INTEGRATED TRANSPORT PLAN

2017–30

HOBSONS BAY CITY COUNCIL

Acknowledgements

Council acknowledges the peoples of the Kulin Nation as the traditional owners of these municipal lands and waterways and pays respect to Elders past and present.

Council acknowledges the legal responsibility to comply with the *Charter of Human Rights and Responsibilities Act 2006* and the *Equal Opportunity Act 2010*. The Charter is designed to protect the fundamental rights and freedoms of citizens. It gives legal protection to 20 fundamental human rights under four key values: freedom, respect, equality and dignity.

Council acknowledges all community members, community groups, businesses, Council advisory groups, transport operators, government agencies and other stakeholders who were involved in the development of the Integrated Transport Plan 2017–30.

The work of several contractors has also been used in the development of the Integrated Transport Plan, including Hale Consulting, Australasian Centre for the Governance and Management of Urban Transport (GAMUT), MRCagney Pty Ltd and John Palermo Photography.

The Integrated Transport Plan is consistent with the *Transport Integration Act 2010* and Council's responsibilities as a road authority under the *Road Management Act 2004*.

For further information, or to receive a copy of this document in an alternate format, contact Council on (03) 9932 1000 or at www.hobsonsbay.vic.gov.au

November 2017

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The Integrated Transport Plan 2017–30 will work towards achieving our vision for an integrated, innovative and equitable transport system, providing a range of sustainable, efficient, accessible and safe ways for people and goods to reach their destination.

MESSAGE FROM THE MAYOR

Welcome to the Hobsons Bay Integrated Transport Plan 2017–30, a plan that aims to make it easier to move around our city, whether that be by foot, by bike or by public transport.

Many conversations with our community have informed this plan and I appreciate the interest and enthusiasm that has been shown in creating a plan that has tangible actions to improve our local transport system. You have told us you want a better, more synchronised and efficient transport system for our city.

This plan sets out clear steps that we will focus on to improve transport in Hobsons Bay. We need to find new ways to travel around our city that don't cause pollution. We also need to be ready to respond to new technologies such as electric and driverless vehicles. We ultimately need to make it easier for you to leave your car at home, and walk or cycle to your destination. That's what this plan is all about.

Where transport networks or systems are outside of our control, this plan will help us spell out our needs to other levels of government and strengthen our lobbying efforts in areas such as improved bus and train services. This is now a documented official position and will guide Council's transport planning, decision making and, most importantly, advocacy.

I also encourage you all to familiarise yourselves with this plan and keep these important conversations going with Council, so our work can always accurately reflect the transport expectations of our many residents and businesses.

Mayor of Hobsons Bay

Cr Angela Altair

KEY TERMS

Active transport
Travel methods involving physical exercise such as walking and cycling.

Activity centre
Areas that provide a focus for social interaction, services, employment, housing and transport. Examples include Pier Street, Altona; Central Square, Altona Meadows; Vernon Street, South Kingsville; Hudsons Road, Spotswood; Altona Gate, Altona North; and Ferguson Street, Williamstown.

Autonomous vehicles
Vehicles in which a computerised system is responsible for performing some (or all) key driving tasks, e.g. steering, acceleration and braking.

End of trip facilities
Infrastructure (such as bicycle parking and storage, showering facilities and lockers) that improves the convenience of active transport, particularly cycling.

Green travel plan
A plan outlining a range of policies and practices to increase the appeal of sustainable transport options, often required as part of the planning permit process.

Incidental exercise
Physical exercise undertaken in the process of reaching a key destination such as work or a train station.

Intelligent transport systems
Technology that transfers information between systems for improved safety, productivity and environmental performance, including in-vehicle systems (e.g. lane detection), vehicle-to-vehicle systems (e.g. collision avoidance systems) and vehicle-to-infrastructure systems (e.g. traffic signal and variable speed control).

Land use planning
A detailed process which aims to order and regulate the use and development of land, with responsibility shared between state and local governments in Victoria.

Mode shift
A process whereby transport activity moves from one method (e.g. car or truck) to another (e.g. walking or rail), often prompted through service and infrastructure upgrades, behaviour change programs or incentive schemes.

Public transport
Train and bus services in Hobsons Bay, although other travel methods (such as taxis, Uber and The Punt) share some characteristics with public transport, e.g. fee for service, publically available.

Shared mobility
Travel methods based on the sharing of vehicles (or space therein) rather than ownership, e.g. car and bike share programs, using Uber as a ridesharing service.

Shared trail
Path infrastructure that is physically separated from the road network and available to be used by both pedestrians and cyclists.

Sustainable transport
Travel methods not reliant on burning fossil fuels and/or small private vehicles, e.g. walking, cycling, public transport and electric vehicles.

Travel Demand Management
A multifaceted approach that seeks to redistribute travel activity away from modes, times or routes with current and/or forecast pressures toward modes, times or routes with spare capacity, e.g. travelling outside of peak times, mode shift from freeway car travel to on-road cycling.

