

Bayside City Council **Integrated Transport Strategy**



A SUSTAINABLE JOURNEY

April 2013





FOREWORD FROM THE **MAYOR**

The *Bayside Integrated Transport Strategy* (ITS) sets Council's direction for transport planning and provision for the next 10 years and beyond.

Our transport choices can have positive and negative consequences for us, both as individuals and as part of a broader community.

Transport connects us with jobs, education, healthcare, shopping, leisure and goods and services. Through the type of transport we favour, we shape our neighbourhoods.

As a community, Bayside faces particular challenges in the future, particularly in the context of an ageing population, climate change and increasing urban density around our shopping areas. Council is responding to these challenges by developing new strategies and projects, such as the Climate Change Strategy, the Health and Wellbeing Plan and the Disability Strategy and Action Plan, as well as this Integrated Transport Strategy, which will help ensure Bayside remains a great place to live and continues to be attractive for business and tourism.

The aim of the *Integrated Transport Strategy* is to help build a transport system which meets the needs of *all* our residents and supports and fosters a prosperous economy as well as a socially connected and healthy community.

Join us on our sustainable journey and make Bayside an easier and safer place to get around for all of us.

A handwritten signature in black ink that reads "Stephen Hartney". The signature is written in a cursive, flowing style.

Cr Stephen Hartney
Mayor

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WHERE WE'RE GOING

The Bayside Integrated Transport Strategy (ITS) provides a policy framework and specific actions designed to achieve a vision of:

“ Sustainable transport is the mode of choice, facilitated through the creation of a well connected, safe, accessible and convenient transport system that positively contributes to a strong economy, the health and wellbeing of the community and a low carbon future within Bayside. ”

The ITS will deliver this vision over the next 10 years through policies and strategies to be considered; actions to be implemented; issues to be advocated for to State Government; and guidance for decision-makers. Together, these initiatives will help to better integrate transport and land use, and promote a more integrated and sustainable transport system in Bayside. The ITS covers all forms of transport as shown in *Figure 1*.

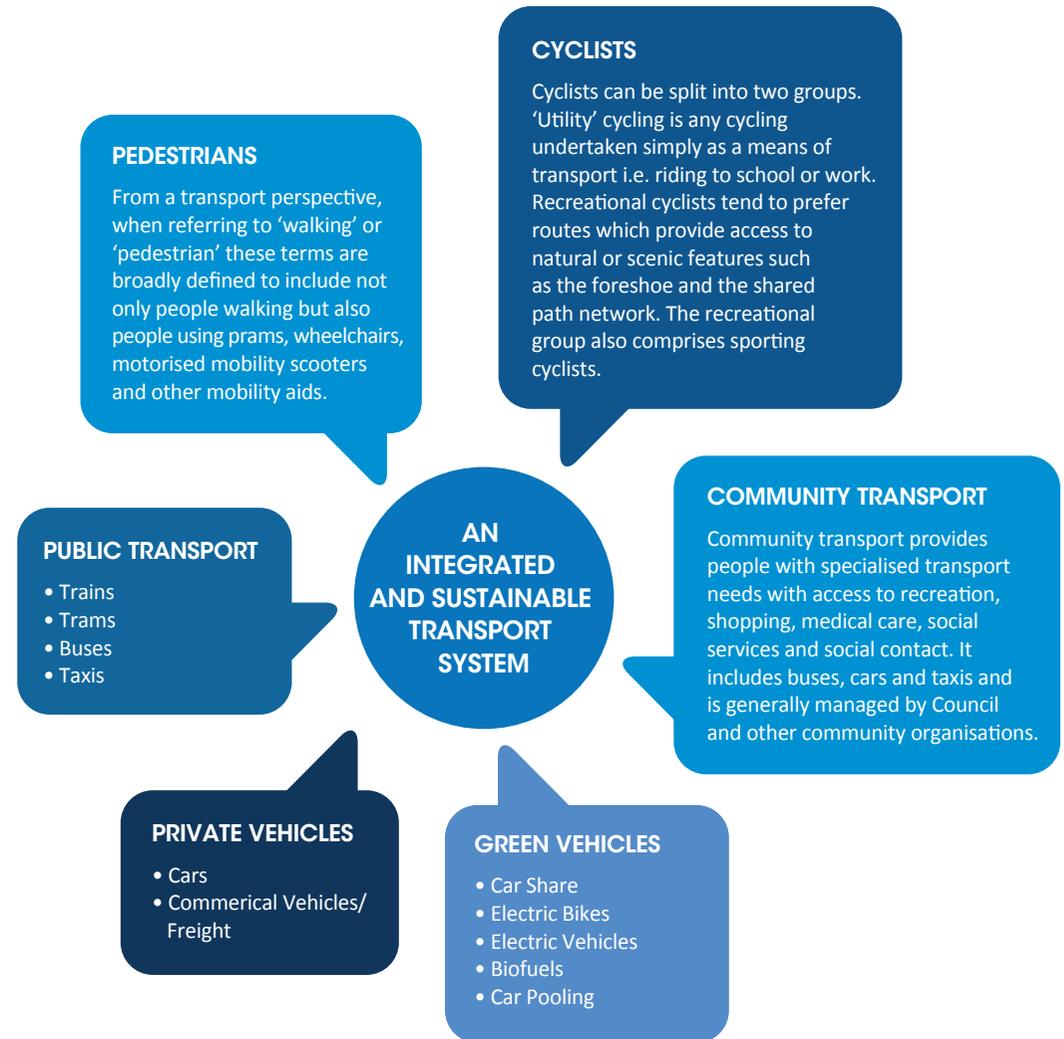


Figure 1 - Users of the Transport System



The ITS covers all forms of public and community transport, walking, cycling, freight, private vehicular traffic and the street network. It sets the future direction for Council's transport planning and provision. It does this through a set of complimentary guiding principles which have been derived through research and analysis, and feedback from the community:

- **Principle 1 - Improved Local Accessibility**
Council will prioritise walking and cycling as the preferred modes of transport for short trips in Bayside.
- **Principle 2 – Create Better Public Transport Connections**
Council will work with key partners, such as Public Transport Victoria and the Department of Transport, to improve public transport access to, within and from Bayside. It will also work to maximise the use of community transport services in Bayside.
- **Principle 3 – User Friendly Streets**
Council will treat streets as places where people live, work and play and provide access for a range of users in order to deliver a safe, integrated and efficient transport system.
- **Principle 4 – Integrated Transport and Land Use**
Council will work to ensure that land use and development supports sustainable transport use.
- **Principle 5 – Improve Perceptions and Enable Choice**
Council will work with the community and key stakeholders to raise awareness of the benefits of sustainable travel and actively promote and support its increased use within the community. Council will support initiatives designed to increase transport choice and contribute to the reduction of emissions from transport.

Each of these guiding principles are supported by associated policies and actions.

WHY HAVE AN INTEGRATED TRANSPORT STRATEGY?

In developing the ITS, Council recognises the importance of shifting to a more *integrated* and *sustainable* transport system. Bayside, like all of Melbourne, is facing a future of change and our transport system must be flexible and resilient enough to adapt.

The main challenges include:

- a higher proportion of older persons than the metropolitan average. Forecasts suggest this trend is set to continue;
- a higher proportion of people with disabilities compared to the metropolitan average;
- a high proportion of short trips undertaken by cars (39.7% per cent for trips under 1 km in Melbourne - Victorian Integrated Survey of Transport and Activity, 2010);
- a shortage of public transport services in the southern part of the municipality;
- increasing parking pressures around railway stations and activity centres;
- an increasing number of vehicle trips. Future projections suggest an additional 7,881 peak hour car trips each day across the Bayside street and road network by 2026 (based on projected population growth and current travel patterns remaining the same);
- growth in the use of traffic corridors, such as Beach Road, Bay Road, Bluff Road and Nepean Highway;
- conflicts between different types of street users in shopping centres and on major corridors, such as Beach Road;
- the continued attraction of visitors from outside of Bayside to key destinations, such as the foreshore; secondary schools; employment nodes; major activity centres and large scale events;
- the need to respond to climate change through reducing transport related emissions; and
- the need to improve east-west public transport travel both within and beyond municipal boundaries.

While private vehicles continue to provide people with unmatched mobility, shifting to a more sustainable transport system, which achieves a greater **balance** between cars and modes such as walking, cycling and public transport, will help address these challenges as well as produce significant benefits for the residents of Bayside as outlined below in *Figure 2*.



Figure 2: Community Benefits

The broad community benefits associated with a more integrated and sustainable transport system delivered by the policy framework outlined by this ITS are explained further below:

- **Easier local living** as Bayside residents will be able to meet more of their needs by accessing goods and services at key destinations. To be achieved by undertaking improvements to the pedestrian and bicycle network to enable Bayside residents to replace an increasing proportion of short trips (such as to shops and schools) currently taken by the car with walking and cycling. A critical aspect will be to remove physical barriers to access and movement for all people regardless of age, ability, geography and financial circumstance.
- **Increased prosperity** for businesses and individuals through increased street activity as more people walk and cycle and spend a longer time at local shops. The Heart Foundation's *Good for Business* Discussion Paper 2011 found that car drivers tended to be 'drive through' shoppers stopping only for one item rather than visiting an activity centre specifically to spend time shopping. Installing cycle parking can produce higher levels of retail spend than an equivalent space for car parking. In addition, improving access to employment and retail beyond Bayside will result in a higher level of economic inclusion for all of Bayside's residents.
- **Improved health and wellbeing** outcomes from more people achieving their required daily exercise through walking and cycling, for both recreational and travel-related purposes. Such outcomes can be achieved by providing specific recreational trails as well as upgrading infrastructure that supports utility walking and cycling. Other health benefits include improved mental health through increased social connectivity achieved by people being "out and about" on the streets. This is of particular relevance to Bayside as the number of lone person households in the municipality is predicted to increase by 1,857 over the next fifteen years (Bayside City Council Community Profile 2012).
- **More efficient transport** - To avoid increasing on-street congestion in Bayside as the population grows, it will be necessary to promote and encourage those modes of transport which are more efficient at moving people, whether it be public transport, moving larger numbers of people longer distances, or walking and cycling, which are more sustainable and make better use of Bayside's street space, for shorter trips. Combining active modes, such as walking and cycling, with public transport can increase individual travel range. Achieving better efficiency will require greater integration between the more sustainable modes as well as Council actively supporting and advocating to key stakeholders for better public transport services.
- **Safer travel** - Encouraging safer driving and road user behaviour, reducing the number of vehicle trips, reducing vehicle speeds and encouraging more people to walk and cycle more will result in safer travel on and off the roads within Bayside. As a result of road crashes, on average, there has been one fatality in Bayside every six months (*VicRoads CrashStats 2007 - 2011*) and the current proportion of accidents involving cyclists in Bayside (27%) is significantly higher than the state average of 10% (*VicRoads CrashStats*, viewed 2012).
- **Lower energy related transport emissions** - Energy related transport emissions represent around 17 per cent of Victorian greenhouse gas emissions. Cars contribute 80 per cent of these emissions (Department of Transport, www.transport.vic.gov.au, viewed 2012). Increasing the number of people walking, cycling and using public transport will directly contribute to Bayside's response to climate change. The environmental impact of cars can also be reduced through improved vehicle technologies, such as low-energy fuels and electric vehicles, and alternative ownership models, such as car sharing.

