toward sustainable modes of travel, supporting the transition to active and zero-emissions transport by 2040 and addressing the climate emergency.

A Moreland that is safe and healthy where transport safety is a key focus, we improve personal security and safety and promote a healthy community with cleaner air.

A Moreland that is accessible and equitable for all where we reduce barriers to community movement and strongly commit to making Moreland accessible to all.

A prosperous Moreland which connects people to local jobs and services, encourages people to visit shopping strips and activity centres, focuses on the reliability of the transport system for people and goods and caters for population and employment growth.

Smarter parking management

- Permitting less parking in new developments to allow people to choose a lower level of parking to suit their needs
- Expanding parking restrictions to protect local streets from changes to parking requirements in new developments
- Using paid parking in some areas for all-day parking
- Expanding the number of accessible (disabled) parking bays

Reallocating road space

- Reallocating space from cars and car parking to walking, cycling and public transport
- Reallocating space for greener, more pleasant streets

Advocating for better public transport

- Advocate for more frequent buses and trains
- Advocate for more reliable buses, trams and trains
- Advocate for public transport that is accessible for people of all abilities

Creating safer, quieter streets

- Creating more pedestrian crossings
- Continue to roll out 40km/h limits on all local roads
- Reduce speed limits on arterial roads near places like schools, hospitals and activity centres
- Conduct a 12-month trial of 30km/h limits in selected areas
- Close some local roads to through traffic

Fostering partnerships for sustainable transport

- Work with schools to support walking and cycling
- Work with communities to support behaviour change
- Work with traders and businesses to improve loading and deliveries



1

BACKGROUND



Introduction

Our transport system is the cornerstone of how our society lives, connects and interacts. It is vital to keeping communities socially connected, as well as giving people opportunities to access work, education, healthcare and other needs. It can allow our businesses and the economy to thrive - connecting workers to jobs, moving goods and people efficiently, and providing access to shops and services. It can also shape our health and wellbeing, allowing for greater levels of physical activity through increased walking and cycling and allowing us to travel where we need to go in a safe and efficient manner.

Moreland, like the rest of Melbourne, is facing strong population growth. If we maintain our current approach to transport through this growth and evolution, we risk eroding the liveability of our community through worsening congestion, safety, amenity. We will also fail to take the urgent action required of us to deal with the climate emergency we all face.

The Moreland Integrated Transport Strategy (MITS) is Council's plan to manage the inevitable transport impacts of population growth over the coming decade. The 'strategies' and 'actions' outlined in MITS also seek to create a more liveable, sustainable, healthy, equitable and prosperous city through an increased emphasis on walking, cycling and public transport.

This document should be read in conjunction with the MITS Appendix, which contains further background and detail about our strategies and actions.



Context

In 2017, Council set a vision for the future where “Moreland will be known for its proud diversity, and for being a connected, progressive and sustainable city in which to work, live and play”. Amongst a range of objectives, the Council Plan committed to delivering on this vision by **“facilitating a demonstrable mode shift to more sustainable modes of transport that also targets a long-term reduction in car use”**.¹

Accordingly, the primary aim of MITS is to reduce car use by encouraging walking, cycling and public transport, so that limited road space and parking resources can be used by people who have the greatest need to drive.

What is Council's role?

Council has direct control over the maintenance and management of local roads, footpaths and shared paths for pedestrians and cyclists. Council is also responsible for the public infrastructure and facilities on local streets, such as seating, landscaping, lighting and bicycle parking. This means Council is able to make decisions that promote walking and cycling through the design of its streets. Council can also support active travel through behaviour change programs, promotion and events.

Council is responsible for reviewing new developments and changes to the land use to ensure they are consistent with local and state planning requirements, called the ‘Planning Scheme’.

Council can propose changes to the Planning Scheme to influence car parking, land use planning controls and other levers, which influence the way our cities are created.

Council is also responsible for issuing resident and business car parking permits, managing car parking (for example, through time restrictions or paid car parking) and enforcement. Council also reviews, approves and enforces other permits, such as those for roadworks, traffic management, construction, occupying street space and National Heavy Vehicle Regulator permits.

Council acts as a key liaison body for the community, including our residents, workers, schools and community groups. In implementing MITS, Council will be responsible for balancing a diverse range of people and groups with a wide range of needs and ensure that everyone can feel safe, welcome, connected and happy in Moreland.

What role do others have?

Council does not have responsibility over many aspects of our transport system, including public transport and state-owned main ('arterial') roads. This means that Council cannot directly control where new bus services go, installation of bicycle lanes on major roads or the price of car or bike share. However, Council has a role in supporting and advocating for the issues that matter to the community.

Council also does not have direct influence over the ownership or use of private land beyond statutory mechanisms, such as the levers available in the Planning Scheme. This means we have limited influence over many elements of private developments, such as shopping centres or residential developments. We don't have direct control over market forces, such as dictating areas in which businesses establish themselves and where there should be demand for apartments or houses. But we can use planning mechanisms and statutory tools to help steer these factors and shape the development of our cities.

It is important to recognise that Council funding and resources are finite and, as a result, we need to be aware of how we spend our time and money to ensure it reflects the best value for the community. Council's approach is to deliver low-cost, high-impact changes that deliver a shift towards sustainable transport modes, supported by a range of behaviour change initiatives.

What role does the community have?

As a community, everyone needs to begin the conversation about a different transport future - one where we won't always be able to drive where and when we want or have the right to park our cars immediately in front of our own houses. Our strategy will contribute to providing realistic and viable walking, cycling and public and transport alternatives to driving.

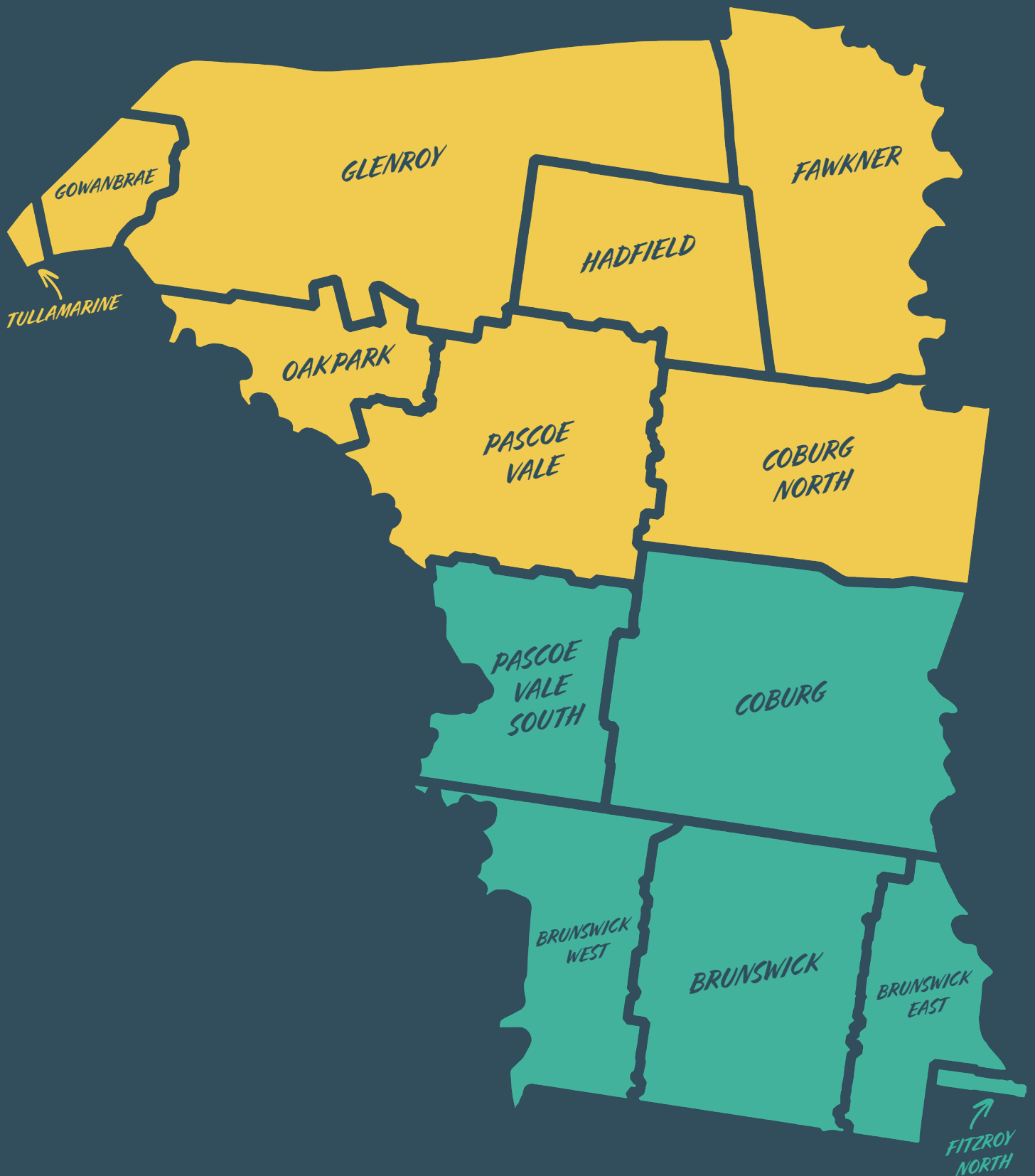
Moreland in 2019

To help us establish a snapshot of the current state of Moreland, we have reproduced some key statistics and facts about the way the community travels.