STRATEGIC FRAMEWORK

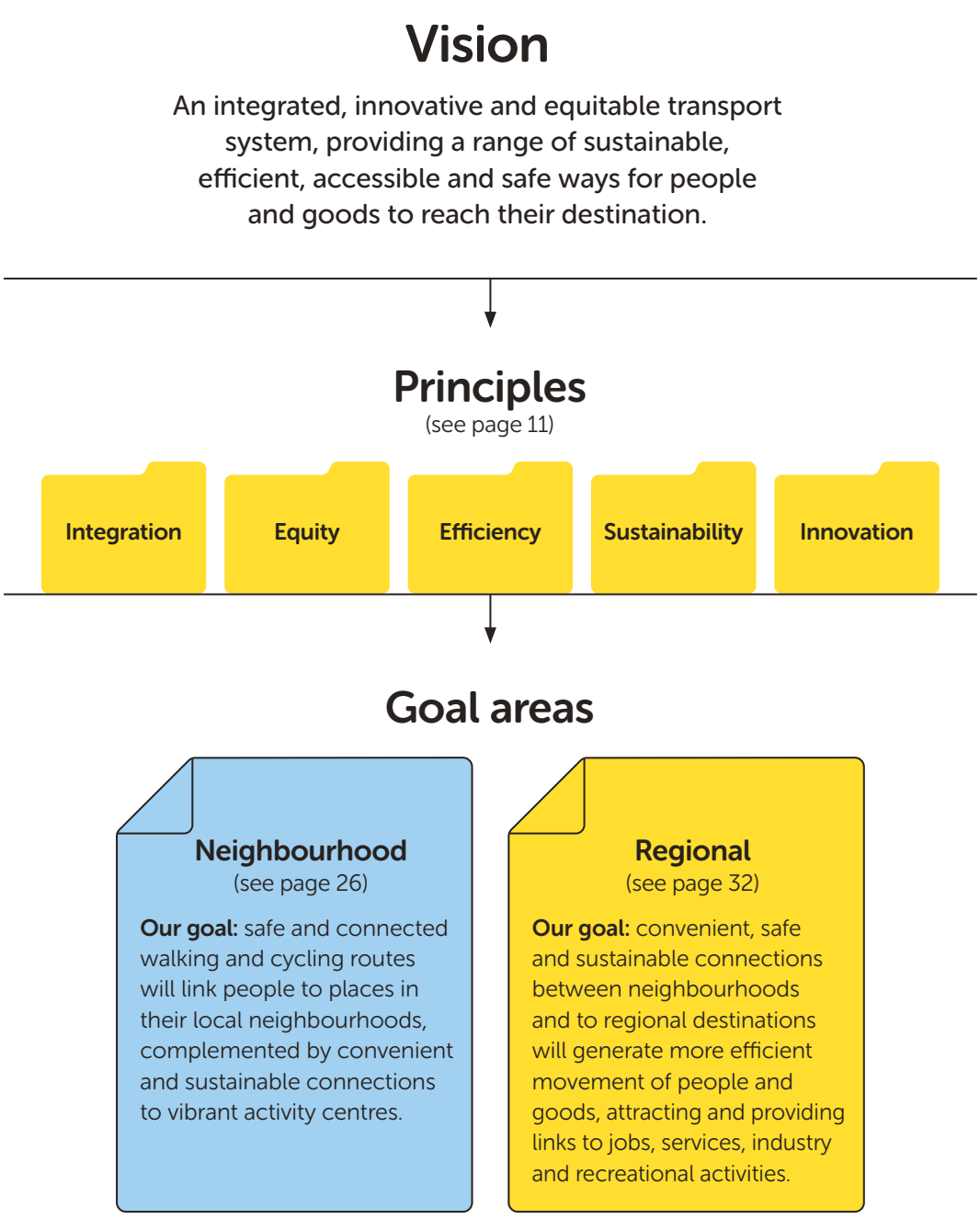


Figure 1: Integrated Transport Plan Strategic Framework

INTRODUCTION

The Integrated Transport Plan 2017–30 will guide transport planning, programs, investment, operations and advocacy in Hobsons Bay as we work towards the following vision:

"An integrated, innovative and equitable transport system, providing a range of sustainable, efficient, accessible and safe ways for people and goods to reach their destination."

What is integrated transport?

Integrated transport moulds interrelated travel methods into a more connected, sustainable and coordinated system. Land use planning plays an important supporting role by promoting more convenient access to key destinations and reducing the need to travel longer distances.

Integrated transport is delivered through collaboration between many groups and organisations, and provides local connections to regional and metropolitan networks. Ultimately, an integrated transport system provides increased choice for everybody, offering a range of different ways for people and goods to reach their destination.

Background

Council released the Hobsons Bay Integrated Transport Strategy in 2006. The strategy presented a detailed vision for integrated transport in the municipality, emphasising network planning, quality of life, sense of community, the needs of business, and minimising the impacts of heavy vehicles. It also included a comprehensive collection of transport initiatives, many of which were subsequently implemented.

More recently, transport has been highlighted as a key issue in community consultation and through grass roots campaigns on issues such as the Altona Loop. Council resolved to develop a new Integrated Transport Plan in 2014 and has undertaken considerable work to develop the plan, including extensive community and stakeholder consultation, strong advocacy on public transport and major projects, and detailed transport research and traffic modelling.

Purpose

The purpose of the Integrated Transport Plan is to:

- articulate a **long-term vision** for the development of an integrated transport system within Hobsons Bay and the western metropolitan region
- provide a set of **overarching principles** to guide Council's transport planning, programs, investment and decision making, as well as its operational plans, policies, processes and projects
- establish a **platform for advocacy and collaboration** by highlighting key challenges and opportunities, and strengthening links to communities, western region councils, government agencies and other stakeholders
- guide **implementation** by outlining roles and responsibilities, presenting key actions, and establishing accountable monitoring and evaluation processes

Principles

Five principles underpin how Council will work toward achieving the vision of the Integrated Transport Plan (see figure 2). They establish the core values that will guide transport planning and decision making at all levels, from resurfacing a local street to the construction of multi-million dollar infrastructure projects.

The principles are consistent with Council's values and help to meet our goal to become a 'Council of Excellence' (as articulated in the Council Plan 2017–21). They also align closely with the objectives and decision making principles outlined in the *Transport Integration Act 2010*.

Further detail is provided on the application of the principles in the Implementation Plan (see page 42).

Integration	Equity	Efficiency	Sustainability	Innovation
Strengthen connections between different forms of transport, land use and transport planning, and to regional and metropolitan networks.	Support a range of accessible and affordable transport options for all people, neighbourhoods and future generations.	Build a more reliable and effective transport system that supports business and employment growth and provides competitive alternatives to private car travel.	Support travel methods and projects that reduce car dependency and complement the natural environment, underpinned by environmentally-friendly design and construction.	Take advantage of emerging transport models and technologies to complement existing travel methods and encourage more creative responses to local transport issues.

Figure 2: Integrated Transport Plan Principles

Council's role

As the closest level of government to the community, Council plays an important leadership role on integrated transport. It also plays a number of other roles and often moves between these to identify, understand and respond to community needs (see figure 3).