What is Sustainable Transport?

A sustainable transport system is designed to encourage less reliance by individuals on the private car to meet their daily needs. It does this by increasing the attractiveness of other transport options, such as walking, cycling and public transport.

As with its related broader notion of *sustainability*, sustainable transport is designed to help society meet its needs now by doing so in a manner which does not diminish the ability of future generations to meet their needs.

It does this by considering social, economic and environmental factors in decision making about transport matters, as set down in the framework of the *Victorian Transport Integration Act, 2010*.

The Legislative and Policy Context

The ITS is informed by existing Victorian Government legislation, the *Transport Integration Act 2010* (TIA 2010), and existing Council plans and strategies, including the Bayside 2020 Community Plan and the Bayside Council Plan 2009-2013 (Revised 2010). The policy context, general process for the development of the ITS and the expected community benefits is shown in *Figure 3*.

Council has a specific legislative responsibility to address transport issues and their integration with land use considerations, through the TIA 2010. This Act requires all Victorian transport agencies to work together towards a common goal of an *integrated* and *sustainable* transport system with regard given to the following transport system objectives in the planning, provision, management and use of the transport system:

- Social and economic inclusion;
- Economic prosperity;
- Environmental sustainability;
- Integration of transport and land use;
- Efficiency, coordination and reliability; and
- Safety, health and wellbeing.

These transport system objectives set an explicit triple bottom line approach to the planning and management of transport. The intention is to make a broad assessment of the implication of any transport actions against these objectives, with the aim of finding a balance across all objectives.

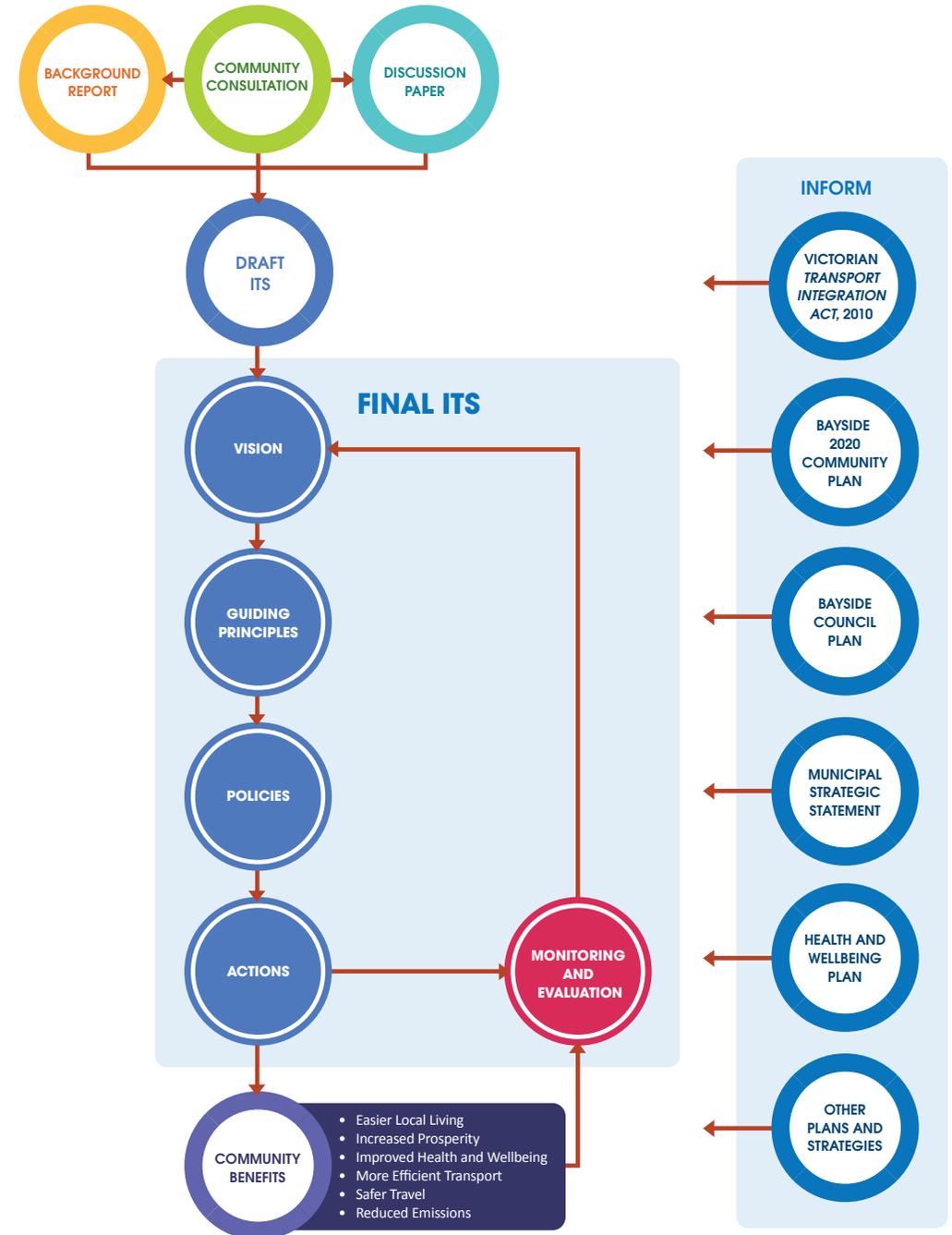


Figure 3: Legislative and Policy Context

The guidance document '*Transport and the Triple Bottom Line*' which accompanies the TIA 2010 sets out a policy framework for decision-making. The triple bottom line framework is outlined in *Figure 4*.

Land use agencies, including the Department of Planning and Community Development (DPCD), Department of Transport (DOT), Public Transport Victoria (PTV), municipal councils (such as Bayside City Council), and other government bodies (such as Places Victoria and Parks Victoria) are required to have regard to the Act when making decisions that impact on the transport system.

For councils, the decisions that require consideration of the Act include:

- when exercising powers as a planning authority;
- when preparing local laws which have an impact on the transport system; and
- when exercising transport-related powers and performing transport-related functions as set out in legislation.

Council has a specific requirement to have regard to the TIA 2010 when preparing a transport plan.

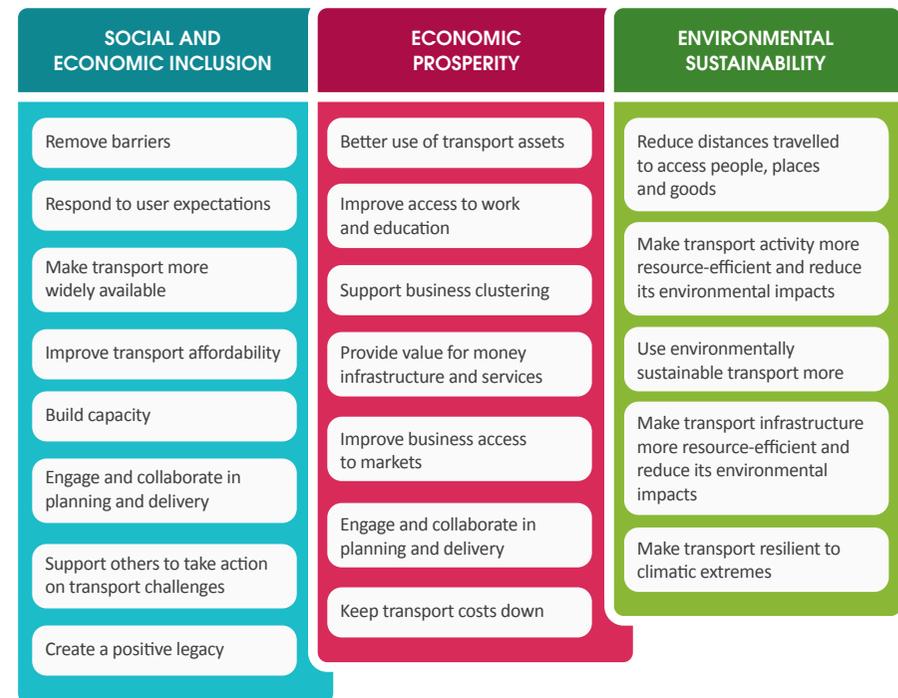


Figure 4: Policy Framework of the *Transport Integration Act, 2010*



This approach to integration is consistent with the Council Plan 2009 – 2013 (Revised 2010) in which Council has stated that it will provide sustainable infrastructure that is fit for purpose and provides high levels of community benefit. The Council Plan also includes direction to promote increased transport options for people to move around Bayside, with particular consideration to improved safety, accessibility, health and energy efficiency.

Council’s Municipal Strategic Statement (MSS) provides broad strategic direction on the integration of transport and land use planning and development. However, there is a need to provide greater focus on specific transport issues, as well as to identify gaps in policy which will affect Council operations and planning. The ITS addresses these gaps through its guiding principles, which will form the basis of a required amendment to the MSS.

The ITS aligns with existing Council policies and strategies, as set out in Figure 5.

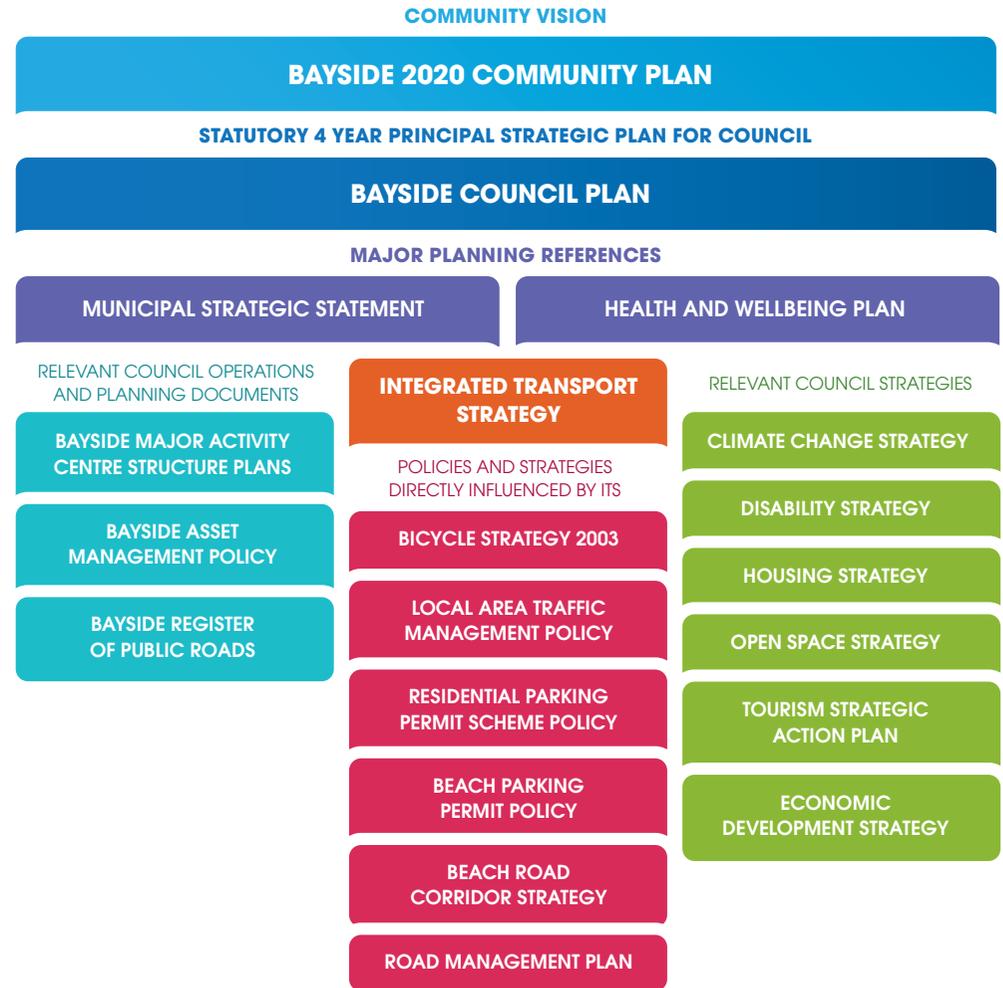


Figure 5: Relationship of ITS to Bayside City Council policies and strategies



Implementing the ITS

In delivering the ITS, Council has direct responsibility for some transport actions and policies, while in other instances it will need to work in partnership with (or seek to influence) other stakeholders to effect change.