Throughout this strategy, reference is made to the 'North' and 'South' of Moreland, reflecting the different characteristics of respective areas of the municipality. These areas are summarised on the following page.

More detail can be found in the **Moreland Integrated Transport Strategy 2018 - Background Report.**

'THE NORTH'



'THE SOUTH'

LIKE THE REST OF MELBOURNE, MORELAND'S POPULATION IS GROWING & DENSIFYING, INCREASING DEMAND FOR TRANSPORT



+19.7%
MORELAND
POPULATION
2006-2016

SOURCE: ABS CENSUS 2006 & 2016²



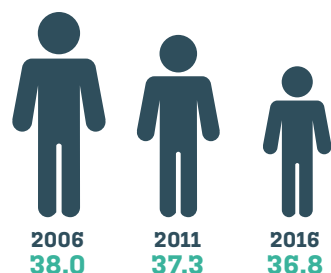
2006
140,900

2016
172,300

2036
228,400

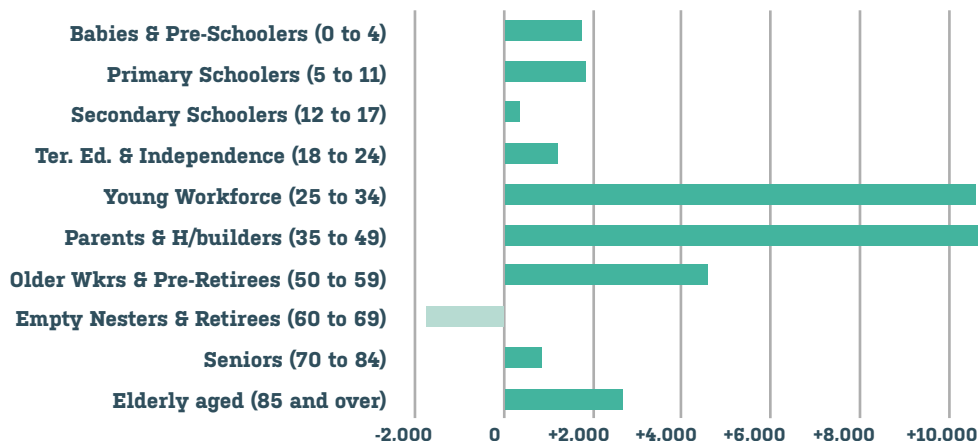
SOURCE: ESTIMATED RESIDENT POPULATION, FORECAST.ID³

MORELAND HAS ALSO BEEN GETTING YOUNGER, PARTICULARLY IN THE NORTHERN SUBURBS. THERE HAS BEEN STRONG GROWTH IN YOUNG & MIDDLE-AGED RESIDENTS.



AVERAGE AGE IN
MORELAND
IS DECREASING

SOURCE: ABS CENSUS 2006, 2011 & 2016²



WHITE COLLAR EMPLOYMENT FOR MORELAND RESIDENTS IS GROWING, WITH THE SHARE OF LABOURERS, MACHINERY DRIVERS, TECHNICIANS & TRADE WORKERS DECREASING OVER THE LAST DECADE.



INCREASE IN
PROFESSIONALS &
SERVICE WORKERS

SOURCE: ABS CENSUS 2006 & 2016²



OF MORELAND
RESIDENTS WORK
OUTSIDE OF THE
MUNICIPALITY

SOURCE: ABS CENSUS 2016²



OF MORELAND
WORKERS LIVE
OUTSIDE OF THE
MUNICIPALITY

SOURCE: ABS CENSUS 2016²

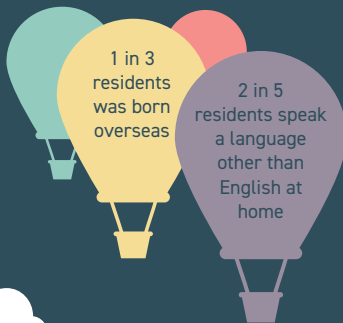
Mode Share (All Trips)

SOURCE: VICTORIAN INTEGRATED SURVEY OF TRAVEL & ACTIVITY 2012-14⁴
ALL TRIPS ORIGINATING IN MORELAND LGA



MORELAND IS CULTURALLY DIVERSE

SOURCE: CITY OF MORELAND PROFILE⁵



SOUTH
1.28 cars/
dwelling

NORTH
1.57 cars/
dwelling

TOTAL
1.40 cars/
dwelling

AVERAGE CAR OWNERSHIP IS HIGHER IN THE NORTH

SOURCE: ABS CENSUS 2016²

More 3-5+ person households in the north

More 1-2 person households in the south

THERE ARE MORE LARGE HOUSEHOLDS IN THE NORTH THAN THE SOUTH

SOURCE: ABS CENSUS 2016²

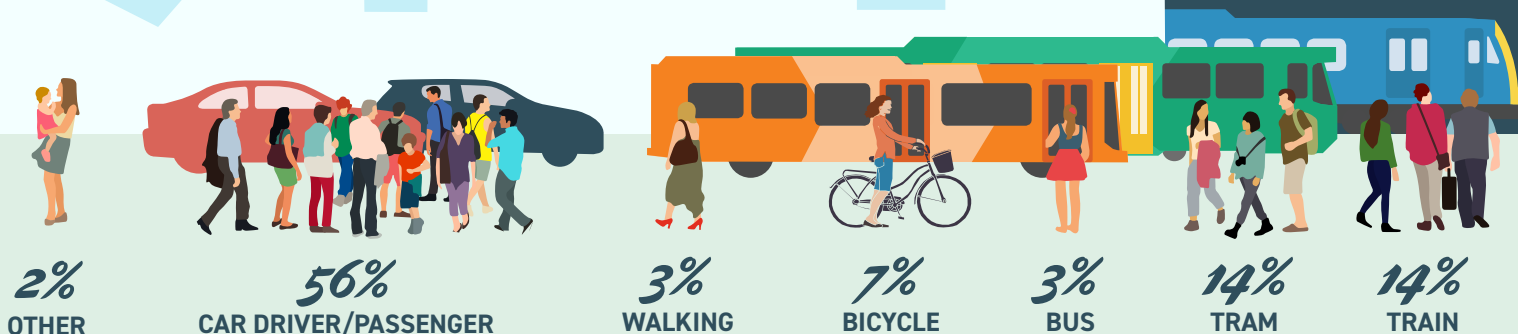
AREAS IN THE NORTH TYPICALLY HAVE A HIGHER SHARE OF PEOPLE WHO NEED HELP WITH DAILY NEEDS, INCLUDING:

Severe Disability

Health Condition

Elderly / Older Persons

SOURCE: ABS CENSUS 2016²



Mode Share (Work Trips)

SOURCE: ABS CENSUS 2016 - METHOD OF TRAVEL TO WORK²
MORELAND SUBURBS AS PLACE OF USUAL RESIDENCE (INCL. FITZROY NORTH & TULLAMARINE)