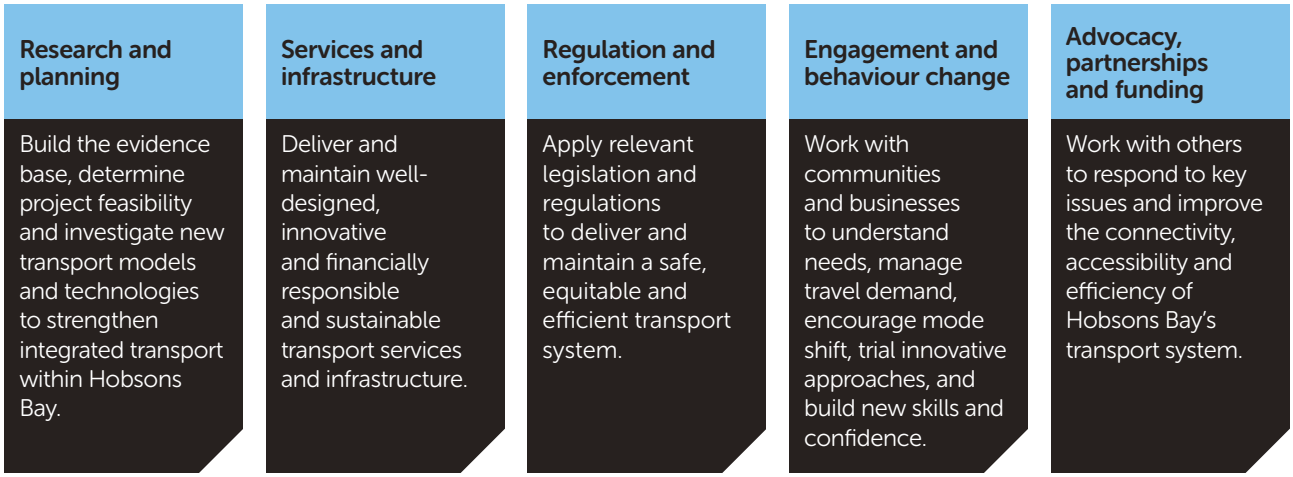


Figure 3: Council's roles with respect to transport

These roles are shaped by Council's influence over different elements of the transport system. Council has **direct influence** over most walking and cycling infrastructure, local land use planning and car parking, and is a legislated road authority under the *Road Management Act 2004*. Council has **indirect influence** (primarily through advocacy and partnerships) over public transport, state land use planning policy, arterial roads and freight movement.

Council works with a range of government agencies with responsibility for different elements of transport and land use planning, including, Transport for Victoria (transport planning), VicRoads (arterial roads), Public Transport Victoria (public transport), Active Transport Victoria (walking and cycling policy and funding), Level Crossing Removal Authority (level crossing projects), and the Department of Environment, Land, Water and Planning (integrated land use). Collaboration and partnerships are critical to the implementation of the Integrated Transport Plan and, more broadly, to planning and developing our neighbourhood and regional transport networks.

[1]The Integrated Transport Plan defines 'walking' to include all forms of travel undertaken by pedestrians, including people on foot, pushing a bicycle or using a wheeled device such as a skateboard, wheelchair or motorised scooter.


SCANIA
50
VEHICLE

SETTING THE SCENE

The development and implementation of the Integrated Transport Plan is shaped by a range of factors, including our community profile, consultation results, legislative and policy context, research findings and key challenges and opportunities.

Community profile

The City of Hobsons Bay covers an area of 65 square kilometres, extending seven to 20 kilometres south-west of Melbourne's central business district. Our municipality is flat and coastal, with relatively large amounts of open space and an extensive shared trails network (see figure 4).

Hobsons Bay is 'landlocked' by waterways and major roads and split by the national freight line, with limited north-south connections. Additionally, our industrial and residential history has contributed to relatively long stretches of industrial land between some residential areas. These geographic and historical factors create physical barriers in some locations, particularly with regards to walking and cycling.

Hobsons Bay is home to around 95,000 people, with the population forecast to increase to approximately 107,000 people by 2030. Our population will continue to age, with growing numbers of people aged 70 years and above. Spotswood, South Kingsville and Altona North will be our fastest growing suburbs in the next decade.

Hobsons Bay's economy is heavily reliant on manufacturing, with more than half (54%) of its economic output generated by the sector. Around 31,000 people work in the municipality across a range of industries, including manufacturing (26.2% of total workers), transport, postal and warehousing (13.5%), retail (9.1%), construction (8.4%) and health care and social assistance (7.2%).[2]

[2]Hale Consulting (2016) Hobsons Bay Transport, Society and Economy, unpublished report prepared for Hobsons Bay City Council.

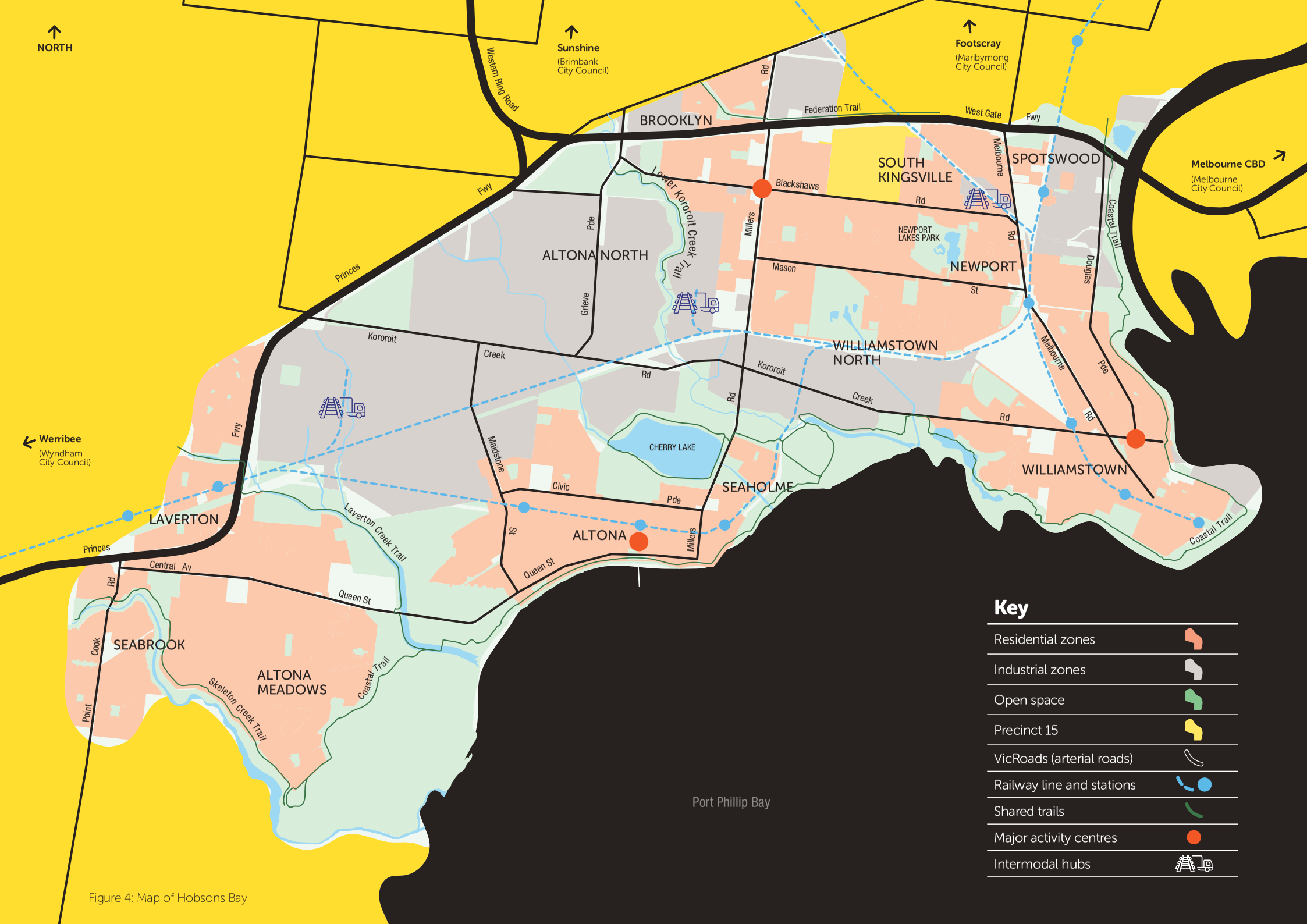


Figure 4: Map of Hobsons Bay

What you told us

The Connecting the Bay consultation series was held in October 2015 to guide integrated transport planning in Hobsons Bay. Sessions were held in each Council ward and attended by over 100 participants, including local residents and representatives from business, service providers, transport operators and Victorian Government transport agencies (VicRoads, Public Transport Victoria and the Department of Economic Development, Jobs, Transport and Resources). Council's advisory groups were also consulted directly throughout this process.