Initiatives that are within the jurisdiction of (and directly funded by) Council include:

- some capital works projects;
- behaviour change programs; and
- the preparation of more detailed plans (such as statutory plans, bicycle and pedestrian strategies and parking policies).

Examples of actions that Council can implement ‘alone’ include capital works for cycle paths and footpaths, as well as supportive programs which can influence personal travel behaviour, such as helping schools to run events like Walk to School Day.

Conversely, some actions require Council to advocate to others, such as Public Transport Victoria (PTV), Department of Transport (DoT) and VicRoads, to explore opportunities to improve a service or to implement infrastructure improvements to fill identified gaps in the transport system.

These actions include those outside Council’s jurisdiction or those that require resources beyond those available to Council. Examples of these “influencing” actions would include advocating to state government to implement recommendations from the Bayside/Kingston/Glen Eira/Boroondara Bus Service Review 2010, or lobbying VicRoads to review pedestrian crossing times at signalised intersections.

Finally, some initiatives require agreement with or buy-in from other stakeholders. For example, VicRoads is responsible for managing the declared arterial road network and while Council is responsible for managing the local road network; in many cases Council has to seek endorsement from VicRoads to implement modifications to the local road network, for example the provision of pedestrian crossings or to modify speed limits. In these instances, some works will be funded by Council while others will be submitted to VicRoads for funding consideration.

DEVELOPING THE INTEGRATED TRANSPORT STRATEGY

Council has developed the ITS in a manner which incorporates and analyses relevant transport data, as well as community and stakeholder feedback to present a coherent view of transport in Bayside.

Consultation with the community about transport issues was originally conducted as part of the development of the “Bayside Our Cities Future” (BOCF) engagement program held in February and March 2011. This was then supplemented by a first round of community consultation for the ITS, primarily through a website and community mailout, which received 104 individual responses. During the consultation process, Council sought the views of individuals and key community groups such as youth and older adults. At the same time, research and consultation with stakeholders, both within and outside Council, was conducted. This information was used to prepare a Background Report that analysed transport and land use related issues and trends in Bayside. The complete Background Report is attached in *Appendix A*.

The key findings of the Background Report were shaped into a Discussion Paper that outlined preferred directions for transport planning and management in response to the identified issues and trends. The Background Report and Discussion Paper were used as points of discussion for the second phase of community engagement held in July and August 2012. This phase

of engagement included targeted workshops with older adults, youth and hard to reach groups, drop in sessions for the broader community, an ‘email blast’ to key stakeholders and community members registered on the project mailing list, updated information and interactive web tools on the project website, media releases and public notices, and a phone survey of 535 randomly selected households throughout Bayside. A total of 64 individual responses were received in addition to the findings from the phone survey. Feedback from the community on the Discussion Paper led to the development of the draft ITS.

Consultation on the draft ITS commenced in December 2012 to early March 2013. Consultation involved targeted workshops with older adults and young families, information sessions for the broader community, an ‘email blast’ to the project mailing list, targeted letters to schools and major employers in Bayside, media releases, update of the website and public notices in the local papers. A workshop was held with transport agencies on the 7 March 2013. A total of 39 submissions were received.

The feedback received through the consultation process is set out under each of the guiding principles, along with the policies and actions associated with each principle. The ITS development process is set out below in *Figure 6*.

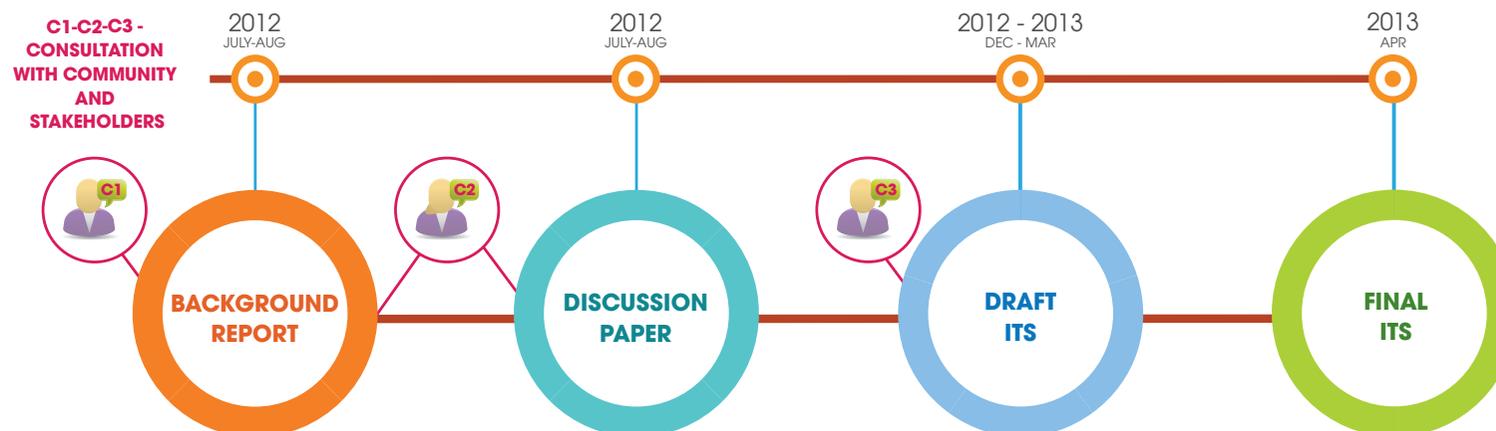


Figure 6: The ITS development process

A VISION OF SUSTAINABILITY

To achieve an integrated and sustainable transport system within Bayside, Council has established a vision to guide policy and action over the lifetime (10 years) of the ITS. This vision is supported by a set of complementary guiding principles, each of which addresses a different aspect of transport. In turn, each guiding principle is supported by relevant policies and actions that will deliver the community benefits associated with a more integrated and sustainable transport system. This policy framework is shown in *Figure 7*.

An assessment of how each action will assist in achieving each of the community benefits has been undertaken and is included in the following sections. A green footprint symbol has also been used where actions have particular importance in tackling climate change through lower emissions.



Figure 7: Transport Policy and Implementation Framework

1

IMPROVED LOCAL ACCESSIBILITY

Council will prioritise walking and cycling as the preferred modes of transport for short trips in Bayside.

Walking and cycling are the most sustainable forms of transport and have a significant part to play in the transport system. The leafy green suburban character of Bayside, open spaces and ease of access to the foreshore are highly valued by residents. Most residents are also generally well located within short distances of small or large shopping areas which serve daily needs. The recent Bayside Business Monitor Surveys, 2012 confirm that 70% of the retail catchment within Bayside reside within a 3km radius of a shopping centre. These factors and the relatively flat terrain make Bayside a pleasant place to walk or cycle when making short trips. Facilitating use of streets for walking or cycling for short daily trips has significant community benefits including: improved health and well being; reducing social isolation; enhancing personal security; increasing retail spend in shopping centres; alleviating parking pressures; and reducing transport related emissions.

Feedback during the consultation process identified a number of specific examples of how walking and cycling access in Bayside could be improved including: installation of pram ramps for prams, mobility scooters and wheelchairs at key intersection; increased amounts of shaded seating along walking routes; increased street lighting; need for improved surface quality of footpaths; further installation of more tactile paving; more shelter at bus stops; continuation of cycle lanes through roundabouts; improved pedestrian and cycle priority; and providing better maps and signage to help with way finding. Council needs to remove physical barriers to enable walking and cycling as the preferred mode of transport for short trips in Bayside.

Short trips are classed as those trips undertaken primarily for utility purposes, such as travelling to school or to the local shops, or catching other forms of transport such as train or bus. In Melbourne, many short trips are undertaken by car (39.7% for trips less than 1 kilometre) (Victorian Integrated Survey of Transport and Activity, 2010). These figures indicate that there is a real opportunity to facilitate a proportion of short trips within Bayside by sustainable modes such as walking and cycling. This approach of enabling increased travel choice and making it easier for people to live locally is also supported by the draft strategic principles of the proposed Victorian Government Metropolitan Planning Strategy. There is strong community support for Council to improve the street environment. Results from the phone survey conducted as part of the ITS engagement program found that 86.3% of Bayside residents thought it was very important or important that Council 'make it easier for people to be able to walk around their neighbourhood.' The corresponding figure for cycling was also high, at 72.6%.

To enable walking and cycling as real choice in Bayside, future planning needs to take into consideration the needs of a range of users. Bayside has a higher number of older persons than the metropolitan average and forecasts suggest that this number is likely to rise. There is also a high proportion of residents with a disability. Residents and visitors to Bayside have different mobility needs depending on their life stage (children learning to cycle on the road, parents with prams and people using mobility scooters and other mobility aids). Consideration of how transport and street environments are designed and maintained to meet these needs, is important. *Simple measures to reduce the existence of current physical barriers to access and movement for these users will also benefit the wider community in Bayside.*





There are two key conduits for increasing walking: encouraging more walking for transport, and/or encourage more walking for recreation. The ITS recognises that people who use the street for recreation will have different needs to those people who are using the street to get to a particular destination, i.e. work or train station. For example there may be a need for more drinking fountains along a recreation trail while there may be a need for more seating along a footpath that is on a bus route. The community identified the need to reduce conflicts between users including pedestrians, dog walkers, users of mobility aids and cyclists along footpaths and off road shared paths and trails to ensure a more enjoyable walking and cycling environment for everyone.

To achieve a better cycling environment it is important to plan for the different needs of the broad range of cyclists including sport, recreational and utility cyclists. Utility cyclists require end of trip facilities at key destinations, i.e. bike parking (supported by 50.3% of those surveyed) and showers and changing facilities for those commuting to work.

All cyclists require a safe and well connected network. The level of connectivity should be such that cyclists can make short trips to where they need to go but also travel for longer trips that cross municipal boundaries for destinations outside of Bayside. This includes the provision of measures such as on-street bicycle lanes (supported by 44.8% of those surveyed).

Bayside's reputation as a pleasant place to cycle for recreation also requires the continued development of a connected and high quality recreational cycling network that links open spaces with key destinations and tourist attractions. There was a preference for off road bike trails (69.5% support) amongst those residents surveyed.