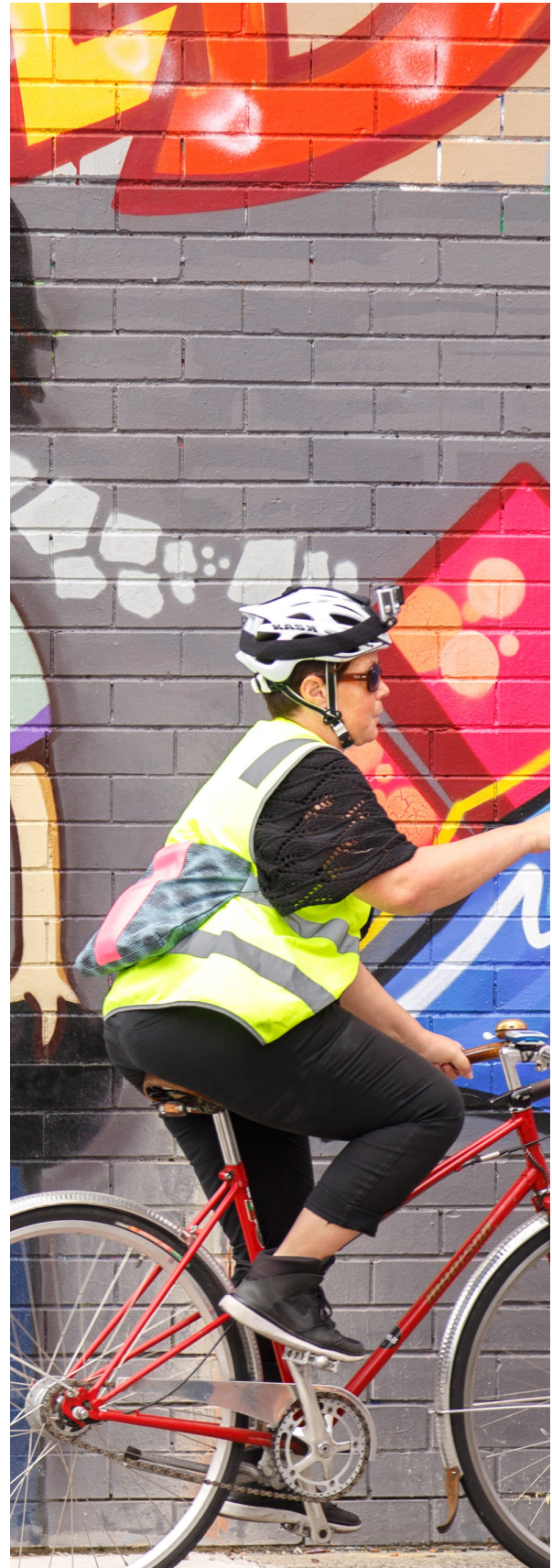
Key Policy Alignment

In 2015, Council adopted the **Moreland Community Vision**, underpinned by extensive consultation. The Community Vision reflects the aspirations of the community for 2025 – where “diverse, healthy and connected people live and flourish in our neighbourhoods, which are attractive, safe, clean and accessible. As a community we share a rich history and celebrate our diversity and cultural vibrancy.”⁶

Council's **Municipal Health and Wellbeing Plan** seeks outcomes which encourage Moreland residents to be more active at all stages of life, have walkable access to everyday needs and have access to open space close to where they live. The Plan also seeks an integrated transport system that prioritises and encourages walking, cycling and public transport and targets a reduction in car use.⁷

The **Moreland Zero Carbon 2040 Framework** identifies a number of sustainable-transport-related actions, including promotion of walking and cycling as preferred transport options, increased car share (and electric vehicle car share) instead of continued private vehicle ownership, and reallocation of road space for alternative transport modes (such as cycling) and land uses (such as new open space).⁸

MITS builds upon Moreland's existing policies and strategic direction. A broader review of policies can also be found in the **MITS 2019 – Background Report**.



Methodology & Consultation

Over the course of developing MITS, Council has undertaken extensive consultation with the community, user groups, working groups and stakeholders.

The first round of consultation in December 2017 sought to understand how people hope to be moving around Moreland in 2028, with more than 350 responses. Many people identified public transport, cycling and walking as an important part of their future travel choices, both in the north and the south of Moreland.

There was also a general emphasis on reduced car usage, though many acknowledged the importance of the private vehicle in servicing their travel needs. Respondents aspired towards a greater range of transport choices, particularly if walking, cycling and public transport were made more attractive.

Across Moreland, the community identified opportunity for improvement in the level of convenience, frequency and service hours for public transport for travel, with many people finding it difficult to access the public transport network. Poor safety was identified as a major deterrent for both walking and cycling.

In February and March 2018, Council sought more detailed input from the community, officers and external stakeholders.

These stakeholders included residents and trader associations, bicycle and pedestrian groups, government departments, transport operators and community organisations) and internal Council workshops. The consultation phase was wide-reaching, with more than 1,200 responses.

The feedback identified a range of issues with the existing transport network and opportunities for improvement and collaboration, as well as personal travel experiences. Irrespective of where they live or how they travel, most respondents supported a city in which it is easier to walk and cycle over an environment where cars dominate.



Based on this initial consultation, and a significant amount of research, discussion and planning, the Draft MITS was prepared and released for community review and consultation in July 2018. The consultation phase included workshops with stakeholders and community groups, community pop-up events, public submissions (including a Council hearing) and an online survey.

More than 40,000 letters were sent to properties directly affected by proposed changes to parking to invite participation and feedback. In response, almost 1,000 residents, stakeholders and traders provided feedback through a range of channels.

From this feedback, Council heard that there is general support for an uplift in walking and cycling. While some initiatives were divisive (particularly related to changes to car parking), there was a balance of views.

Full details of this third period of consultation, including key issues raised, can be found in the MITS Phase 3 (July to October 2018) Engagement Report.

This final Strategy updates the Draft MITS to reflect the key issues and feedback received, with changes based on addressing issues raised by respondents, rather than degree of support. The Strategy was also updated to reflect further actions raised by Councillors at adoption, and reshaped into a shorter, clearer document, with supporting research and material relocated to a separate **MITS Appendix**.



Key Challenges

With respect to transport, Moreland faces seven key challenges which can be addressed through changes to the way the community travels. These challenges have informed our objectives and approach to preparing the strategy (in the following section).

Growth

Melbourne is forecast to overtake Sydney to become Australia's most populous city by the 2030s⁹ and is on track to reach a population of eight million by 2051.¹⁰ Moreland's population is expected to exceed 200,000 in the next five years and is projected to grow by 43,000 by 2036.³ As the city evolves, Moreland will need to begin a shift in the way we travel to protect our liveability and ensure we can continue to move efficiently.

For example, Moreland is expected to grow by an extra 18,000 dwellings by 2036.³ If we maintain our current rates of car ownership, we will need to house an additional 25,000 vehicles, which would take up land area the equivalent of 26 Melbourne Cricket Ground playing fields.¹¹ This will have significant impacts on Moreland's liveability and will place further strain on our road network. Instead, our approach is to help more people move around the city without their car so those who most need to drive are able to do so.

This includes supporting lower levels of car parking to discourage car ownership, improving our walking and cycling networks and advocating for improved public transport.

There will be some changes and trade-offs, but in the long run, the result will be more choice and flexibility in the ways people can travel, healthier and safer transport networks and a more liveable Moreland.

Congestion

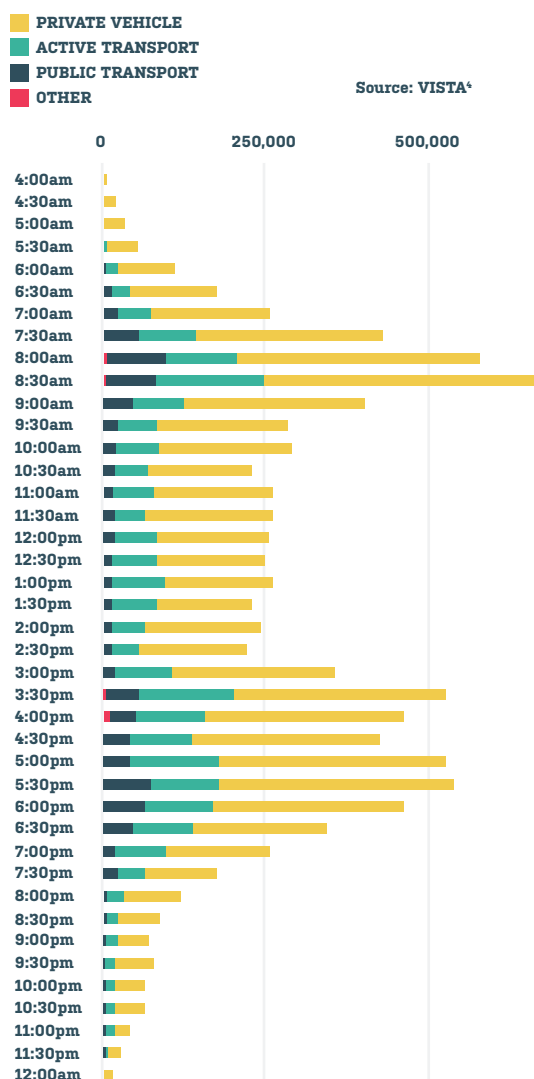
Congestion and delays are increasing on roads across Victoria.¹² Travel to school and work are among the most significant contributing factors.¹³ Traffic congestion can also slow on-road public transport services and make it harder to connect the right workers to jobs. It can introduce costs in time and fuel and significant carbon emissions and air pollution.

On the positive side, congestion can have the effect of changing what trips some people take, such as travelling at a different time of day or to a closer destination. This can result in more effective use of road space over the day, making shorter trips, and meeting daily or weekly needs more locally.



Congestion is inevitable in a major and growing city and we can't build our way out – constructing new or wider roads will attract more people to use them, resulting in further congestion down the track. Instead, our approach is to prioritise more efficient modes of transport and manage congestion and related issues (such as rat-running) by slowing the growth of cars. Improving travel reliability for public transport and making it easier to choose alternatives to driving are also key focus areas for reducing the negative impacts of congestion.

Peak car use occurs during morning and evening peak hours Metropolitan Melbourne, 2012-14



Climate Change

The consequences of climate change are becoming more evident, with warmer weather and a number of 'record' high temperatures and heatwaves. More frequent and more intense fluctuations in weather and increasingly severe weather events can be expected, including droughts, fires, storms and floods, which can impact upon productivity, with more hot-weather 'stop work' events and potential disruptions to transport and electrical networks.^{14,15} In September 2018, Council acknowledged that we are in a state of climate emergency requiring urgent action by all levels of government.