Connecting the Bay highlighted many issues for Hobsons Bay's transport system, including public transport service levels, road congestion, cycling infrastructure gaps, lack of integration and the potential impacts of major transport projects. Participants also highlighted opportunities to improve sustainable transport services and infrastructure, take advantage of new and emerging technologies, and reduce demand for car-based travel through appropriate development and the revitalisation of local shopping precincts. Figure 5 summarises the key transport actions that were raised during these sessions.

Further consultation on various Council projects (e.g. Hobsons Bay 2030, Western Distributor interim position) raised a number of additional issues. These included concerns about increased freight activity, development and density, as well as the need for improved transport options across the municipality.

Figure 5: Key transport actions from 'Connecting the Bay' workshops (Source: MRCagney, 2015)


TECHNOLOGY
CLIMATE-CHANGE
MIXED-USE
AFFORDABLE
UBER
SSIBILITY
SOCIETY
CAR-SHARING
SOLAR
FACILITIES
DIVERSITY
SUSTAINABLE
DIRECT-BUS-ROUTES
WALKING
WIFI
DESIGN
JOURNEY-PLANNER
UBER
TRAIN-STATIONS
STREETSCAPE
INTERGRATED
PEOPLE
PUBLIC
SMARTER
INNOVATION
COMMUNICATE
DENSITY
SOCIETY
ELECTRIC-CARS
CARS
CARS
TECHNOLOGY
TRAIN
BUS
DESIGN
TRAIN-STATION
ELECTRIC-BIKES
STREETSCAPE
COMMUNICATE
SPORT
TRAIN
CYCLING-FACILITIES
SOLAR
HYBRID-CARS
SHUTTLE-BUS
HIGH-DENSITY
EMPLOYMENT OPPORTUNITIES
TRUCKS
BIKE-LANES
HOUSING-DIVERSITY
SMARTER
FACILITIES
EMPLOYMENT-CLUSTERS
DENSITY
TRAIN
WALKABLE
SE-GAS-EMISSIONS
WIFI
AMENITY
BIKE-PATHS
AIR-QUALITY
US
WORK-FROM-HOME
SUSTAINABILITY
PUBLIC
UBER
SUSTAINABLE-TRANSPORT
STREETSCAPE
CAR-POOLING
SOLAR
PEOPLE
TRAIN
ENVIRONMENT
ELECTRIC-CARS
TRUCKS
CARS
SERVICES
TECHNOLOGY
STREETSCAPE
WALKABLE

Legislative and policy context

State and local governments share most of the responsibility for transport planning, programs, investment and operations in Victoria. The Australian Government and regional alliances generally play a supporting role.

Australian
The Australian Government prioritises and progresses national significant transport infrastructure. It also provides funding for local roads projects through the Black Spot and Roads to Recovery programs.

Victorian
The *Transport Integration Act 2010* is Victoria's overarching transport legislation. Council must have regard for its objectives and decision-making principles when planning, making and implementing decisions on the transport system.

Plan Melbourne 2017–50 is Victoria's metropolitan planning strategy. It designates three Major Activity Centres within Hobsons Bay (Altona, Altona North and Williamstown) which are expected to play an increasing role in accommodating future urban growth and development.

Regional
The Western Transport Alliance is a coalition of local governments and other organisations with an interest in creating better transport networks in Melbourne's west. It played a key role in developing the Western Transport Strategy 2012–30, which identifies the region's transport challenges and proposes projects to deliver more integrated transport and land use outcomes.

Local
Hobsons Bay 2030 describes the community's long-term vision for the municipality, including future priorities for transport such as understanding the needs of all users and improving public transport, road and shared trail networks. The Council Plan 2017–21 outlines how Council will work toward achieving the community's vision, including our goal to become a 'Council of Excellence'.

The Municipal Strategic Statement sets out the vision, objectives and strategies for managing land use in Hobsons Bay. It encourages public transport, cycling and walking, while also promoting efficient and well-managed parking in tourist precincts and activity centres.

Research and modelling

Council has developed, commissioned and participated in a number of research projects to complement consultation results and inform future integrated transport planning.

The Western Metropolitan Regional Trails Strategic Plan provides a detailed assessment of the regional shared trail network, including trail usage data, trail improvement preferences, analysis of the key issues, and a schedule of trail improvement projects. Car parking studies have been undertaken in Williamstown, Altona and Newport, which provide a baseline assessment of capacity and occupancy rates. Recent traffic modelling also predicts increased peak traffic volumes on Millers, Blackshaws and Melbourne Roads as future residential development occurs in Altona North, South Kingsville and Williamstown[3]

The West Gate Tunnel project creates a relatively high level of uncertainly and risk in regards to the traffic impacts for Hobsons Bay. While modelling predicts reduced traffic on the West Gate and Bolte Bridges, it forecasts substantially increased volumes (an additional 37,000 vehicles per day) on the West Gate Freeway between Millers Roads and Melbourne Road[4] Some roads within Hobsons Bay will also experience increased congestion (including an additional 4,000 trucks per day on Millers Road, Brooklyn) due primarily to toll avoidance and truck bans on existing truck routes north of the freeway, as well as the impact of construction between 2018 to 2022.

[3]GHD (2016) Transport Modelling and Analysis: Final Transport Modelling Report, unpublished report prepared for Hobsons Bay City Council.

[4]Western Distributor Authority (2017) Westgate Tunnel Project: Environmental Effects Statement, published in May 2017.

Challenges and opportunities

The Integrated Transport Plan will address a range of challenges while taking advantage of opportunities to improve social, economic and environmental outcomes.

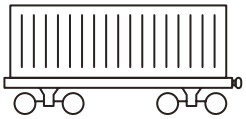
Population growth
Population growth in some parts of Hobsons Bay, coupled with rapid growth in neighbouring Wyndham, is likely to contribute to increased travel demand, road congestion, and demand for local services.