It is also recognised that the quality of the public transport trip is often dependent on the quality of the pedestrian and cycle environment to and from the station or stop. Physical barriers across the whole of trip journey, including connections between different ways of travel (i.e. walking to a bus stop and catching the bus) need to be identified and removed. Council will identify improvements for walking and cycling access to public transport. Public Transport Victoria advises careful consideration is required when making changes to the street environment to ensure that buses, trams or trains are not delayed or rendered less reliable by any modifications.

POLICIES

- P1.1 Define and improve the pedestrian environment that serves key destinations within Bayside, including shopping areas, schools, large workplaces, open spaces and public transport hubs.**
This includes delivering measures to support walking for all abilities, such as more shaded seating, improved lighting, and pram ramps on footpath kerb edges.
- P1.2 Expand the cycling network to support both utility cycling and recreational cycling to key destinations within Bayside, including shopping areas, schools, workplaces, open spaces and public transport hubs.**
This includes improving on and off-road links, bike parking and where relevant, secure storage and other end of trip facilities.
- P1.3 Address the needs and safety benefits of pedestrians and cyclists in all transport infrastructure upgrades and street maintenance programs.**
This will include installing new facilities or treatments that may be needed to support these modes, such as line marking, pedestrian refuges and pram ramps.
- P1.4 Ensure that the design of streets and land use developments do not impede access for pedestrians and cyclists along with public and community transport and also explore opportunities to improve access for these modes.**
Existing pedestrian or cycle routes and access to public and community transport should not be removed or significantly lengthened by new developments or by improvements or maintenance to the street.
- P1.5 Ensure that priority is given to pedestrian and cycle access to, through and within new developments including mid-block links through key development sites.**
This will include minimising vehicle travel speeds and travel gradients, providing adequate space and appropriate treatments and facilities within development sites to facilitate ease of travel for people walking and cycling.
- P1.6 Minimise potential conflict between pedestrians and cyclists on off-road paths and trails.**
This includes a range of measures, depending on the type of path or trail and volume of pedestrians and cyclists, which may include line marking and signage, increasing path widths, greater separation of modes, behaviour change campaigns and enforcement measures.

ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 1.1 - Prepare a Pedestrian Strategy</p>	<p>This strategy will include:</p> <ul style="list-style-type: none"> • development of a Principal Pedestrian Network, using the Department of Transport’s methodology as a guide to identify key pedestrian routes serving activity centres and other key destinations (e.g. schools, community centres, open spaces and public transport hubs); • increase pedestrian priority within shopping areas; • mobility audits and improvements of key pedestrian routes to reduce physical barriers and improve accessibility for people of all abilities. For example, disability compliant pram ramps and pavement condition assessments; • consideration of necessary facilities/infrastructure/furniture on the Principal Pedestrian Network and beyond. For example, installing shaded seating at regular intervals and providing places to tie up a dog while shopping; • lighting audits and improved lighting along key pedestrian routes; • wayfinding and signage improvements around activity centres and key destinations; • audits of street crossings and intersections to identify infrastructure improvements required to support pedestrian access, such as new crossing opportunities, footpath pram ramps, zebra crossings at roundabouts and raised platform zebra crossings; • implementation plan for actions identified in street crossings and intersections audit; and • collaborate with VicRoads to review network operating plans and identify opportunities to improve pedestrian wait times at signalised crossings on key pedestrian routes. 	
<p>Action 1.2 - Sign the International Charter for Walking</p>	<p>Sign the International Charter for Walking to demonstrate Council’s commitment to facilitate walking as a transport mode that will assist in achieving health, wellbeing and recreation benefits. Specific improvement actions will be derived from this process to continually improve walking conditions throughout the municipality.</p>	

ACTIONS	ACTION ELEMENTS	BENEFITS
Action 1.3 - Develop a streetscape design manual for activity centres that supports sustainable modes, such as pedestrians, cyclists and public transport	Develop a streetscape design manual to guide how street interfaces and public spaces within activity centres support sustainable transport choices in Bayside. Incorporate elements of a walkable city including a connected network, attractive and interesting walking routes, prioritise crossings and safety and DDA compliance.	
Action 1.4 - Establish a process to install footpath pram ramps at street crossings	Establish a process to ensure the installation of kerb-edge pram ramps for all footpaths at street crossings for all projects contained within the residential footpath reconstruction program.	
Action 1.5 - Conduct condition assessment surveys of all footpaths for all abilities	Conduct condition assessment surveys of all footpaths in Bayside in accordance with the Road Management Plan to ensure that they meet appropriate standards for use by all abilities	



ACTIONS	ACTION ELEMENTS	BENEFITS
Action 1.6 - Review and update the Bayside City Council Bicycle Strategy	<p>Review of the Bicycle Strategy will include:</p> <ul style="list-style-type: none"> • cycling audits along key routes to identify infrastructure and traffic management opportunities for improved safety and connectivity for cyclists; • improving the continuity of the bike network by completing missing links both within Bayside as well as working with adjacent councils and relevant agencies to address those key links that provide connections with adjoining municipalities; • review of current and future demand for bike parking (in response to existing and new development) and the appropriateness (in number, distribution and quality) of current on-street bike parking facilities to identify opportunities for improvement across the municipality; • develop and implement a policy to ensure the provision of secure bicycle storage and end of trip facilities (showers and lockers) in new developments, workplaces and schools, using the Victoria Planning Provision requirements as a minimum; • develop and implement a policy to ensure the provision of bicycle parking in shopping centres and within Major and Neighbourhood Activity Centres; • develop design guidelines for all local streets (incorporating geometric standards, signage and on-road symbols) to ensure that the local street network is safe for cycling and can be effectively used, particularly by less-confident riders; • consideration of the current Victoria Planning Provision (VPP) requirements for bicycle parking and facilities to ensure that they are adequate for future needs with Council advocating for any relevant changes if necessary; and • Develop a program to investigate the availability of secure bicycle storage at schools, public housing estates and at large employers. Where deficiencies are identified on government owned land, Council will advocate for and identify government funding opportunities to support the provision of bicycle storage facilities. 	

KEY



Easier local living



Increased prosperity for businesses and individuals



Improved health and wellbeing



More efficient transport



Safer travel on and off-roads for everybody



Lower energy-related transport emissions

ACTIONS	ACTION ELEMENTS	BENEFITS
Action 1.7 - Continue to enhance and upgrade Bayside's network of shared trails over the life of the ITS	The current identified gaps in the shared path network will be undertaken as a short term priority. The Bayside Open Space Strategy and the updated Bayside Bicycle Strategy will inform future works required for shared trails in Bayside.	
Action 1.7.1 - Complete Bay Trail shared path remedial works	Complete remedial works identified in the Bay Trail Shared Path Safety Audit.	
Action 1.7.2 - Complete Bay Trail missing link	Complete the Bay Trail missing link from Charman Road to Cromer Road, Beaumaris.	
Action 1.7.3 - Upgrade Elster Creek Shared Trail	Upgrade the Elster Creek Shared Trail: <ul style="list-style-type: none"> • between Gardenvale Station and Asling Street; and • along Union Street Reserve (currently in design phase as a first stage to its development). 	
Action 1.7.4 - Upgrade Nepean Highway Shared Trail	In partnership with VicRoads, upgrade the Nepean Highway Shared Trail between Gardenvale Station and Rose Street. The feasibility of extending the Nepean Highway shared trail through the Moorabbin Major Activity Centre will also be examined.	
Action 1.7.5 - Extend walking and cycling access improvements to Elsternwick Park	Extend the Elsternwick Park Shared Path along St Kilda Street into Elwood, to complete the Elster Creek Shared Trail in Bayside and to improve access to Elsternwick Park and the Bay Trail from key destinations.	
Action 1.7.6 - Identify opportunities to further support walking and cycling through Elsternwick Park	Work with the Elsternwick Park Masterplan reference group to identify opportunities within the Elsternwick Masterplan to support walking and cycling access to and through the northern part of Elsternwick Park.	
Action 1.8 - Establish a process to consider the needs of pedestrians, cyclists, public and community transport within the design of both new transport infrastructure projects and street maintenance projects	This process will consider the needs of all users of the street network in the design of new transport infrastructure projects and street maintenance projects where facilities do not currently exist.	



2

CREATE BETTER PUBLIC TRANSPORT CONNECTIONS

Council will work with key partners, such as Public Transport Victoria and the Department of Transport, to improve public transport access to, within and from Bayside. It will also work to maximise the use of community transport services in Bayside.

A well-connected and efficient public transport system provides a viable alternative for people who either do not have access to a private car or choose not to use a car as often as they might. Public transport covers a broad range of transport modes, including train, bus and tram, but also taxis and community transport. It also provides improved environmental benefits and more efficient use of our roads compared to private vehicles.

Despite Bayside having a high proportion of people who drive to work (62.7 per cent), it also has good public transport use for specific trips by people in those suburbs well-served by public transport. As a whole, 12.8 per cent of Bayside residents use the train to get to work, which is higher than the Greater Melbourne average of 10 per cent (Bayside City Council Community Profile 2012).

Public transport use is higher in Bayside suburbs where car ownership rates are lower, such as Hampton East where 13% of households have no car (Bayside City Council Community Profile 2012). For these households, a good public transport system provides vital access to services and employment beyond an immediate walking or cycling range. This includes community transport which takes the form of a Council supported bus for the elderly and people with limited mobility who are unable to access mainstream public transport to travel to destinations such as community centres or shopping centres. Other organisations such as TransAccess, Central Bayside Community Health Service, Mecwacare, New Hope Foundation and SandyBeach Centre also provide community transport within Bayside. This service is also provided by taxis in Bayside. At present, there is little coordination between these different services, a deficiency highlighted in the community's feedback.

When surveyed, 91 per cent of Bayside residents believed it was "important" or "very important" that Council make it easier for people to use public transport in Bayside. However, it is important to remember that many of the necessary improvements to the public transport system are the responsibility of other agencies, such as Public Transport Victoria and the Department of Transport. While Council can improve connectivity and the environment around public transport stops, its main role in getting more and better services, improved safety at stops and delivering a more connected network, is one of advocacy for *improved public transport links to employment, retail, education, service and recreation destinations beyond the municipality and outside the CBD.*





Public transport use drops off in those suburbs south of the Sandringham rail line terminus and further west of the Frankston rail line. These suburbs are more dependent on bus services which, according to a Department of Transport Bus Service Review 2010, provide reasonable coverage but need improved frequency and reliability and better connection with train services. There are also limited east-west connections for public transport. Council will directly advocate for *more direct, frequent and reliable bus routes serving suburbs in these areas.*

Further, Council will work with other municipalities to advocate for the provision of direct public transport connections between the Sandringham Railway Line and the Frankston Railway Line. Opportunities may include the investigation of a direct bus route from Sandringham Station to the Southland Bus Interchange and from Brighton Beach Station to the Moorabbin Bus Interchange and Train Station.