The increasing severity of weather events (such as heatwaves) will have impacts on our health and wellbeing. The body's ability to respond to heat can be compromised in the elderly, infants or those with medical conditions, increasing the risk of heat stress, heat stroke or heat exhaustion, which can be fatal.¹⁵

Transport accounts for more than one-third of an average household's carbon emissions in Moreland, and almost one-fifth of overall carbon gas emissions in Victoria and Australia.^{16,17} Our actions seek to reduce the production of emissions and halt the impact of global warming on future generations, including by changing the way we travel.

Our approach will encourage a shift away from reliance on privately-owned fossil-fuelled vehicles and support a long-term vision of public transport and mobility services using shared vehicles powered by 100% renewable energy, as well as an increased uptake of active travel.

Health

Almost half of Australian adults do not meet activity requirements to maintain good health.¹⁸ More than 60 per cent of Australian adults and 25 per cent of Australian children are overweight or obese, and coronary heart disease continues to be our single greatest cause of death.¹⁸ Australians spend more than \$4,000 per person on health every year,¹⁹ with cardiovascular disease amongst the highest burden on the health system.

People in the lowest average household income areas tend to be overrepresented in these figures. For example, people living in disadvantaged areas are 2.6 times more likely to have diabetes and 2.2 times more likely to have a coronary heart disease. People in lower socioeconomic areas are also twice as likely to not undertake physical exercise compared to those in the highest socioeconomic areas. People with disabilities are significantly more likely to be obese or undertake inadequate physical exercise.^{18, 20}

In a world where everyone is increasingly 'time poor', swapping to more active modes of travel (such as walking and cycling) is an easy way to increase our physical exercise every day and decrease risk factors associated with major health issues. People need 30 minutes of moderate-intensity exercise five times a week to realise the health benefits of physical activity.²¹

Our approach is to provide facilities which enable people to choose to walk or cycle to undertake many of their daily tasks.

Whether to the shops, school, work or for exercise, active modes can increase levels of incidental and recreational physical activity every day.

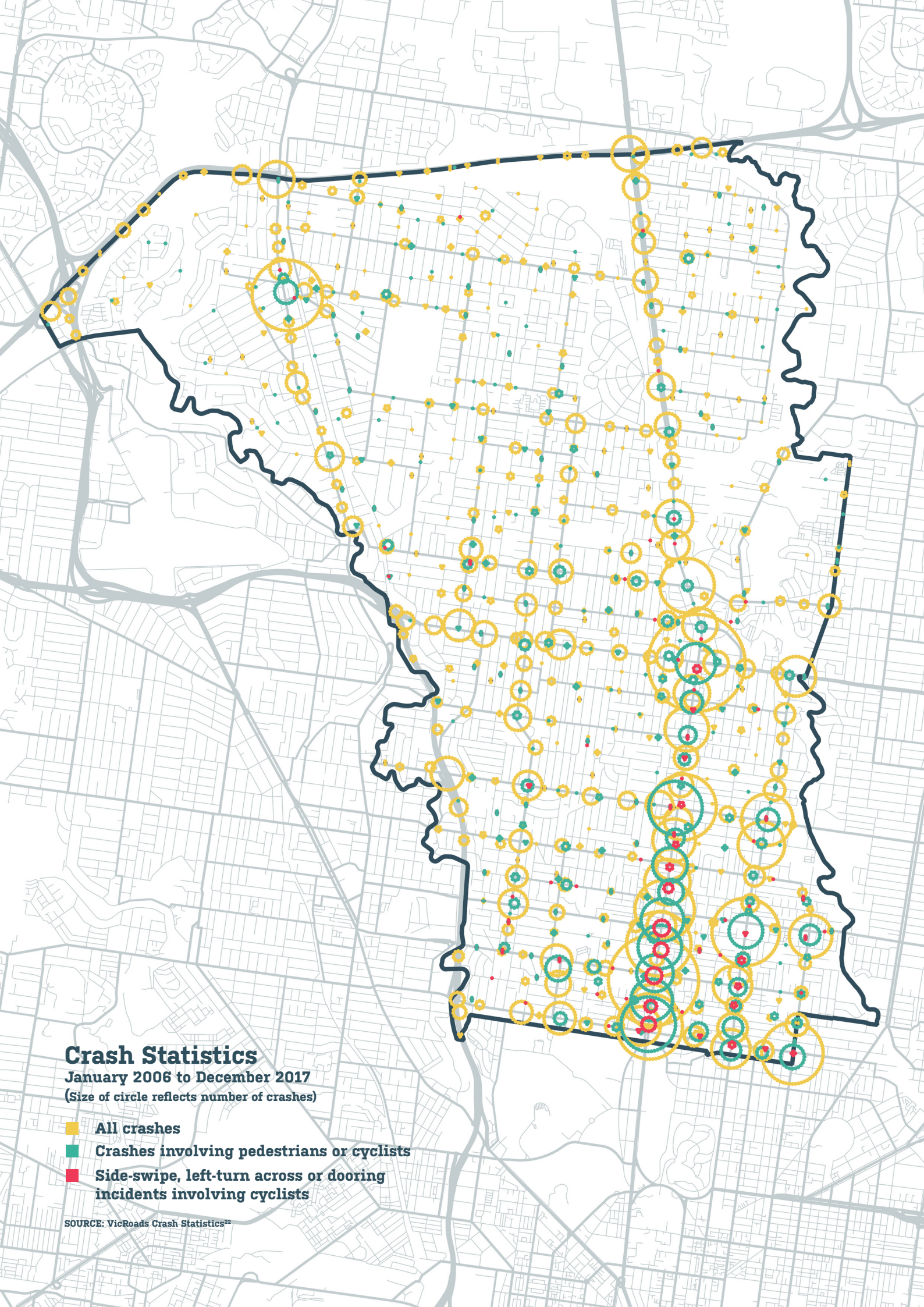
Safety

There have been almost 5,000 reported road crashes in Moreland since 2006, with almost one-in-five crashes involving a cyclist and 15 per cent involving a pedestrian. More than a quarter of crashes resulted in a serious injury (requiring hospitalisation) and 40 crashes resulted in a fatality, of which 21 involved a pedestrian. Most crashes occurred during the day and when conditions were dry.²²

For cyclists, some of the key crash hotspots in Moreland are located along Sydney Road and Lygon Street, particularly at the southern end of Moreland - partly because of the larger number of cyclists using these roads.¹⁴⁸ These corridors are overrepresented for dooring incidents and vehicles turning across the path of cyclists, as well as crashes which resulted in serious injury.²²

The highest concentrations of crashes involving pedestrians on the road are also along Sydney Road and Lygon Street, as well as localised high-pedestrian areas in Coburg and Glenroy.²²

Improved personal security is also crucial to making our city more walkable, safe and welcoming. A key focus of our strategy is to improve personal and road safety, including by normalising walking and cycling to increase awareness and put more 'eyes on the street'.



Crash Statistics

January 2006 to December 2017
(Size of circle reflects number of crashes)

- All crashes
- Crashes involving pedestrians or cyclists
- Side-swipe, left-turn across or dooring incidents involving cyclists

SOURCE: VicRoads Crash Statistics²²

Air Quality

In Melbourne, motor vehicles contributed to almost three quarters of carbon monoxide and nitrogen oxide emissions and almost a third of all small particle and volatile organic compound emissions,²³ which cause a range of health complications.²⁴

Diesel exhaust has been called “more carcinogenic than cigarette smoke”. Some of the most vulnerable members of our society have the highest sensitivity to diesel exhaust, including children, the elderly and those suffering from health complications.^{25, 26}

The microscopic particles released in exhaust can enter the lungs, eyes, nose and throat, causing a range of health implications from irritation to chronic respiratory issues and increased risks of lung cancer. Exposure to diesel particles can also make asthma and allergy sufferers more susceptible to symptoms.²⁶

Our approach is to support a transition away from fossil fuels towards renewably-powered vehicles and active transport, which will provide significant improvements to air quality.

Equal Access

Almost one in five Australians report living with a disability,²⁷ which can have wide-ranging implications on liveability and accessibility. In Moreland, six per cent of the community needs assistance with core activities.² Those with disabilities are likely to experience more barriers to work and education than people without a disability.

We can only be a successful city if we maximise access to daily destinations for all of our people, and minimise ‘transport disadvantage’ by removing barriers to accessing employment and education pathways that contribute to people’s wellbeing. For Moreland, this means ensuring that everyone has access to a range of transport choices that empower and provide independence, including people living with a disability, people with prams and the elderly. It also means accommodating the needs of all forms of disability, be it vision impairment, impaired hearing, mental health, intellectual disability or a physical disability.

Our strategy provides a range of initiatives to ensure that our transport network is safe and accessible for users of all abilities.