Public health
Risk factors and chronic illnesses, such as obesity and type 2 diabetes, can be reduced through incidental exercise arising from walking, cycling and use of public transport.

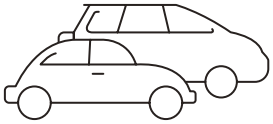
Access and equity
Some people and neighbourhoods experience barriers to transport due to limited physical access, affordability, service frequency and access to information.

Walking and cycling paths
Connected and accessible active transport infrastructure encourages social interaction and enables pedestrians and cyclists to reach places more quickly and safely.

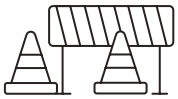
Public transport
Limited service levels, infrastructure and connectivity reduce the appeal of public transport, with particular impact on people who do not own a car or are unable to drive.



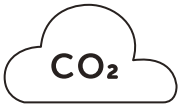
Freight movement
More efficient and sustainable movement of goods and services supports local economic development and reduces the impact of heavy vehicles on community health and amenity.



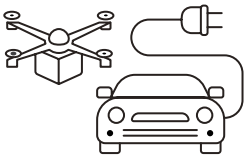
Road congestion
Arterial roads within Hobsons Bay experience congestion due to population pressures, limited public transport services, incomplete walking and cycling connections, and the impact of major transport projects and residential developments.



Safety
Improvements to the actual and perceived safety of sustainable travel encourages behaviour change and complements broader road safety initiatives.



Climate change
Transport emissions contribute to climate change and extreme weather events which damage transport infrastructure and potentially threaten Hobsons Bay's future liveability.



Innovation
Emerging transport models and technologies (such as autonomous vehicles, electric cars, shared mobility systems and drone delivery services) will transform how we move and receive goods and services.

A more detailed description of the community profile, consultation results, legislative and policy context, research findings, and transport challenges and opportunities facing Hobsons Bay is presented in the Integrated Transport Plan Background Paper. The paper is available on Council's website or by contacting Council on 9932 1000.

Integrated transport planning map

There are a range of key issues, known projects and future innovations that will shape integrated transport planning in Hobsons Bay. Many of these future innovations will influence the value (generally positively) of existing properties and businesses in Hobsons Bay, while providing opportunities for appropriate and respectful development in key locations such as activity centres.

Advocacy for future projects will be focussed around many of the sites listed on this map, although the list is not exhaustive and new challenges and opportunities are likely to emerge. The map should also be read in conjunction with the key actions within this plan (see pages 30–31 and 36–37) to provide additional context for future activities.

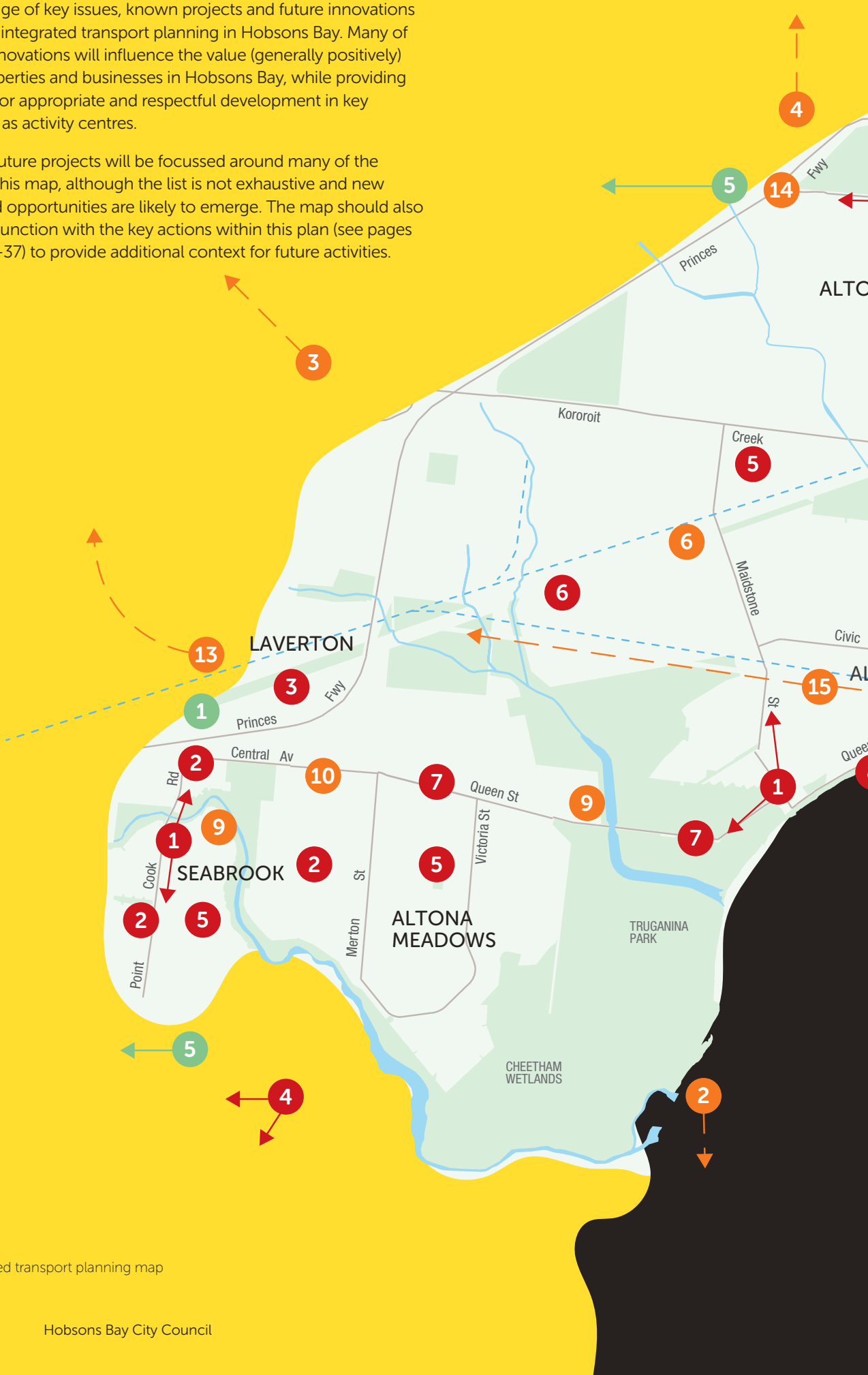


Figure 6: Integrated transport planning map

Key issues

1 - Road congestion
2 - Limited physical access, e.g. pedestrian connections, public transport infrastructure
3 - Commuter parking overflow
4 - Forecast population growth
5 - Limited public transport service/infrastructure
6 - Limited rail freight
7 - Limited modal separation, e.g. between trucks, car, bikes or pedestrians
8 - Impacts of climate change