The need for better planned coordination between different public transport services and other modes, such as walking and cycling, was a central message of the research findings and the community consultation. This included suggestions such as the provision of a smaller shuttle bus to run between suburbs and railway stations, as well as better integration of walking and cycling routes, and upgraded signage around public transport stops. Council will work with key transport agencies and operators to *seek better timetable and service coordination between local bus and train services.*

There was also a call for Council to help improve perceptions of safety in and around public transport stops, especially late at night. Many of the responsibilities for the safety environment at stops resides with Public Transport Victoria, but Council will advocate for *improved safety at public transport stops and stations, particularly late at night and early in the morning.*

POLICIES

P2.1 Identify and implement approaches to maximise the role of existing community transport services in Bayside to meet the requirements of people with specialised transport needs.

This includes maximising the use of Council's two community buses and working with TransAccess to address current service gaps in order to support access for Bayside's elderly and residents with disabilities.

P2.2 Establish a targeted and coordinated advocacy role for an improved public transport system based on the needs of residents and visitors.

By reviewing and documenting service and facility issues identified with Bayside's public transport services, Council will develop a clear position on improvements required to support access within, into and beyond Bayside. This will give greater direction when Council advocates with relevant State Government agencies and service providers.

P2.3 Seek to improve integration between walking, cycling and public transport at public transport stops and interchanges.

As the quality of a public transport trip includes the quality of access to and from the station or stop, Council will identify improvements for walking and cycling access to public transport. Subject to available funding, Council will identify and work in partnership with relevant agencies, such as PTV, to implement improvements outside of its control.

ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 2.1 - Coordination of Community Transport Across Bayside</p>	<p>Work with key stakeholders to develop an approach towards better coordination of community transport within Bayside. This will focus on coordinating services with council managed facilities, activity centres and public transport interchanges, as well as coordinating funding requests from Home and Community Care (HACC).</p> <p>Council will also consider the feasibility and implications of running a small local bus service to provide improved access into and between local shopping centres.</p>	
<p>Action 2.2 - Undertake an accessibility audit of connections to public transport interchanges</p>	<p>As part of the Pedestrian Strategy, conduct an accessibility audit of all public transport interchanges covering connections between different forms of public transport (train, tram and bus), as well as between public transport modes and walking and cycling.</p>	



ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 2.3 - Develop a public transport advocacy statement that recommends improvements to services and facilities for government consideration</p>	<p>Develop a Public Transport Advocacy Statement based on identified gaps in service and infrastructure provision, which are beyond Council's control, to advocate for deliverable improvements for the needs of Bayside residents and visitors, recommending:</p> <ul style="list-style-type: none"> • improved bus frequency, reliability and better connections with train stations based on the Bayside/Kingston and Boroondara/Glen Eira/Stonnington Bus Service Review 2010; • better east – west public transport connections to link Bayside with regional destinations to the east; • improved public transport opportunities, particularly in those areas in the southern parts of the municipality, such as Black Rock and Beaumaris, where the current provision of public transport is limited; • improved facilities at stations and bus stops such as improved security, information, toilets, secure bicycle parking, real-time information signage, seating and shelters (including residential areas); • establish a framework to work with adjoining municipalities to coordinate local solutions and jointly lobby to state government for specific changes that benefit the region; • develop public transport service level guidelines for Bayside; • better integration of public transport service delivery in line with new residential and commercial developments; • potential to expand the route of the Night Rider service within Bayside; • the use of appropriate sized buses that are fit for purpose on their respective routes; • advocate for improvements to access for all abilities; • more buses powered by alternative fuels; and • advocating for a review of the current ticketing structure using the new technology available through the Myki system. 	
<p>Action 2.4 - Install wayfinding signage to public transport hubs</p>	<p>As part of the pedestrian strategy, introduce way finding signage in accordance with Public Transport Victoria guidelines.</p>	



3

USER FRIENDLY STREETS

Council will treat streets as places where people live, work and play and provide access for a range of users in order to deliver a safe, integrated and efficient transport system.

Bayside's streets provide access for a range of users and need to be actively managed to provide the most safe and efficient transport system possible. User friendly streets are those which incorporate measures such as reduced vehicle speeds and volumes, enable greater sharing between users of streets and public spaces, and provide the various transport modes and users with a balanced and appropriate level of priority. Ensuring the safety of street users through the reduction of traffic conflicts and crashes is considered to be the most important aspect of any user friendly street.

Council is committed to improving the safety of all users of the transport system within Bayside and is well placed to assist in reducing road trauma given its strong community links. In view of this, Council will develop a Road Safety Strategy for Bayside. The Road Safety Strategy will be a tool for sharing knowledge with the wider community and encouraging the development of a culture of responsibility and shared beliefs resulting in the creation of safer roads and safer road behaviour in Bayside.

Safety was also considered important by 81.5% of survey respondents who thought that it would be helpful to have safer places for pedestrians to cross streets and just over half (51.3%) said it would be helpful if there were lower speed limits for vehicles in areas where there are high numbers of pedestrians and cyclists. Through its actions and plans Council will seek to provide improved safety on Bayside streets delivered by lower traffic speeds and volumes.

VicRoads has adopted a new approach to the way it manages the road network called *SmartRoads*. *SmartRoads* seeks to provide a balance between the competing interests of all road users (including cars, public transport, pedestrians and cyclists etc) for road space and managing congestion and safety on the arterial road network while supporting the development of a sustainable transport system into the future. Council and VicRoads have agreed to a Road User Hierarchy for the arterial road network within Bayside that allocates priority road use by transport mode, place and time of the day. Under the *SmartRoads* process all users continue to have access to all roads. However, certain roads will be managed to work better for cars while others will be managed for public transport, cyclists and pedestrians. These priority movements have been assigned to arterial roads across the network forming *SmartRoads* Network Operating Plans. *SmartRoads* will inform the consideration of all new transport infrastructure projects as well as land use developments which may have implications for the arterial road network. In the future, Council will need to work in partnership with VicRoads to determine whether a proposed land use change or changes to the road operation support the objectives of the *SmartRoads* Network Operating Plans.



Council proposes to adopt a similar approach to the way it manages streets in Bayside to make them safer, to support activities in particular locations and to improve the efficiency of the transport system. By way of example, greater priority will be given to pedestrians, cyclists and public transport within our shopping areas, while cars would have priority on limited arterial streets such as Durrant Street, Brighton and Park Road, Cheltenham, as the primary function of these streets is to move traffic efficiently. The approach to be adopted by Council varies from traditional transport planning for streets which has placed an almost exclusive emphasis on the movement of private vehicles. While private vehicles will continue to play an important role in the transport system, this new approach will also provide a greater balance for sustainable transport modes such as walking, cycling and public transport.

Bayside's approach is aligned with VicRoads and that of many metropolitan municipalities seeking to achieve a more sustainable transport system through better management of its streets. Council will assign greater priority in Council strategies and plans to sustainable transport modes on Bayside Streets, through a street user hierarchy which gives priority to users on different streets in the following order:

1. Pedestrians
2. Cyclists
3. Public and community transport, including taxis and community run buses
4. Private vehicles
5. Commercial vehicles serving local areas

This street user hierarchy will be applied in the development of the Street Space Management Plan. This will be aligned with the VicRoads network operating plans already established within Bayside. There is wide community support for an approach which makes streets safer and more efficient and considers the needs of a range of users.

Providing car parking to satisfy the demands of all road users is one of the biggest challenges faced by Council. Increasing intensification of development across the municipality, changing travel habits and on-going issues surrounding the rail fee structure have led to a decrease in the availability of on street

parking. Council is committed to providing residents and their visitors with a reasonable likelihood of parking in close proximity to their home, while preserving access for other legitimate road users such as shoppers, traders, disabled persons, workers and commuters in areas of high on-street parking demand.

The greatest demand for car parking is around train stations and shopping areas, particularly for commercial car parking. While it is important to ensure that access and connections to public transport are not limited by poor availability of commuter car parking, there is a need to balance this demand by providing high quality public transport, walking and cycling links to train stations. These issues will be examined in more detail in the development of a parking strategy and parking precinct plans for shopping areas.

Many businesses within Bayside rely on easy access for the delivery of goods. In collaboration with VicRoads, Council has agreed on a Principal Freight Network which seeks to allow freight to be efficiently transported within and across Bayside while reducing adverse community and amenity impacts.



POLICIES

- P3.1 Council will give greater priority to sustainable modes of transport in terms of allocating time, space and facilities on local streets and work with VicRoads to facilitate these improvements on State managed roads.**
Increased focus on sustainable transport modes is essential in providing a street environment that is safe and capable of supporting the shift to more sustainable travel behaviour.
- P3.2 Manage the demand for further car parking provision at those destinations that are well served by sustainable modes of transport.**
Council can act to reduce parking pressures by influencing its supply and encouraging sustainable mode choices in those parts of the municipality that are readily accessible by public transport on foot and by bicycle. In doing so, Council will ensure that the supply of commuter car parking is not modified in such a way that it discourages public transport use because of poor accessibility or connectivity to public transport services.
- P3.3 Minimise potential conflict between all users of the transport system and ensure that facilities introduced to benefit one category of user are not detrimental to the convenience, accessibility or safety of other users.**
Council needs to adopt an approach that manages competing interests for limited street space in an equitable manner. Decisions about the operation of the street network need to support abutting land uses and consider the effects on Bayside's shopping areas, communities and the environment.
- P3.4 Ensure that safety benefits for all users are addressed in the design, implementation and promotion of all transport infrastructure upgrades and street works.**
The systematic application of street safety audits and review processes during all project design and implementation phases will contribute to the realisation of street safety improvements in association with transport infrastructure upgrades and works in Bayside.

POLICIES

- P3.5 Improve safety on Bayside streets through the delivery of lower traffic speeds and volumes, and decreased demand for car parking.**
Collision speed is critical in street safety, particularly for vulnerable users such as pedestrians and cyclists. Pedestrians, as unprotected street users, are often involved in the most severe crashes. Research has demonstrated that where impact speeds can be reduced to 40 km/h or less, the risk of severe trauma for pedestrians and cyclists is greatly reduced. The delivery of initiatives that effectively lower speeds and contribute to less cars being on streets will significantly reduce the chance of vulnerable road users being involved in crashes, as well as the severity of those that do occur.
- P3.6 Prioritise sustainable transport access to the foreshore as part of managing the increased demand for regional access to the area.**
As the regional demand for access to Port Phillip Bay's foreshore increases, Council will prioritise access by walking, cycling and public transport. This will be achieved by improving and expanding the number of crossing opportunities along Beach Road, connecting cycling links to the area, and improving access from nearby bus stops and train stations. Expanding the number of crossing opportunities will require collaboration with VicRoads. All pedestrian crossings are required to be DDA compliant.

ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 3.1 - Work in partnership with VicRoads to review Network Operating Plans across Bayside as and when required</p>	<p>Council will work in partnership with VicRoads to review Network Operating Plans where new transport infrastructure projects or land use developments may have an impact on the arterial road network within Bayside.</p>	
<p>Action 3.2 - Develop a Street Space Management Plan</p>	<p>Develop a Street Space Management Plan, which reflects the guiding principles and policies of this Integrated Transport Strategy. In recognition of Council’s objectives to adopt a truly sustainable platform for the planning of access and movement systems in Bayside, the Street Space Management Plan needs to be a clear departure from how many cities have up until now conceded too much space to the role of private cars. This requires a new philosophy which starts by strategically assessing conditions and building the framework for solutions based on the recognition of streets as essential pedestrian and public spaces. The needs of cars cannot dictate the shape and nature of interventions which too often leads to poor outcomes. Instead the Street Space Management Plan will explicitly recognise and provide direction on the requirements for all modes ensuring adequate arrangements for all.</p>	
<p>Action 3.3 - Develop a Road Safety Strategy</p>	<p>Develop a Road Safety Strategy that supports the Street Space Management Plan, the Pedestrian Strategy and the Cycling Strategy. The development of the <i>Road Safety Strategy</i> will involve a thorough examination of existing crash statistics and it will extract the most pertinent factors from the crash analysis to enable the preparation of relevant and effective policies and initiatives. Ultimately, the Strategy will aim to implement the best known safety practices and technology, in an effort to reduce serious crashes to the lowest possible level for vulnerable users, creating a safe walking and cycling environment across Bayside.</p>	

ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 3.4 - Advocate for lowering speed limits to 40km/h on selected roads</p>	<p>Advocate to VicRoads for the lowering of speed limits to 40 km/h on the following streets:</p> <ul style="list-style-type: none"> • Bay Street, Brighton between Cochrane Street and Nepean Highway; • Church Street, Brighton between St Andrews Street and Male Street; • Hampton Street, between Crisp Street and Ratho Avenue; • Station Street, Bay Road and Abbott Street, Sandringham; and • Bluff and Balcombe Roads, Black Rock. <p>Work with VicRoads in developing the Street Space Management Plan, Pedestrian Strategy and Cycle Strategy to identify additional sections of arterial roads that require reductions in speed limits in order to prioritise pedestrian and cycle access.</p>	
<p>Action 3.5 - Develop a Parking Strategy</p>	<p>Support development of a Parking Strategy to address parking issues within Bayside. This will include:</p> <ul style="list-style-type: none"> • on-street parking management; • off-street parking routes; • access to car parks across footpaths to address potential conflicts with pedestrians and cyclists; • car park design including requirements for pedestrian priority plans to ensure safe, easy and sheltered access for pedestrians; • adequacy of disabled, senior, taxi and community transport parking and access provision at key destinations; and • development of parking precinct plans for all Major Activity Centres and large Neighbourhood Activity Centres to be undertaken in conjunction with Strategic Structure Plans. 	

ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 3.6 - Implement the Beach Road Corridor Strategy short term actions</p>	<p>Work with key stakeholders, such as VicRoads, to implement the short term actions identified in the Beach Road Corridor Strategy. These include:</p> <ul style="list-style-type: none"> • indented parking on beach side near Hampton Beach; • indented parking south of Balcombe Road / Bluff Road roundabout; • pedestrian operated signals between Normanby Street and Chelsea Street, Brighton; • improved signage along Beach Road to highlight the use of the road by cyclists; and • education programs to promote the Cyclist Code of Conduct to all users of Beach Road. 	
<p>Action 3.7 - Establish a long term vision for Beach Road</p>	<p>Work with key stakeholders, including VicRoads to review the suitability and feasibility of the medium and long term actions contained within the Beach Road Corridor Strategy with a view to developing a long term vision for Beach Road.</p>	



4

INTEGRATED TRANSPORT AND LAND USE

Council will work to ensure that land use and development supports sustainable transport use.

Land use plays a major contributing role to the type of transport used within a community. Towns and cities which are spread out and characterised by low density living tend to be more reliant on cars for the majority of people's travel needs, generating more traffic and its associated negative effects, such as increased congestion and emissions. Concentrating land use in activity centres (shopping centres) can have positive effects, such as improved livability and increased economic vitality, but only where there has been sufficient planning to increase the use of sustainable transport modes.

Bayside City Council has recently adopted the Bayside Housing Strategy which sets out the framework for housing and residential development in Bayside over the next 15 years. The strategy provides direction about where residential development will be focused, where it will be limited and the type of residential development required to meet the changing needs of the community. Future growth will be located in the activity centres which are supported by public transport.

VicRoads, Department of Transport (DoT), Public Transport Victoria (PTV) and other relevant transport agencies establish modal priority on the designated arterial network through the *SmartRoads* process, the Principal Public Transport Network and the Principal Bicycle Network. In line with state government policy, land use and development is encouraged into areas which support the sustainable transport network. To ensure that future growth supports the ongoing improvement of the sustainable transport network, councils are responsible for preparing structure plans for activity centres which provide future direction on, among other things, what improvements will be required to the sustainable transport network to meet the needs of the existing and future population.

This work is supported by parking precinct plans which manage the demand and supply of car parking within activity centres to support increased use of sustainable transport.



The integrated transport and land use framework established through the structure planning process needs to be developed in consultation with transport agencies. Councils are required to consider *'Public Transport Guidelines for Land Use and Development'* when developing structure plans. Clause 53.36 of the Bayside Planning Scheme establishes that new development does not require referral to PTV in instances where the development is consistent with an adopted structure plan endorsed by PTV.

While PTV will not require referral once a structure plan is in place, there is a need for Council to manage the cumulative impact of new large scale residential developments on the parking supply and the operating efficiency of the street network. In an attempt to improve and promote sustainable transport access for new development, Council should investigate the benefit and suitability of amending the Planning Scheme to support the requirement for integrated transport plans.

Council can also have direct impact through its own operations, specifically the location of community centres and services, such as libraries and health centres. *To ensure that these facilities can be more easily accessed by sustainable transport modes, Council will develop new community facilities and open spaces in areas that support a mix of uses and are within walking and cycling distance of the communities they serve.*



POLICIES

P4.1 Concentrate new land uses and development which increase housing density, employment and visitation in accessible locations that offer greatest access to public transport and facilitate walking and cycling.
The integration and coordination of land use and transport in Bayside can play a crucial role in creating connected communities and promoting sustainable travel behaviour. Effective land use and transport integration will promote sustainability through an urban environment that reduces the need for travel and distances travelled; enhances access to goods, employment and services; provides a variety of equitable and affordable travel alternatives; and promotes the use of sustainable modes of transport.

P4.2 Co-locate compatible land uses to reduce trip lengths, provide viable transport choice and encourage walking and cycling between activities.
Recent studies in Australia and internationally show that pedestrian, bike and public transport trips increase (and car use decreases) in the presence of mixed uses of land, improved street connectivity, and higher employment and population density at the origin and the destination. Therefore, by reducing the distance between destinations (mainly through increased co-location of compatible land uses), walking, cycling and public transport can become the preferred travel options for the majority of trips in Bayside.

P4.3 Ensure new community facilities and improvements to open spaces can be safely and conveniently accessed by public transport, walking and cycling.
The provision of a range of transport options for new community facilities can play a crucial role in creating more connected communities and promoting sustainable travel behaviour. Council will consider the availability of transport options (or provision of new infrastructure) when making decisions on major investment in community facilities.



ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 4.1 - Work with VicRoads, Public Transport Victoria, Department of Planning and Community Development and City of Kingston to develop a Network Operating Plan for Bay Road to improve sustainable transport access to the Southland Principal Activity Centre and the surrounding area</p>	<p>A feasibility study is being undertaken for the potential Southland Station. To support this work an urban design interface study; development feasibility study; and economic and demographic review were also undertaken. An outcome of this work is to prepare a network operating plan for Bay Road to improve accessibility to this key destination and the surrounding area.</p> <p>Recognising the evolving nature of this area and the importance of Southland as a Principal Activity Centre, this work will support the longer term objective of developing a Structure Plan for Southland Principal Activity Centre. Transport will form a key component of this work given the significant bus interchange; the links to the Highett and Cheltenham areas and stations; and the potential for a future station at Southland.</p>	
<p>Action 4.2 - Finalise Structure Plans for Major Activity Centres & Neighbourhood Activity Centres</p>	<p>Ensure the following projects identify opportunities to support the guiding principles and policies of the ITS:</p> <ul style="list-style-type: none"> • Major Activity Centre Structure Plan Review; • Structure Plan for Moorabbin MAC; and • Structure Plan for Martin Street NAC. 	
<p>Action 4.3 - Investigate the feasibility of preparing a Development Contributions Plan to support active travel</p>	<p>Development contributions are payments or works in kind provided by developers towards the provision of infrastructure, such as roads, storm water run-off management systems, open space and community facilities required to meet the future needs of local residents. This can also cover aspects related to active travel.</p>	
<p>Action 4.4 - Address sustainable transport access as part of Council's assessment of funding and location of community facilities</p>	<p>When making decisions on major investment in community facilities, Council will include sustainable transport access as part of its assessment of funding and location, with the aim to:</p> <ul style="list-style-type: none"> • coordinate and integrate land uses and facilities to encourage linked trips; and • locate new community facilities near public transport interchanges and on pedestrian and cycle priority networks. 	

ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 4.5 - Ensure streetscape improvements include facilities for walking and cycling</p>	<p>Ensure that streetscape improvements include improved pedestrian and cycling facilities and address public transport access, aligned with the Pedestrian Strategy and Cycling Strategy. Examples of potential improvements include wayfinding and signage, water fountains, seating areas, bicycle parking facilities and DDA compliance. Improvement projects include:</p> <ul style="list-style-type: none"> • Bay Street streetscape masterplan; • Church Street streetscape masterplan; and • Hampton Street streetscape masterplan. 	
<p>Action 4.6 - Identify and examine the most appropriate mechanism to require Integrated Transport Plans at the planning permit stage</p>	<p>Prepare requirements and local guidelines for Integrated Transport Plans to accompany relevant planning permit applications within Bayside. This should also include relevant planning permit requirements for end user facilities such as showers and bike storage. Council should encourage ITPs for all developments where future car use is potentially high.</p>	
<p>Action 4.7 - Amend the Municipal Strategic Statement</p>	<p>Prepare a planning scheme amendment to the MSS to incorporate the vision, guiding principles and policies of the final ITS.</p>	



5

IMPROVE PERCEPTIONS AND ENABLE CHOICE

Council will work with the community and key stakeholders to raise awareness of the benefits of sustainable travel and actively promote and support its increased use within the community. Council will support initiatives designed to increase transport choice and contribute to the reduction of emissions from transport.

Private vehicles are likely to continue to play a prominent role in Bayside's transport environment well into the future. However, Council also has a responsibility to raise awareness of all transport choices and support suitable initiatives aimed at reducing transport related emissions. In order to achieve this, three main strategies need to be pursued: raise awareness of and promote sustainable transport options; support travel behavior change programs; and adopt efficient technologies.

Individual perceptions matter when making decisions about transport choices. People who use public transport on a regular basis, such as commuting for work, are likely to have more positive perceptions of it as a form of transport, even if only for that trip, than others who rarely use a train or a bus. Also, non-cyclists generally believe that cycling is more dangerous than cyclists.

Council will seek to increase awareness within the community about the benefits of sustainable travel through a number of different communication methods. Council will develop and implement a series of promotions campaigns by exploring options to utilise social media, developing the website, providing regular information in council newsletters, promoting sustainable transport to events in Bayside and by leading by example within the organisation. While promotion is important it is however, only a first step.

Travel behaviour change programs in Australia have been built upon a theory that there is often a gap between perception and reality when it comes to community views on sustainable transport modes. Bridging that gap, by getting people to try a new mode of transport, such as cycling for Ride to Work Day, or by emphasising benefits of sustainable transport in a way which outweighs their perceived limitations, such as encouraging school children to walk to promote their health in contrast with concerns about their safety, is necessary to create a more sustainable transport system.