Summary

In summary, our actions seek to:

- Combat the negative effects of growth by helping more people move around the city without their car so those who need to drive are able to do so.
- Make better use of our public road space and prioritise public transport, walking and cycling to make travel more reliable and reduce the impacts of congestion.
- Encourage a shift away from privately-owned fossil-fuelled vehicles and support a long-term vision of public transport and shared mobility, as well as an uptake of active travel, to safeguard our environmental sustainability and improve air quality.
- Provide facilities which allow people to choose to walk or cycle more often and increase their levels of incidental and recreational exercise.
- Improve personal security and road safety, including by normalising walking and cycling to increase awareness and put more 'eyes on the street'.
- Continue to make improvements to the transport network to improve accessibility for users of all abilities.



2

THE STRATEGIES



Aim & Objectives

The strategies and actions within MITS aim to:

Facilitate a demonstrable mode shift to more sustainable modes of transport that also targets a long-term reduction in car use.

By achieving this aim, we will secure Moreland's liveability in a manner that is fair, forward-looking and environmentally sensitive. MITS will help create:

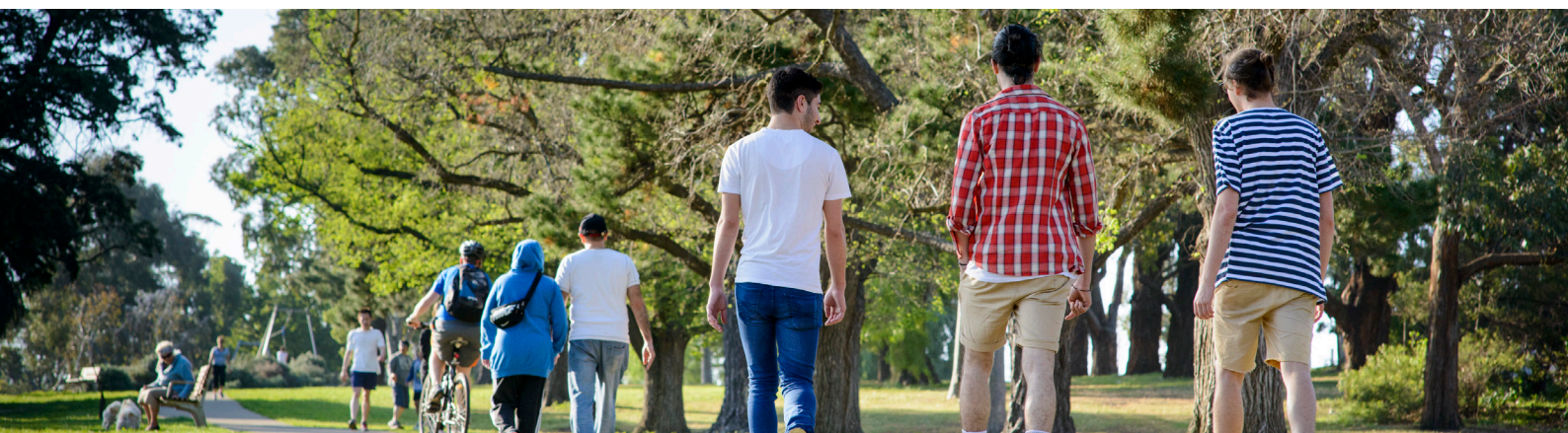
A liveable Moreland where the transport network caters for all ages and where we consciously reduce local vehicle traffic and safeguard the wellbeing of our community.

A sustainable Moreland which achieves a city-leading shift toward sustainable modes of travel, supporting the transition to active and zero-emissions transport by 2040 and addressing the climate emergency.

A Moreland that is safe and healthy where transport safety is a key focus, we improve personal security and safety and promote a healthy community with cleaner air.

A Moreland that is accessible and equitable for all where we reduce barriers to community movement and strongly commit to making Moreland accessible to all.

A prosperous Moreland which connects people to local jobs and services, encourages people to visit shopping strips and activity centres, focuses on the reliability of the transport system for people and goods and caters for population and employment growth.



Summary of Key Directions

In delivering MITS, Council will make some bolder shifts from business-as-usual to achieve our mode share aspirations, such as re-thinking the amount of space we give to cars and parking, and big changes to the way we manage parking on our streets and in new developments.

These key changes are summarised below, with a full list of actions outlined in the Implementation Plan section.

Car Parking

Council does not have control over all levers relating to transport - as a result MITS has an emphasis on aspects over which Council has direct control, such as car parking.

Car parking plays an instrumental role in supporting broader transport and land use strategies. The availability of car parking where people live, and at their destinations, will strongly influence the ways they choose to travel. Getting the type, location and amount of parking right can contribute to better transport, land use, economic and community outcomes. This includes improved sustainable transport uptake and flexibility in reducing the provision of car parking to suit demand, rather than building an oversupply.

This strategy recognises that sometimes parking is required in cases where people have special needs - parking should be prioritised for these users who truly need it. In doing so, it is still possible to discourage car use and contribute to a shift towards sustainable transport modes while accommodating people who most need to drive.

Broadly, our strategy is to improve parking management by:

- Permitting less parking in new developments to allow people to choose a lower level of parking to suit their needs.
- Expanding parking restrictions to protect local streets from changes to parking requirements in new developments.
- Using paid parking in some areas for all-day parking.
- Expanding the number of accessible (disabled) parking bays

These actions are supported by a separate **Parking Implementation Plan**, which outlines the issues, solutions and implementation of car parking initiatives in Moreland over the coming decade.

More broadly, our strategy is to prioritise sustainable transport by:

Reallocating road space

- Reallocating space from cars and car parking to walking, cycling and public transport
- Reallocating space for greener, more pleasant streets

Creating safer, quieter streets

- Creating more pedestrian crossings
- Continue to roll out 40km/h limits on all local roads
- Reduce speed limits on arterial roads near places like schools, hospitals and activity centres
- Conduct a 12-month trial of 30km/h limits in selected areas
- Close some local roads to through traffic

Advocating for better public transport

- Advocate for more frequent buses and trains
- Advocate for more reliable buses, trams and trains
- Advocate for public transport that is accessible for people of all abilities

Fostering partnerships for sustainable transport

- Work with schools to support walking and cycling

- Work with communities to support behaviour change
- Work with traders and businesses to improve loading and deliveries

Together, these changes seek to deliver higher levels of social cohesion, enhanced liveability, affordability and sustainability and to support the local economy and trading environments.

More specific actions related to these points are outlined in the 'Implementation Plan' chapter.





The Strategies

The strategies articulate Council's direction in shaping the way our community travels over the next decade and are designed to withstand changing circumstances, including emerging major infrastructure proposals, demographic shifts and technological developments.

The strategies are based on:

- The key issues, objectives and our aim for MITS.
- Community consultation and stakeholder engagement.
- The strategic direction of the Moreland Planning scheme and other local and state policies, strategies and legislation.
- Local and international experience and 'best practice'.

The strategies outlined in this section are supported by implementable actions in the following section.

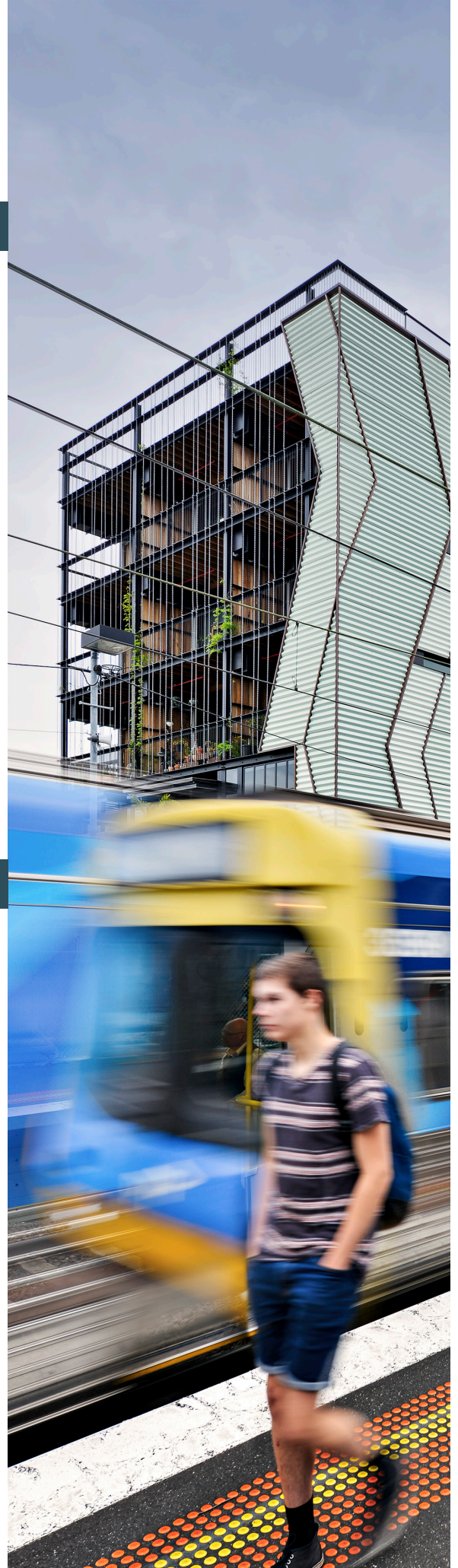


Headline Strategies

- 1 Make changes to car parking to contribute to better transport, land use, economic and community outcomes.
- 2 Reallocate road space and car parking according to the road user hierarchy.
- 3 Protect our local streets from the impacts of increasing vehicle traffic.
- 4 Prioritise access by walking, cycling and public transport over car-based travel.