Known projects

1 - Level crossing removal sites
2 - West Gate Tunnel
3 - Kororoit Creek Trail (stages 1–3)
4 - Major Activity Centres
5 - Outer Suburban Arterial Roads Projects
6 - Paisley Park Wayfinding Strategy
7 - Federation Trail extension
8 - West Gate Freeway pedestrian overpasses
9 - Altona Loop partial duplication

Future innovations

1 - Melbourne Metro 2 Rail
2 - BayWest Port
3 - Western Intermodal Freight Terminal
4 - Airport Rail
5 - Millers Road light rail
6 - New/reinstated train stations
7 - New north-south road links
8 - Water transport
9 - Walking/cycling/shared trail improvements
10 - Electric vehicle/car share terminals
11 - Rail freight terminal
12 - East-West Link (Western Section)
13 - E6 Outer Metro Ring (road and rail)
14 - West Gate Freeway access ramps
15 - Altona loop full duplication

Note: Locations are indicative only and do not include every possible site/issue.

GOAL AREAS

The Integrated Transport Plan is built around two separate, but interrelated, goal areas.

Neighbourhood
(see page 26)

Regional
(see page 32)

Neighbourhood travel ranges from walking to school at the end of your street to riding the bus to your local activity centre for your weekly shopping. **Regional travel** encompasses movement between Hobsons Bay neighbourhoods and to nearby centres (e.g. Footscray), as well as to more distant locations such as Melbourne's city centre. Table 1 summarises the key differences between the neighbourhood and regional goal areas used within the Integrated Transport Plan.

The Integrated Transport Plan establishes two broad and aspirational goals, one for each level of the plan. These goals set the scene for the transformation of neighbourhood and regional transport networks and behaviour. A set of strategic directions outline how each goal will be achieved, supported by key actions that respond to critical challenges identified through the development of the Integrated Transport Plan.

	Neighbourhood	**Regional**
Examples of key destinations	Shops, schools, parks, doctors, libraries, work	University, TAFE, hospitals, medical specialists, major shopping centres, entertainment arenas, work, freight networks
Typical travel time and distance	Shorter	Longer
Typical sustainable travel options	Walking, cycling, bus, bike share	Cycling, bus, train, car share, electric bikes, electric vehicles
Primary planning factors	People and place	Vehicles and movement
Common issues	Footpath connections, managing parking demand, limited bus services	Arterial road congestion, limited train services, on-road cycling conditions, conflicts between modes
Council's typical role	More direct, e.g. deliver and maintain infrastructure	Less direct, e.g. advocate to Victorian Government, regional planning
Our goal	Safe and connected walking and cycling routes will link people to places in their local neighbourhoods, complemented by convenient and sustainable connections to vibrant activity centres.	Convenient, safe and sustainable connections between neighbourhoods and to regional destinations will generate more efficient movement of people and goods, attracting and providing links to jobs, services, industry and recreational activities.

Table 1: Key differences between neighbourhood and regional goal areas

Neighbourhood

Our Goal

Safe and connected walking and cycling routes will link people to places in their local neighbourhoods, complemented by convenient and sustainable connections to vibrant activity centres.

Strategic directions

To achieve our goal, Council will:

1. Deliver and advocate for safe, connected and accessible **walking and cycling infrastructure**
2. Deliver and support **behaviour change and community education initiatives** to promote road and shared trail safety and encourage mode shift toward sustainable transport options
3. Deliver and support **urban design, land use planning and place making projects** to encourage more innovative, engaging and easily navigable places, streetscapes, developments and transport hubs
4. Encourage **development** in areas with convenient access to sustainable transport, and ensure that the impact on transport networks is appropriately identified, addressed and monitored
5. Prioritise an **integrated approach to car parking,** underpinned by regular monitoring of capacity and usage, responsible and sustainable provision, progressive and flexible permit and restriction systems, and consistent and equitable enforcement
6. Develop safe, connected and efficient **routes for all local road users,** including cyclists and pedestrians, supported by related advocacy, planning and infrastructure projects

Our sense of community starts in our local neighbourhoods, in the places we regularly visit and spend time – our playgrounds, social clubs, shops and schools. Our neighbourhoods are also built around bustling activity centres (such as Central Square, Vernon Street, Altona Gate and Ferguson Street) which meet many of our daily needs and provide transport connections to other places.

People will have safe, easy and direct walking connections within their local neighbourhoods. These will be supported by high-quality landscaping and well-maintained pathways with enough shade, shelter, rest areas, lighting and public toilets. Physical barriers to walking and cycling will be overcome through pedestrian overpasses and other infrastructure projects, while shared trails and 'green corridors' will provide safe and appealing connections to activity centres along streets such as Blyth Street, Merton Street and Hall Street. Safety for all shared trail users will be improved through infrastructure projects, community education initiatives and coordinated planning to manage growing patronage, while improvements to on-road cycling infrastructure will provide safer and more direct alternatives for local and commuter cyclists.

Council manages more than:

700
kilometres of footpaths

50
kilometres of shared trails

450
kilometres of local roads

Frequent, reliable and accessible local bus services will facilitate further connections within neighbourhoods, supported by well-maintained bus stop infrastructure offering sufficient shelter and seating. People will easily know where and how far they need to travel using innovative mapping technology, better designed and more consistent wayfinding signage, real-time information and end-of-trip facilities. These will be complemented by behaviour change programs such as walk to school initiatives, green travel plans, community events, and travel training for vulnerable communities.

Our activity centres will be designed for people, not cars. Pedestrians will take priority through more walkable street design, new and creative shared spaces, and well-located off-street car parking. More inviting and accessible train stations and bus interchanges (e.g. at Newport and Laverton) will make people feel safer, create business opportunities and support the clustering of shops and services in convenient locations. Improved active and public transport connections will reduce road and parking congestion, improve health and wellbeing, and encourage people to stay longer and support local business.

In Hobsons Bay:

21%
do not participate in physical exercise

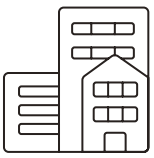
(VicHealth, 2016) (above the Victorian average)

4.8%
have Type 2 Diabetes

(DHHS, 2016) (above the Victorian average)

61%
feel safe walking alone after dark

(VicHealth, 2016) (above the Victorian average)



1.7%
of dwellings are high density

(.id, 2017) (compared to 10% across Melbourne)

The much-loved 'village feel' in places like Altona and Williamstown will be enhanced through appropriate and respectful development, leading to more vibrant and appealing destinations for residents, visitors and business. New developments will take advantage of existing sustainable transport connections, fuelling increased patronage that will help to attract government and private investment in local infrastructure and services. Local jobs will also be generated through well-planned and located developments, while the impact on transport services and infrastructure will be closely monitored, with developers more directly involved in supporting and promoting sustainable transport options and responding to current and forecast traffic issues.