Behaviour change theory notes that individuals go through distinct stages when undertaking a new behaviour, as set out below (Transtheoretical Model of Behaviour Change, Prochaska and DiClemente 1977).



Council has an opportunity to be targeted about its approach to changing perceptions by developing and delivering effective travel behavior change programs. This can be combined with infrastructure improvements to create a better local transport environment.

In Bayside there are a number of key destinations which attract large volumes of people particularly at specific concentrated times of the day. This can often lead to local street congestion. These include primary and secondary schools; employers, such as Sandringham Hospital (800 staff) and Council offices (644 staff) and larger areas such as the Bayside Business Employment Area (BBEA). In addition there are a number of events which attract large numbers of people including the Bright 'n' Sandy Wine & Food Festival and Christmas Carols in Dendy Park. Irrespective of the destination or reason for travel there are often ideal opportunities to encourage people to consider alternative, sustainable modes of transport. Achieving a better balance between the mode of transport people choose to travel to and from these key destinations will go a long way to reducing congestion, and its associated impacts on our streets. Council will support the development of travel behaviour change programs targeted at these key destinations and major events in order to promote greater use of sustainable travel in Bayside. It is noted that organisations such as Alfred Health are committed to working with council to implement the relevant actions of the ITS.

Transport emissions account for 17% of total greenhouse gas emissions in Victoria and are forecast to continue growing rapidly into the future (Department of Transport, www.transport.vic.gov.au, viewed 2012). In response to this, the Victorian government has acknowledged (in its Climate Change Green Paper) that a reduction in emissions from transport is an important element in meeting the State's emission reduction objectives.

Council will investigate opportunities to enable the introduction new initiatives aimed at reducing transport emissions and improving transport choice. Melbourne has seen steady growth in alternative transport options, such as car share schemes. The popularity of car sharing schemes across Melbourne has increased significantly in recent years. Car sharing allows registered members to book and rent a 'pool' car for generally short term usage, typically ranging from a few hours to a couple of days. Car sharing is the most effective in mixed use areas with good public transport, cycling, pedestrian networks, which make it possible for residents and workers to undertake most of their daily activities without a car, while offering the flexibility of car usage for special occasions. For individuals, car sharing is a cost effective, convenient and environmentally friendly alternative to taxis, rental cars or expensive vehicle fleets.

Increasingly, governments are seeking to reduce local emissions from cars through technologies such as electric fuel cells and biofuels. The Victorian Government has been piloting the use of electric vehicles through a trial open to both organisations and individuals. Council has participated in this pilot program with the trial of two electric vehicles as part of its vehicle fleet. *Council will continue to work with the State Government on the electric vehicle trial.*

POLICIES

P5.1 Promote Council's role, priorities and achievements in transport in Bayside.

This helps to build a better understanding of what the ITS is trying to achieve and increase support for its initiatives, leading to more community confidence in the ITS.

P5.2 Raise public awareness and acceptability of sustainable travel modes such as walking, cycling and public transport.

This is an important precursor to behaviour change programs, forming a base of greater public acceptability of sustainable transport modes, and the direction and achievements of the ITS.

P5.3 Facilitate greater use of sustainable transport modes by new residents, businesses and education providers.

This will focus on those target audiences where behaviour change is most achievable and which will lead to the greatest impact in terms of reducing traffic levels and increasing sustainable transport uptake.

POLICIES

P5.4 Build capacity in travel behaviour change approaches to support future implementation of travel planning projects.

This will improve the ability of Council to support behaviour change projects which, in turn, will improve sustainable transport benefits.

P5.5 Support the continued expansion of feasible programs aimed at promoting advanced vehicle and fuel technology across Bayside

The Draft Bayside City Council Green Travel Plan (GTP) recommends the potential expansion of the number of low impact fuel or electric vehicles within Council's vehicle fleet and the exploration of car sharing as a replacement for fleet vehicles. There are also a number of other programs identified within the draft GTP to change travel behaviour within the organisation. The work being undertaken by Council in delivering the GTP will form the foundation to assess the merit and feasibility of implementing these programs on a broader scale across Bayside to existing residents and business and within new large scale development. This will require collaboration across various departments within Council.



ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 5.1 - Promote sustainable transport options to Bayside residents</p>	<p>Develop and implement a program of campaigns and events that promote sustainable transport options, including:</p> <ul style="list-style-type: none"> sustainable transport information on the Council website and explore opportunities to use social media including mobile phone applications to promote sustainable travel within the community; regular articles about sustainable transport, the achievements of the ITS and its related strategies and plans in Council newsletters; prepare an annual report on progress achieved in the implementation of sustainable transport improvements in Bayside; develop sustainable transport information and orientation kits for new residents; and support and promote event based behaviour change initiatives, such as Ride to Work Day, Global Corporate Challenge and Walk and Ride to School days. 	
<p>Action 5.2 - Promote safe use of streets and shared paths</p>	<p>Develop an education and marketing campaign around safe use of streets and shared paths by all modes, including linking to existing campaigns to maximise use of existing education materials. Campaigns should focus on real examples within Bayside, such as cars and cyclists on Beach Road, cyclists and pedestrians on the Bay Trail and cars, pedestrians and cyclists in MACs.</p>	
<p>Action 5.3 - Provide the Bayside TravelSmart map available online</p>	<p>Make the Bayside Travel Smart Map available on Council's website and promote its availability. Ensure the TravelSmart Map is promoted at Council facilities, local bicycle shops and railway stations.</p>	
<p>Action 5.4 - Develop a Travel Behaviour Change Program for Bayside</p>	<p>Research and investigate the most effective way to promote travel behaviour change in Bayside. Build capacity and identify other programs beyond travel plans that will target all sectors of the community.</p>	
<p>Action 5.4.1 - Build Council capacity for travel planning</p>	<p>Council staff need to have the skills and abilities to be able to facilitate travel behaviour change programs. This includes knowledge of behaviour change approaches as well as transport infrastructure provision. Building the capacity internally will be the key to implementing Action 5.4</p>	

ACTIONS	ACTION ELEMENTS	BENEFITS
<p>Action 5.4.2 - Implement relevant actions identified within Council's Green Travel Plan</p>	<p>Investigate the feasibility, suitability and benefits of implementing a car sharing program for Council staff travel and expanding the number of electric vehicles in Council's fleet.</p> <p>With respect to car sharing, businesses and organisations can achieve significant financial savings by complementing/replacing their vehicle fleet with access to shared vehicles. To estimate the potential costs and benefits of this program, Council will need to estimate the overall travel undertaken by Council staff as part of their work duties. The potential for these services needs to be explored with car sharing companies.</p> <p>Once the role of car sharing has been established, the potential expansion of the number of electric vehicles in Council's fleet will be investigated. This will be explored with the Department of Transport and other stakeholders. The potential fuel consumption and emissions reductions will be estimated to evaluate the benefit of this initiative.</p>	
<p>Action 5.4.3 - Develop travel plans for large workplaces</p>	<p>Develop and support the implementation of travel plans in workplaces with more than 100 staff in Bayside. Larger workplaces involved in travel planning have the advantage of having a bigger impact on surrounding traffic conditions than smaller workplaces, as well as being more likely to have internal support mechanisms to assist in implementing travel plans. Work should also be supported by possible infrastructure upgrades in and around workplaces to lock-in gains in sustainable transport uptake.</p>	
<p>Action 5.4.4 - Develop Precinct Area Case Study</p>	<p>Work with key stakeholders (Council, Sandringham Hospital (Alfred Health), Family Life, and Firbank Primary School) to develop a 'Precinct Area Travel Plan' to be used as a case study for other 'Precinct Areas' within Bayside</p>	
<p>Action 5.4.5 - Develop and implement a school travel plan strategy</p>	<p>This can be achieved through a survey and transport environment audit of all schools, which will identify schools with greatest potential for change and which have major safety issues. Schools can be ranked in terms of likelihood of engaging in a travel plan and need for local transport improvements to support behaviour change. The strategy will identify the most suitable schools and create a rolling schedule of deployment. The number of schools will depend on the capacity of Council to support schools in their travel planning.</p>	

ACTIONS	ACTION ELEMENTS	BENEFITS
Action 5.4.6 - Develop a travel demand management strategy for major events	Research and develop a travel demand management Strategy for major events. This will and take a more thorough approach to reducing the impact of traffic generated by major events, whether those run by Council or commercial events.	
Action 5.4.7 - Provide temporary bike parking for community events	Provide temporary secure bike parking at Council run community events to encourage the community to ride rather than drive to these events. Will be combined with marketing of events to ensure public are aware of sustainable travel options.	
Action 5.5 - Investigate the feasibility and suitability of expanding car share schemes	Linked to the work undertaken as part of Action 5.4.2 investigate the benefits of broadening access to a car share program for existing residents and business in Bayside.	
Action 5.6 - Continue to monitor the outcomes of the Electric Vehicle Trial	Continue to work with the Department of Transport on the Electric Vehicle Trial and based on the outcomes of the trial explore ways to support the community to adopt this new technology.	
Action 5.7 - Review and monitor the use of the National Recharge sites in Bayside	<p>The RECHARGE Scheme™ is targeted at encouraging local businesses and organisations to provide a power point so that users of electric wheelchairs or scooters can recharge the battery if required.</p> <p>Six sites have been implemented to date within the municipality. Council will monitor the use of the six sites and explore opportunities to expand the scheme to cafes and restaurants.</p>	
Action 5.8 - Continue to monitor the trend and subsequent needs of electric bicycle users	Electric bicycles are a growing trend in Australia. Depending on this trends future growth, Council will determine the role it will play to facilitate its use in Bayside.	
Action 5.9 - Investigate opportunities to enable the introduction new initiatives aimed at reducing transport emissions and improving transport choice.	Council will keep abreast of emergent technology and new initiatives for sustainable travel where new initiatives are identified Council will examine the merits and feasibility of its implementation across Bayside taking into consideration the cost and associated benefits of the program.	

DELIVERING AND EVALUATING SUCCESS

Council will implement the policies and actions of the ITS, monitor progress and measure benefits.

Council has developed a plan that sets responsibilities and timeframes for implementing the actions identified in this ITS. Actions are grouped under three levels of responsibility:

- **Council Responsibility** – actions where Council has full responsibility for their implementation.
- **Council Advocacy** – actions where Council influences others to promote benefits or implement specific initiatives.
- **Council Collaboration** – actions where Council works with other stakeholders to achieve the desired benefits.

Delivery of actions is also prioritised into ‘immediate’ (currently approved works and being undertaken); short term (1-3 years); medium term (4-6 years) and long term (7-10 years).

The prioritisation of actions has been influenced by a range of factors including preparatory work already underway; its role in strengthening Council’s capacity to deliver on future work; ability to deliver the most significant positive sustainable transport mobility, safety and amenity impacts; feasibility of implementation; and the ability to deliver the best possible community benefits within Council’s given resources (a measure of “cost-benefit”).

The priority, or immediate actions include development of more detailed strategies and plans that are required to strengthen Council’s capacity to deliver the benefits of the ITS. *Figure 8* highlights how Council’s transport policy and planning framework will be strengthened by ensuring a more integrated suite of strategies and plans are in place in the coming years.