Other Strategies

- 5 Establish high-quality pedestrian routes and places that are safe, comfortable and accessible.
- 6 Create a safer space for all users, day and night.
- 7 Design our pedestrian network, such as footpaths and crossings, to accommodate transport users of all abilities.
- 8 Prioritise pedestrian access, safety and amenity at transport interchanges.
- 9 Make cycling safe, comfortable and a preferred mode of travel in Moreland.



Other Strategies (cont'd)

- 10** Advocate for more frequent, reliable and accessible public transport in Moreland.
- 11** Encourage local trips to jobs, services and facilities by walking and cycling.
- 12** Pedestrians, cyclist and public transport movements will be prioritised over cars in assessing or approving Traffic Management Plans and Construction Traffic Management Plans.
- 13** Seek best possible walking and cycling access, safety and amenity in state government transport projects.
- 14** Prioritise enforcement of parking which impacts safety, emergency access and pedestrian and cycle movements.
- 15** Encourage zero emissions transport modes.
- 16** Create safer neighbourhoods by reducing vehicle speeds.
- 17** Commit to not installing any new roundabouts due to poor safety and accessibility outcomes for pedestrians and cyclists.
- 18** Support safe and efficient local freight, servicing and loading, being conscious of impact on liveability.



Other Strategies (cont'd)

19 Focus on improving travel time reliability rather than vehicle speeds.

20 Collaborate with partners to deliver sustainable transport outcomes, provided they align with the vision and outcomes for MITS.

21 Encourage new development to incorporate sustainable transport into its design.

22 Encourage and educate the community to achieve a shift towards sustainable transport modes.

23 Use pricing (e.g. paid parking and how Council charges for use of public space for car share) to ensure equitable use of space while supporting sustainable transport.

24 Collect and use transport data to inform Council decisions and monitor progress.

More detail and background to these strategies can be found in the MITS Appendix.





Implementation Plan

The Implementation Plan outlines the more tangible actions (and their phasing) to bring MITS to reality and support the delivery of various initiatives. These actions seek to overcome the key challenges envisaged for our municipality over the coming decade, and are consistent with measures which are being delivered in other areas of Melbourne and major cities around the world.

Additional funding, including for new staff resources, will be required to implement these actions.

Headline Actions

1

Prepare a planning scheme amendment that:

- Implements the changes to the car parking requirements in the Parking Implementation Plan, including establishing maximum car parking rates instead of minimum parking requirements for new development in Activity Centres, and reduced minimum parking requirements in Neighbourhood Centres.
- Encourages new development in Activity Centres, Neighbourhood Centres, and Local Centres to incorporate sustainable transport into its design.

2019

Timing: Council to request Ministerial authorisation to prepare and exhibit an amendment by June 2019.

Resourcing: \$100k for planning panel and amendment administration costs. To be delivered by new MITS staff resource and overseen by Unit Manager Amendments.



2

Expand parking restrictions to all streets within Neighbourhood Centres and within approximately 200m of Activity Centres. This initiative aims to safeguard local streets from changes to parking requirements in new developments (Action 1).

FROM 2019

Timing: Parking restrictions installed by June 2020. In-ground sensors installed by June 2022.

Resourcing: \$400k for additional parking restrictions (2019/20). \$450k for additional in-ground sensors each year 2020/21 and 2021/22. To be delivered within existing staff resources.

3

Close busy local roads to through traffic (whilst maintaining pedestrian and cyclist permeability, and local traffic access), in consultation with the local community, prioritising:

- Streets with strong year-on-year growth due to rat-running;
- Local streets on strategic cycling corridors or which will complete 'missing links' in the cycling network, and;
- Areas where we want to encourage people to linger and spend time.

2019/20

+ONGOING

Timing: Ongoing, beginning with two to three closures completed in 2019/20 and ten to be completed by 2022/23.

Resourcing: \$250k for design and delivery of road closures, including statutory consultation (2019/20). Varies in future years depending on number of road closures. To be delivered by new MITS staff resource.

4

Re-allocate road space and car parks (when doing planned capital works such as road reconstruction) for sustainable transport improvements and greening which creates a more pleasant environment for pedestrians and mitigates the urban heat island effect.

2019/20

+ONGOING

Timing: Planning to begin in 2019/20. Implementation from 2020/21.

Resourcing: Up to \$2m additional funding per year from 2020/21 for design and delivery of capital works. To be delivered by new MITS staff resource.

Advocacy and Partnerships

5

Work together with state government to:

- Conduct a 12-month trial of 30km/h speed limits in two selected areas of Moreland
- Continue to implement 40km/h speed limits on local roads to improve safety for all users, discourage car use and discourage through traffic movements
- Advocate for continued reduction of speed limits on arterial roads near schools, hospitals, activity centres, transport interchanges, pedestrian areas and along cycling corridors while ensuring that there is at least 10km/h difference between the arterial and abutting local roads to discourage traffic using local roads
- Install direct, safe and convenient crossings where lots of pedestrians and cyclists want to cross, even where VicRoads warrants aren't met
- Install pedestrian facilities that cater for users of all abilities
- Increase pedestrian and cyclist priority at signals and crossings
- Change signalling focusing on improved reliability for all users rather than traffic speed and travel time

6

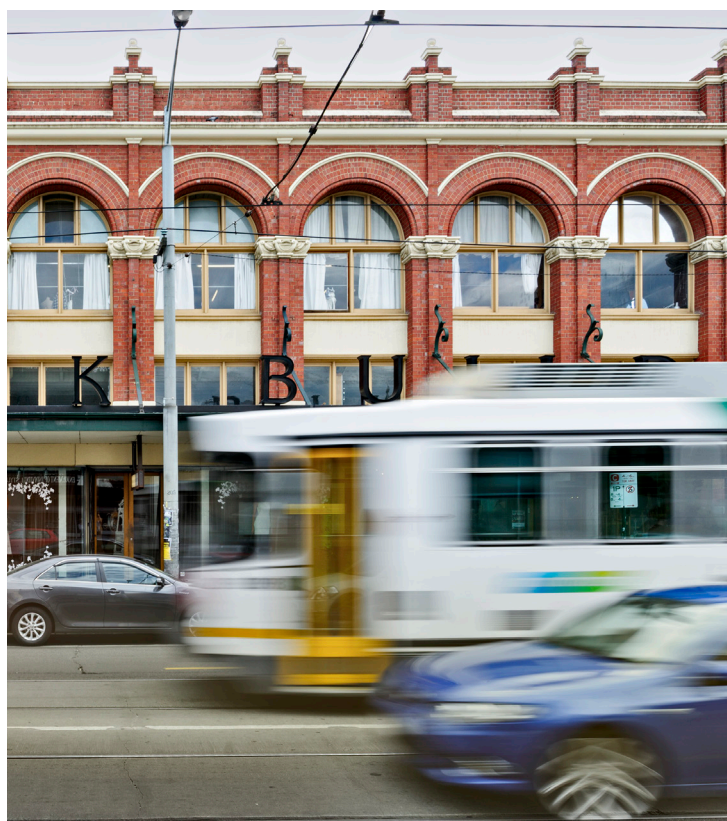
Advocate for the return of state government car parking levy revenue to Moreland. Use this revenue to improve sustainable transport in Moreland.

2019/20

+ONGOING

Timing: Planning for and seeking approval for 30km/h trial to begin in 2019/20. All other sub-actions ongoing.

Resourcing: Co-contribution funding to be sought for 30km/h speed limit trial. All other actions to be delivered within existing resources.



ONGOING

Timing: Ongoing

Resourcing: To be delivered within existing resources.

7

Work in partnership with adjoining municipalities to integrate cycling routes and wayfinding signage (including design standards for wayfinding signage) across borders.

ONGOING

Timing: Ongoing

Resourcing: To be delivered within existing resources.

8

Advocate to state government for improved public transport, focusing on the following outcomes:

- Improved frequency and span of hours for bus services, particularly in the north of Moreland and running east-west, including that buses should run from first train and tram to last train and tram in a 24 hour period
- Improved reliability for bus, tram and train services, including supporting removal of car parking if this improves public transport priority
- More capacity on trains and trams
- Increased frequency of night time trams and trains
- Improved accessibility to public transport services
- Better connectivity between transport modes

ONGOING

Timing: Ongoing

Resourcing: To be delivered within existing resources.



Infrastructure and Physical Responses

9

Work with the business community to improve the operation of loading areas, explore further opportunities for business parking, and promote alternative modes of transport to the business community and their customers.

2019/20

Timing: Engagement to occur in 2019/20

Resourcing: To be delivered by new MITS staff resource.

10

Develop and maintain a ten-year capital works program of pedestrian and bicycle infrastructure, that includes communicating the success of programs.