Our approach to parking policy will be evidence-based and designed to maximise the use of existing spaces. Responsible and consistent provision, permit, restriction and enforcement systems will create more certainty for residents, visitors, businesses and developers. Integrated planning will also provide opportunities to use parking policy to encourage mode shift to more sustainable travel methods. Additionally, valuable car parking land will be used in increasingly innovative, diverse and equitable ways, including through 'pop up' community spaces and appropriately-located residential developments that includes affordable housing above existing public car parks.

Our local roads will be safer, less congested and more equitably shared between users. Streets will come alive with the movement of pedestrians and cyclists, leading to fewer cars around schools and reduced vehicle ownership across Hobsons Bay. Community safety will also be enhanced with more people on our streets, regular crossing points on busy roads, and reduced speed limits for cars. Improvements will be driven by local traffic studies, community education initiatives, and support for car share programs and electric vehicles. Ultimately, community spirit and connections will flourish as neighbours, traders and visitors more directly experience their neighbourhoods, with increased opportunities to interact with one another.

Key actions

The following key actions respond to challenges and opportunities identified at the neighbourhood level. Additional resources may be required to implement some key actions. The task of securing appropriate funding will be addressed on a case-by-case basis, including exploring opportunities external to Council. Each key action responds to one of the plan's strategic directions and should be read in conjunction with the map of key issues, known projects and future innovations on page 22.

Action	Time frame*	Resources	Strategic direction	Key outcome(s)	Map
Develop a policy for the provision of new pathways	Short	Within operational budget	N1	Clear rationale and process for provision of new pathways	2
Continue to deliver Council's footpath construction program	Short-Medium	Capital works budget allocation	N1	More connected and accessible pedestrian networks	2
Support and deliver sustainable transport behaviour change programs, e.g. walk to school, ride to work, green travel plans	Short-Medium	Within operational budget	N2	Mode shift toward sustainable transport	1 8
Support and deliver community and business education programs, e.g. road safety, shared trail usage, parking management	Short-Medium	Within operational budget	N2	Improved road and shared trail safety; mode shift toward sustainable transport	1 3
Update the Municipal Strategic Statement to incorporate key elements of Integrated Transport Plan 2017-30, e.g. principles, strategic directions	Short	Within operational budget	N3	Stronger Council planning framework to encourage more walkable, accessible and navigable built environments	2 4 4
Support urban design/place making projects around public transport hubs (align to Level crossing removal projects and future Activity Centre works, where possible)	Short-Medium	Within operational budget / additional resources will be required for construction	N3	More welcoming, safe and people-focussed built environments	2 1 4
Develop Hobsons Bay wayfinding policy and style guide	Medium	Additional resources required	N3	Consistent design and application of signage within activity centres and other key destinations, e.g. large parks, sport and recreational facilities	2 6

* Short = 1-2 years; Medium = 3-5 years; Long = 6+ years

Action	Time frame*	Resources	Strategic direction	Key outcome(s)	Map
Develop and implement a rolling program of structure plans across Hobsons Bay neighbourhoods (locations to be determined)	Ongoing	Within operational budget	N4	Coordinated land use planning around key sites, e.g. Level crossing removal sites, Major Activity Centres	1 4 1 4
Conduct car parking studies within priority areas (align to Local Area Traffic Management program, where possible)	Short-Medium	Additional resources required	N5	Updated evidence base on parking capacity, usage and issues	3 4 1 4
Develop a suite of integrated car parking policies (incorporating reviews of residential permit entitlements and fees, parking signage, enforcement and time restriction guidelines and provision requirements, as well as consideration of future planning scheme amendments and/or parking overlays)	Medium-Long	Additional resources required	N5	Coordinated approach to parking management across Council; more efficient and equitable use of land currently used for car parking; mode shift toward sustainable transport	3 4 1 4
Finalise Hobsons Bay cycling network plans (to be incorporated into future strategic cycling planning)	Short	Within operational budget	N6	Clearly defined cycling routes within and between neighbourhoods	7
Conduct Local Area Traffic Management studies within priority areas, e.g. Level crossing removal sites, Precinct 15	Short-Medium	Within operational budget / additional resources required for implementation of recommendations	N6	Updated evidence base and recommendations for traffic management within Hobsons Bay neighbourhoods	1 7 1 4
Undertake pedestrian network planning within Hobsons Bay neighbourhoods (locations to be determined)	Medium	Within operational budget	N6	Clearly defined pedestrian routes within neighbourhoods; infrastructure priorities identified	2 7

* Short = 1-2 years; Medium = 3-5 years; Long = 6+ years

Table 2: Neighbourhood Key Actions

Regional

Our Goal

Convenient, safe and sustainable connections between neighbourhoods and to regional destinations will generate more efficient movement of people and goods, attracting and providing links to jobs, services, industry and recreational activities.

Strategic directions

To achieve our goal, Council will:

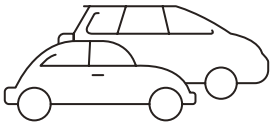
1. Plan and advocate for improved **public transport services and infrastructure** within Hobsons Bay and across the western metropolitan region
2. Encourage safe, sustainable and separated **freight movement** within and through the municipality, supported by related planning, advocacy, regulation and enforcement
3. Plan, deliver and advocate for improvements to the **road network** within Hobsons Bay and the across the western metropolitan region
4. Understand, support and prepare for **new and emerging transport** models and technologies
5. Deliver and advocate for safer and more connected **on-road cycling and shared trail networks** in collaboration with western regional councils and government agencies
6. Deliver coordinated advocacy activities to attract government investment in **major transport projects** and to achieve positive local outcomes for Hobsons Bay residents and businesses

Hobsons Bay is closely located to the Port of Melbourne, as well as key regional centres at Footscray, Sunshine and Werribee. The municipality also hosts a large industrial area that generates considerable freight and employment travel. Large numbers of people visit Hobsons Bay to enjoy our beaches, boating, parks, museums, sportsgrounds and tourist precincts, while many residents leave the municipality to reach employment, education, hospitals and other services. Additionally, considerable travel occurs between Hobsons Bay's neighbourhoods, some of which are separated by long stretches of arterial road, open space and industrial land use.