It is intended that the Integrated Transport Strategy will be subject to an implementation plan review after five years to monitor and evaluate progress and to update the plan as required.

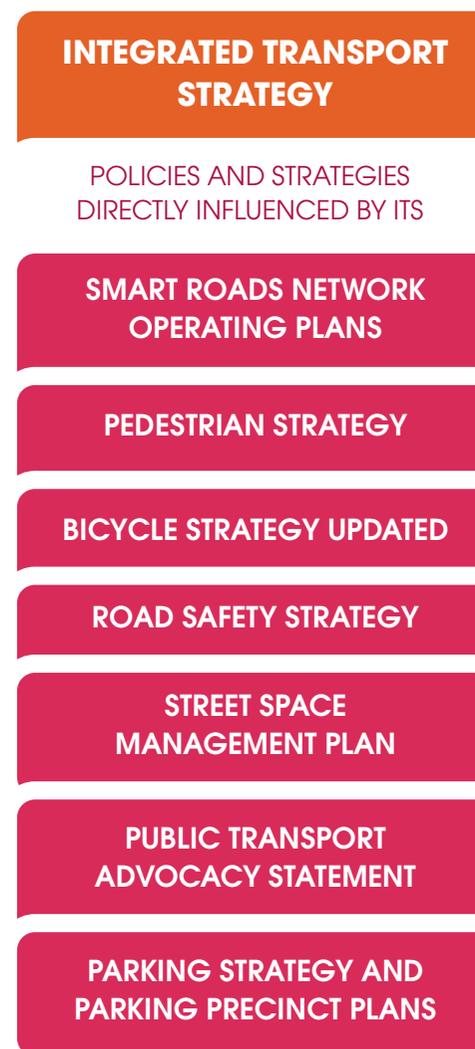


Figure 8: Bayside City Council Transport Policies and Strategies

Indicators to evaluate the success of the ITS

Council has developed a suite of indicators to monitor progress and measure the success of this strategy. These indicators directly link to the community benefits guiding this strategy as well as the processes that will be undertaken to achieve the desired outcomes.

COMMUNITY BENEFIT	BENEFIT INDICATOR	PROCESS MEASURE
Easier Local Living	<ul style="list-style-type: none"> Increase in walking and cycling for local trips. DDA compliance of the pedestrian network 	<ul style="list-style-type: none"> Annually monitor usage of key cycling routes through Super Tuesday counts and path counters. Regular monitoring of pedestrian counts at key destinations. Investment in shared paths (renewing or building). Length of on-road bike lanes or routes. Number of bike racks installed and end of trip facilities. Number of new and replacement seats, drinking fountains installed and public toilets upgraded or installed each year. Number of DDA compliance improvements completed.
Increased Prosperity	<ul style="list-style-type: none"> Increase proportion of retail activity accessed by sustainable modes. Increased public transport services east-west for access to jobs and services. 	<ul style="list-style-type: none"> Survey of shoppers to assess spending by transport mode of access. Track improvements in public transport service and facilities improvements.
Improved Health and Wellbeing	<ul style="list-style-type: none"> Increasing sustainable transport mode share of trips. Increase in recreational walking and cycling. 	<ul style="list-style-type: none"> Victorian Integrated Survey of Travel and Activity (VISTA) and journey to work census data to show changes in mode share. Pedestrian/cycling counts on recreational trails. Visitor and employment travel surveys for main destinations within the municipality. Empirical studies of traffic generation rates at key destinations.

COMMUNITY BENEFIT	BENEFIT INDICATOR	PROCESS MEASURE
More Efficient Transport	<ul style="list-style-type: none"> Increase in walking and cycling for local trips Increase in use of public transport 	<ul style="list-style-type: none"> Annually monitor usage of key cycling routes through Super Tuesday counts and path counters Regular monitoring of pedestrian counts at key destinations Victorian Integrated Survey of Travel and Activity (VISTA) and journey to work census data to show changes in mode share Boarding numbers at Bayside railway stations
Improved Safety	<ul style="list-style-type: none"> Reduction in accident rates, especially for cyclist and pedestrian accidents 	<ul style="list-style-type: none"> Number of key signalised intersections with reduced waiting times and improved crossing times for pedestrians. The number of locations at traffic signals where bike riders are provided advanced storage and/or signal priority. Accident blackspot data analysis.
Lower Emissions	<ul style="list-style-type: none"> Increasing sustainable transport mode share of trips. Proportion of Council vehicles using low impact fuels. 	<ul style="list-style-type: none"> VISTA and journey to work data to show changes in mode share. Number of Council vehicles using low emission fuels. Reductions in Council's vehicle fleet – replaced by car sharing vehicles.



IMPLEMENTATION PLAN

LEGEND

 Council Responsibility Actions that Council can implement alone.	 Council Advocacy Actions where Council influences others to act.	 Council Collaboration Actions where Council works with other stakeholders.
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ESOS	-	Environmental Sustainability and Open Space
YER	-	Youth, Events and Recreation

ESTIMATED RESOURCES		
OT	-	Officer Time
\$	-	\$0 - \$20,000
\$\$	-	\$20,000 - \$100,000
\$\$\$	-	\$100,000+
★	-	Already budgeted

NO.	ACTION	RESPONSIBILITY	IMMEDIATE	SHORT TERM (1-3 YEARS)	MEDIUM TERM (4-6 YEARS)	LONG TERM (7-10 YEARS)	ESTIMATED RESOURCES
1.1	Prepare a Pedestrian Strategy	Asset Management					\$\$
1.2	Sign the International Charter for Walking	Asset Management					OT
1.3	Develop a streetscape design manual for activity centres that support sustainable modes, such as pedestrians, cyclists and public transport	Asset Management/ City Works					OT
1.4	Establish a process to install footpath pram ramps at street crossings	Asset Management/ City Works					OT
1.5	Conduct condition assessment surveys of all footpaths for all abilities	Asset Management					OT
1.6	Review and update the Bayside City Council Bicycle Strategy	Asset Management					OT
1.7	Continue to enhance and upgrade Bayside’s network of shared trails over the life of the ITS	Asset Management/ VicRoads/ Parks Victoria					\$\$\$
1.7.1	Complete Bay Trail shared path remedial works	Asset Management/ City Works					★ \$\$
1.7.2	Complete Bay Trail missing link between Cromer Road and Charman Road, Beaumaris	Asset Management/ City Works/ VicRoads					★ \$\$\$

NO.	ACTION	RESPONSIBILITY	IMMEDIATE	SHORT TERM (1-3 YEARS)	MEDIUM TERM (4-6 YEARS)	LONG TERM (7-10 YEARS)	ESTIMATED RESOURCES
1.7.3	Upgrade Elster Creek Shared Trail	Asset Management/ City Works					\$\$\$
1.7.4	Upgrade Nepean Highway Shared Trail	Asset Management/ City Works/ VicRoads					\$\$\$
1.7.5	Extend walking and cycling access improvements to Elsternwick Park	Asset Management/ City Works					\$\$
1.7.6	Identify opportunities to further support walking and cycling through Elsternwick Park	Recreation/ Asset Management					OT
1.8	Establish a process to consider the needs of pedestrians, cyclists, community and public transport within the design of both new transport infrastructure projects and street maintenance projects	Asset Management/ City Works					OT
2.1	Coordination of Community Transport Across Bayside	Aged Care					OT
2.2	Undertake an accessibility audit of connections to public transport interchanges	Asset Management/ YER					\$\$
2.3	Develop a public transport advocacy statement that recommends improvements to services and facilities for government consideration	Asset Management					\$\$
2.4	Install wayfinding signage to public transport hubs	Asset Management					\$
3.1	Work in partnership with VicRoads to review Network Operating Plans across Bayside as and when required	Asset Management/ VicRoads					OT
3.2	Develop a Street Space Management Plan	Asset Management					\$\$
3.3	Develop a Road Safety Strategy	Asset Management					★\$\$
3.4	Advocate for lowering speed limits to 40km/h on selected roads	Asset Management/ VicRoads					OT
3.5	Develop a Parking Strategy	Asset Management/ Urban Strategy					\$\$

NO.	ACTION	RESPONSIBILITY	IMMEDIATE	SHORT TERM (1-3 YEARS)	MEDIUM TERM (4-6 YEARS)	LONG TERM (7-10 YEARS)	ESTIMATED RESOURCES
3.6	Implement the Beach Road Corridor Strategy short term actions	Asset Management/ VicRoads					\$\$\$
3.7	Establish a long term vision for Beach Road	Asset Management/ VicRoads					OT
4.1	Work with VicRoads, Public Transport Victoria, Department of Planning and Community Development and City of Kingston to develop a Network Operating Plan for Bay Road to improve sustainable transport access to the Southland Principal Activity Centre and the surrounding area	Asset Management/ Urban Strategy/ VicRoads/ PTV/ DoT/ Kingston City Council					OT
4.2	Finalise Structure Plans for Major Activity Centres & Neighbourhood Activity Centres	Urban Strategy					★ \$\$
4.3	Investigate the feasibility of preparing a Development Contributions Plan to support active travel	Urban Strategy/ Asset Management					OT
4.4	Address sustainable transport access as part of council's assessment of funding and location of community facilities	All Departments					OT
4.5	Ensure streetscape improvements include facilities for walking and cycling (e.g. seating and bike racks)	Asset Management					★ \$
4.6	Identify and examine the most appropriate mechanism to require Integrated Transport Plans at planning permit stage	Urban Strategy					OT
4.7	Amend the Municipal Strategic Statement	Urban Strategy					OT
5.1	Promote sustainable transport options to Bayside residents	ESOS/ Asset Management/ YER					OT \$\$
5.2	Promote safe use of streets and shared paths	ESOS/ Asset Management/ YER					OT \$
5.3	Provide the Bayside TravelSmart map available online	Communications					OT
5.4	Develop a Travel Behaviour Change Program for Bayside	ESOS/Asset Management					OT

NO.	ACTION	RESPONSIBILITY	IMMEDIATE	SHORT TERM (1-3 YEARS)	MEDIUM TERM (4-6 YEARS)	LONG TERM (7-10 YEARS)	ESTIMATED RESOURCES
5.4.1	Build Council capacity for travel planning	Asset Management/ ESOS/ YER					\$\$
5.4.2	Implement relevant actions identified within Council's Green Travel Plan	ESOS					OT
5.4.3	Develop travel plans for large workplaces	Asset Management/ ESOS					OT
5.4.4	Develop Precinct Area Case Study	Asset Management/ ESOS					OT
5.4.5	Develop and implement a school travel plan strategy	Asset Management/ ESOS/ YER					OT
5.4.6	Develop a travel demand management strategy for major events	YER					OT
5.4.7	Provide temporary bike parking for community events	Asset Management/ ESOS/ YER					\$
5.5	Investigate the feasibility and suitability of expanding car share schemes	ESOS/ Urban Strategy/ Asset Management					OT
5.6	Continue to monitor the outcomes of the Electric Vehicle Trial	ESOS					OT
5.7	Review and monitor the use of the National Recharge sites in Bayside	YER					OT
5.8	Continue to monitor the trend and subsequent needs of electric bicycle users	Asset Management/ ESOS					OT
5.9	Investigate opportunities to enable the introduction new initiatives aimed at reducing transport emissions and improving transport choice.	ESOS					OT



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