2019/20

+ONGOING

Timing: Ongoing - delivery from 2019/20.

Resourcing: To be delivered within existing resources.

11

Provide bike parking for at least 200 bikes per annum within activity centres and buffer zones at key public locations catering for all bike shapes and sizes (including family bikes, e-bikes, cargo bikes and bikes with trailers).

2019/20

+ONGOING

Timing: Ongoing - delivery from 2019/20.

Resourcing: To be delivered within existing resources.

12

Provide additional accessible (disabled) parking bays, particularly in Activity Centres and where parkings restrictions are being expanded.

ONGOING

Timing: Ongoing, with at least ten additional bays in 2019/20. To be reviewed after 12 months to determine whether this rollout should be doubled.

Resourcing: To be delivered within existing resources.



Programs and Education

13

Design and implement behaviour change programs which encourage people to use sustainable transport, which may include initiatives such as:

- Providing education to enable the community to take ownership of the aims of MITS
- Partnering with sustainably-minded organisations to run “car free days”
- Develop and deliver a series of sub-neighbourhood (i.e. street or block) trials. This might include events that close streets for the day to encourage people to experience them differently on foot or by bicycle
- Identify opportunities to improve safety of public spaces at night, particularly for women

2019/20

+ONGOING

Timing: Ongoing – planning to begin in 2019/20 with delivery to begin from 2020/21.

Resourcing: \$100k per year to deliver programs. To be delivered by new behaviour change staff resource.



14

Develop a comprehensive program to significantly increase the proportion of school children travelling by sustainable transport including:

- Improved crossings close to school entrances and on direct walking routes
- Traffic management to calm traffic and reduce traffic volumes on streets near schools
- Working with schools to provide resources and programs which encourage active travel to school, including maps of key routes
- Working with schools to give priority access to walking and cycling at key entrances to the school, separating vulnerable road users from vehicles
- Encouraging schools to locate bicycle and scooter parking in convenient, accessible and safe areas, close to school entrances and with good passive surveillance
- Move school drop-off away from entrances

2019/20

+ONGOING

Timing: Ongoing – planning to begin in 2019/20 with delivery to begin from 2020/21.

Resourcing: New MITS staff resource to supplement existing resources



Pricing

15

Expand paid parking to manage demand, make efficient use of parking resources and provide all-day parking opportunities. Revenue will be spent on improvements to sustainable transport and the local area.

2020/21

+ONGOING

Timing: As required, beginning in 2020/21

Resourcing: \$100k per year to install paid parking. To be delivered within existing staff resources.

16

Review the fee Council charges private enterprises (such as car share or bike share) to reflect the use of public space.

2019/20

Timing: 2019/20

Resourcing: To be delivered within existing resources.

Council Planning and Delivery

17

Update the Parking Management Policy to implement changes in the Parking Implementation Plan, such as new types of parking permits and changes to appeals processes.

2019/20

Timing: 2019/20

Resourcing: To be delivered within existing staff resources

18

Investigate opportunities to update the current Development Contribution Plan to include sustainable transport improvements.

2019/20

Timing: 2019/20

Resourcing: To be delivered within existing resources.

19

Include sustainable transport improvements as a main focus in Moreland's next Development Contribution Plan.

2022/23

Timing: DCP to be developed by 2022/23

Resourcing: To be confirmed.

20

Prepare a set of example road cross-sections which are based on the transport modes we want to prioritise.

2019/20

Timing: 2019/20

Resourcing: To be delivered within existing resources.



User Hierarchy

To support the implementation of our strategy, Council has established a 'user hierarchy'. This hierarchy summarises the transport network users that Council prioritises in making improvements to our transport network, advocacy or in assessing infrastructure proposals. In order, Council prioritises:



For example, in making improvements to a transport corridor, Council will ensure high-quality pedestrian facilities (including crossings) are in place to, along and/or across the corridor as a first priority.

Council will then ensure the corridor can be accessed safely and conveniently by cyclists and people using public transport over people choosing to drive, including reallocation of road space to support.



Road Hierarchy

Council has also revised its road hierarchy, which outlines the indicative function, role and characteristics of key roads within our network. The classifications relate to the function and standard of each road and take into account the type and destination of modes generated by the various abutting land uses and activities.

Freeways/Tollways

Divided highways with fully controlled access and providing principal routes for the movement of people and goods. These roads are predominantly for through-travel and vehicle and freight movements around and beyond the metropolitan area, separated from pedestrian, cycling and most public transport networks.

State Arterial Roads

These roads form the principal routes for the regional movement of people and goods. Known as 'preferred movement routes', they provide access to, and between, key local centres, for example, between Brunswick and the CBD. Highest priority should be given to public transport. People who walk and/or cycle, should be provided with good facilities and regular opportunities to cross, especially in local centres. Given shopping strips and activity centres are often based along arterial roads, the role of these streets need to balance movement with creating vibrant and attractive 'places'.

Major Roads

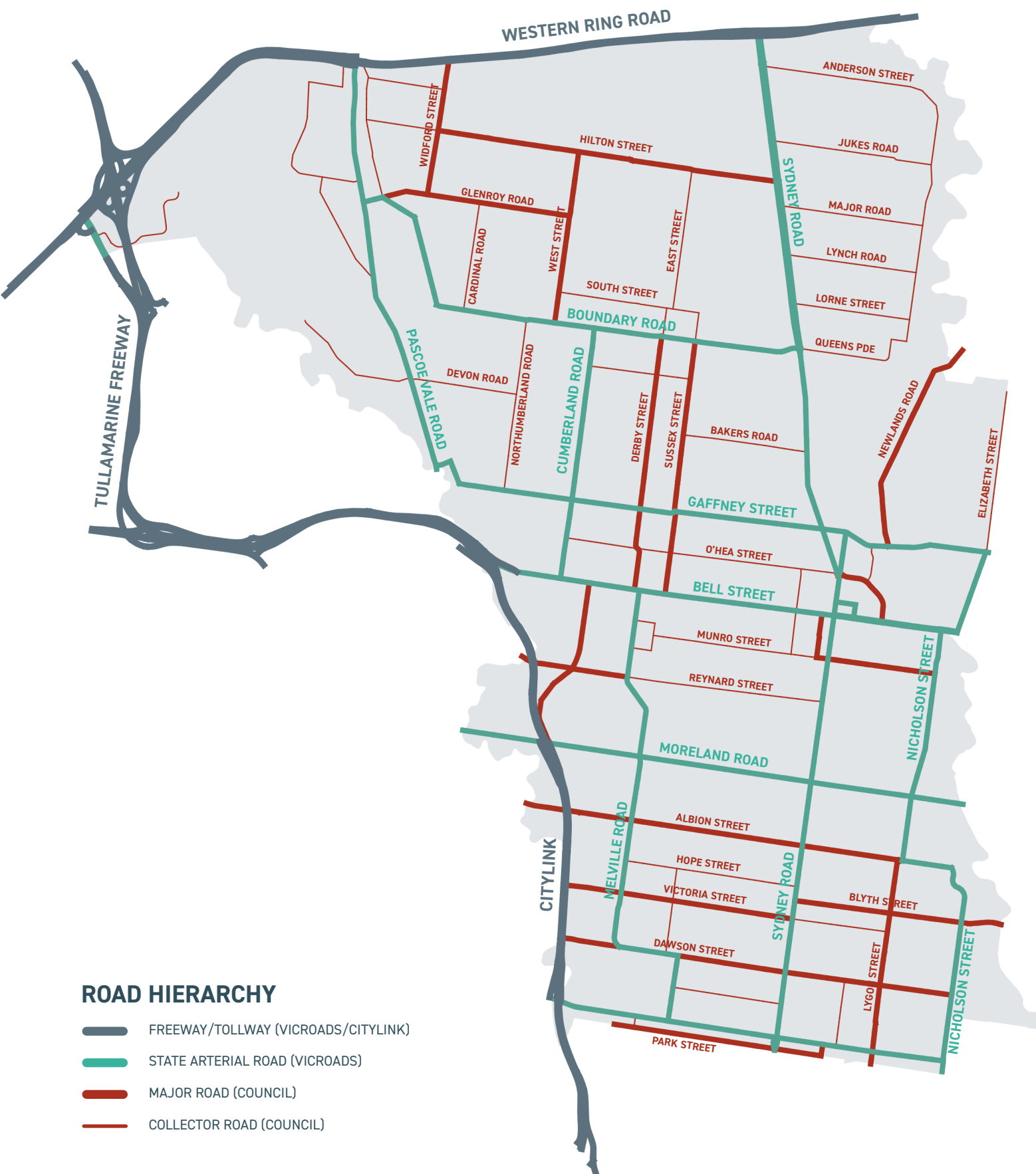
Non-arterial roads that support local through-travel and access to key centres. These streets should provide regular crossing points and comfortable facilities for pedestrians and/or cyclist movements, with separation preferred. Priority should also be given to the on-road public transport network.

Collector Roads

Important local roads whose function is to provide links between arterial and local roads. They provide access within a local precinct and to properties. On these roads, local bus routes should be prioritised, as well as pedestrians and cyclists.

Local Streets

The main function of these streets is to provide access to and from adjacent properties. They should prioritise pedestrian and cyclist amenity and safety and support local bus movements, where they are present.



Funding

Council Funding

Council's current annual spend on transport is in the order of \$15 million in capital works and \$2.8 million in other expenditure. The majority of capital expenditure is used for road maintenance and reconstruction to meet Council's obligations under the Road Management Act. There is also significant investment in pedestrian and bicycle infrastructure.

Council develops a five-year strategic resource plan to plan ahead for future investment and expenditure. The actions contained in MITS will be referred to this process, as well as the annual budget process, for funding.

Development Contributions Plan (DCP)

A Development Contributions Plan (DCP) would also provide an appropriate mechanism by which to use new developments to fund sustainable transport infrastructure and achieving mode shift objectives of MITS. Such a scheme, however, commits Council to specific prescribed investment (to be detailed through work beyond this strategy, such as a capital works program) that cannot be easily altered in future years. A Development Contributions Plan also places a cost on development, ultimately driving up the cost for developers to invest in Moreland.

A DCP already exists within Moreland which includes in it, a number of sustainable transport infrastructure elements. In the short term, this existing mechanism will continue to be used and updated accordingly to encapsulate new sustainable transport infrastructure items that are desired to be funded.

Paid Parking

Not only can paid parking being used to discourage private car use, but the funds collected from it are can be used to invest in sustainable transport infrastructure to better facilitate and encourage mode shift. The use of funds also remains flexible to be used on projects on an as-needed basis. The availability of funds, however, may not be delayed by a 'payback period' before sufficient profit is generated to fund other projects. The ability to collect revenue may also be impacted by the state government parking levy, which is not shared directly with Moreland. An action within MITS seeks to lobby for changes to this arrangement. In the longer term, revenue captured from paid parking could replace the need (in part or full) for the Development Contributions Plan.

More detail on the analysis and consideration of other funding sources can be found in the **MITS Appendix**.

Targets

Consistent with Moreland's Council Plan, MITS seeks to facilitate a "demonstrable mode shift to more sustainable modes of transport that also targets a long-term reduction in car use". To track progress as MITS is delivered, Council will measure the share of people who travel to work and education by different modes of transport ('mode share'). Mode share targets are suitable because they capture the 'big picture' impact of our interventions and are straightforward to collect and understand.

Council will use the Moreland Household Survey to track our progress, as it is collected regularly (every two years), including data for mode of travel to work and education.

Setting the targets

Our community engagement and background research has shown that suburbs in the north of Moreland have different travel patterns, characteristics and needs to the south of Moreland. For mode shares, data indicates that the southernmost suburbs (Brunswick, Brunswick East, Brunswick West and North Fitzroy) have a lower proportion of people driving to work (around 40 per cent), while the northern suburbs of Gowanbrae, Tullamarine and Hadfield have the highest (between 70 and 90 per cent).² To reflect this, Council has set two different targets for the way people travel to work, and one target for the way people travel to education.

ASPIRATIONS FOR 2030



JOURNEYS TO WORK

	CURRENT	2030
NORTH	74.8%	45%
SOUTH	58.0%	30%

METHOD OF TRANSPORT TO WORK BY CAR
MORELAND HOUSEHOLD SURVEY (2017)



JOURNEYS TO EDUCATION

	CURRENT	2030
ALL	37.8%	20%

MODE OF TRANSPORT TO STUDY BY CAR
(AS PASSENGER)
MORELAND HOUSEHOLD SURVEY (2017)

These targets have been set to provide an aspirational point which clearly shows that the community has shifted the way we travel in Moreland. We consider that if everyone can shift roughly half of our car use for work and school trips to sustainable modes in ten years, we can be confident that we are continuing to build Moreland as a great place to live, work and spend time into the future.

While the targets are aspirational, with good partnerships, leadership and community engagement, we are confident that we can create an environment where walking, cycling and public transport become more viable and attractive options for travel in our city.

Developing the next layer of targets

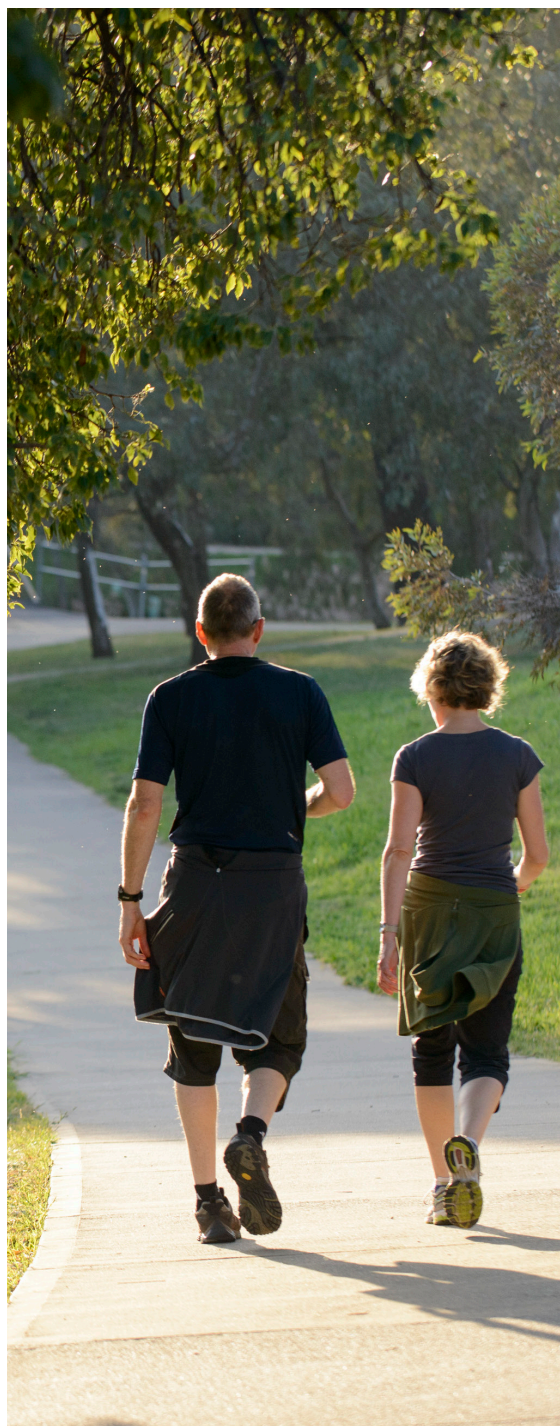
Implementation will be monitored through annual reporting and updating of the action plan. Monitoring will identify when the strategy is required to be reviewed.

As the next decade unfolds and we begin to implement the strategies and actions, we can gradually introduce new layers of targets for MITS. This might include more specific targets as they are developed in greater detail (such as behaviour change programs) and as new data sources become available (e.g. data that makes it easier to understand pedestrian and cyclist movements).

It is important that these new targets do not detract from the overall ambition to shift to more sustainable modes of transport and reduce car dependence.

However, more detailed targets may help track individual elements of the Strategy and how they contribute to the 'bigger picture'.

As we deliver the actions and initiatives within MITS, Council will share information on our progress so there is transparency about what has been delivered so we can celebrate our success as a community.



4

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Data Notes

Uniqueness of participants in engagement	Participants may have participated in multiple engagement activities, so the total participation number does not necessarily represent unique participants.
Community opinions	The engagement process sought a range of inputs from the community, including quotes. The community voices shared within MITS may contain spelling, grammar or factual inaccuracies. Some quotes may have been edited for length, spelling or clarity but have not been materially altered in meaning or intention. The quotes do not necessarily reflect the views or opinions of Council or any of the organisations involved in the preparation of this report and do not necessarily align with any imagery or text shown in the context of the quote.
Australian Bureau of Statistics (ABS) Census Analysis	Mode share for work trips is based on ABS Census Method of Travel to Work and as such, is reflective of work trips only. Mode share calculations typically handled multi-modal trips by adding each mode to the single mode totals. Mode share calculations typically include the whole suburbs of Tullamarine and Fitzroy North (despite only small parts of these suburbs being within Moreland) due to level of disaggregation of data.
Victorian Integrated Survey of Travel and Activity (VISTA) Analysis	The state government collects records of household travel data in an ongoing survey, the Victorian Integrated Survey of Travel and Activity (VISTA). It is noted that this data is a sample and as such is not necessarily representative of the entire population. Mode share and average travel time by mode calculations are based on approximately 1,900 trips originating in Moreland.
Other data and research	Other data and research sources are generally sourced accordingly throughout the paper. It is emphasised that the material referenced herein (including any assumptions, limitations or context) has not been independently verified or validated. Sample sizes can vary, refer to individual research pieces. The broader findings of material referenced herein does not necessarily reflect the views or opinions of Council or any of the organisations involved in the preparation of this report. Referencing of material should not be considered an endorsement by Council or any organisations involved in the preparation of this report.
Timing & Resourcing	Timing and resourcing information was provided by Moreland City Council.

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