In Hobsons Bay:

500,000
people visited Scienceworks in 2015–16

(Museum Victoria, 2016)



49%
of households own two or more vehicles

(.id, 2017) (below the Melbourne average)

73%
of resident workforce travel out of the municipality for employment

(.id, 2017)

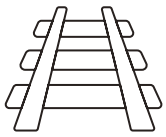
Efficient transport links will allow people and goods to move more easily into, within and out of Hobsons Bay. Public transport services will be more frequent, reliable, direct and accessible, supported by duplication of the Altona Loop and improvements to local bus services in Altona Meadows, Seabrook and other parts of the municipality. These will be complemented by updated infrastructure such as 'park and ride' facilities, priority bus lanes and additional train stations. There is no shortage of options in Hobsons Bay, including stations that were closed in the 1980s (e.g. Paisley, Galvin) and potential new locations (e.g. Maddox Rd, Newport and adjacent to Precinct 15, Altona North). Services will be more closely integrated and major public transport projects will drive future expansion and development.

Efficient and dedicated freight routes will support local economic growth and employment opportunities without adversely affecting other road users or community health and amenity. Additional freeway ramps at Grieve Parade and/or Dohertys Road will provide much needed alternatives for local freight traffic. Further investigation and advocacy will also be directed toward local truck curfews and bans, mode shift toward freight on rail, traffic calming measures (e.g. road narrowing, speed humps) and monitoring the West Gate Tunnel's impact on local traffic, health and amenity.

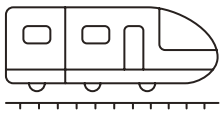
Congestion and safety on arterial roads (such as Point Cook Road, Millers Road, Grieve Parade and Melbourne Road) will be addressed by advocating strongly with the Victorian Government on arterial road upgrades and major projects such as the West Gate Tunnel. Integrated responses to road congestion will further improve travel times and safety, delivered through local roads projects, community awareness programs and sustainable transport improvements.

Future planning will be shaped by new and emerging transport models and technologies such as intelligent transport systems, electric vehicles, smart street lighting and shared mobility platforms, as well as improvements to the performance of major roads and freight vehicles. Council will take advantage of these developments to re-shape how it manages the local road network and meets its own mobility and fleet requirements. Additionally, the delivery of many products will be transformed by technologies such as drone delivery services.

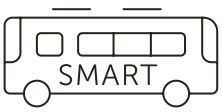
Hobsons Bay has:



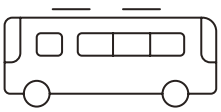
2
Train lines



10
Train stations



1
SmartBus



13
Local bus lines

A travel demand management approach will be prioritised to re-distribute travel activity toward modes, times or routes with spare capacity. This may be achieved through a range of measures, including active travel promotion, flexible working arrangements, green travel plans, road pricing mechanisms and travel training for vulnerable communities. We will also make the most of our natural advantages to establish closer regional connections through further investigation into innovative water-based transport solutions.

Connected and consistent on and off road cycling routes will bring work, school and other destinations into reach for more people. Commuter and recreational cyclists will feel safer and more confident to travel longer distances between neighbourhoods and to the CBD and key regional destinations. Targeted advocacy and best practice design will create better separation between cars, trucks and bikes, and make Hobsons Bay's larger roundabouts easier and safer to navigate for cyclists and pedestrians.

In Hobsons Bay:[5]

18%
use public transport to get to work

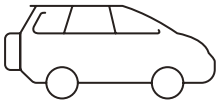
(above Melbourne average)

1.3%
ride to work

(similar to Melbourne average)

1.6%
walk to work

(below Melbourne average)



65%
drive to work

(similar to Melbourne average)

3.7%
work at home

(below Melbourne average)

Advocacy on major transport projects will capitalise on opportunities for local business and residents, while identifying and mitigating potential adverse effects on road congestion, freight movement, and community health and amenity. It will also promote fair and equitable funding models and leverage investment in local transport services and infrastructure. Finally, investment in future transformative regional projects, such as Melbourne Metro 2 and Victoria's second container seaport, will drive local residential and industrial development and strengthen Hobsons Bay's connections to regional networks.

[5]Australian Bureau of Statistics (2017) 2016 Census of Population and Housing, www.abs.gov.au/census - please note that census results showed that just over 10 per cent of Hobsons Bay residents did not go to work, used another method or did not state how they got there.

Key actions

The following key actions respond to challenges and opportunities identified at the regional level. Additional resources may be required to implement some key actions. The task of securing appropriate funding will be addressed on a case-by-case basis, including exploring opportunities external to Council. Each key action responds to one of the plan's strategic directions and should be read in conjunction with the map of key issues, known projects and future innovations on page 22.

Action	Time frame*	Resources	Strategic direction	Key outcome(s)	Map ref
Develop and implement a coordinated public transport advocacy program	Short-Medium	Within operational budget	R1	Advocacy priorities identified; improved public transport services and infrastructure	5, 1, 9, 1, 5, 6, 15
Develop a Hobsons Bay Freight Management Plan (incorporating Altona North Industrial Precinct Truck Access Improvement Plan)	Short-Medium	Additional resources required	R2	Fewer trucks in residential areas; increased freight on rail; reduced road congestion; clearly defined Council position on local truck curfews and bans	1, 6, 2, 5, 11, 14
Develop a Hobsons Bay Road User Hierarchy Plan (incorporating route management plans for key arterial road corridors such as Millers, Blackshaws, Melbourne and Point Cook Roads)	Medium-Long	Additional resources required	R3	Improved efficiency and safety of Hobsons Bay's road network; improved sharing of road space between users	1, 7
Develop Electric Vehicle Discussion Paper	Short	Within operational budget	R4	Consistent understanding of Council's role regarding electric vehicles	8, 10
Investigate the feasibility of (and priorities for) new and emerging transport models and technologies within Hobsons Bay	Short-Medium	Within operational budget	R4	Opportunities identified for supporting innovative transport models and technologies, including for Council's future mobility and fleet requirements	8, 10

* Short = 1-2 years; Medium = 3-5 years; Long = 6+ years

Action	Time frame*	Resources	Strategic direction	Key outcome(s)	Map ref
Continue to support the implementation of the Western Metropolitan Regional Trails Strategic Plan	Ongoing	Additional resources required	R5	Improved safety and connectivity across shared trail networks	7, 3, 7, 9
Review the Hobsons Bay Strategic Bicycle Plan 2013–17	Short-Medium	Additional resources required	R5	Updated strategic direction established for cycling routes and infrastructure	7, 3, 7, 9
Continue to advocate on the West Gate Tunnel and Level crossing removal projects (consistent with Council adopted principles)	Short-Medium	Within operational budget	R6	Comprehensive understanding of projects' impact on local traffic, amenity and health; interests of local residents and businesses protected and advanced	1, 5, 1, 2, 8, 9, 7, 14
Support and coordinate advocacy for future major projects	Ongoing	Within operational budget	R6	Investment in major projects that benefit Hobsons Bay residents and business	1 to 15

* Short = 1-2 years; Medium = 3-5 years; Long = 6+ years

Table 3: Regional Key Actions

IMPLEMENTATION PLAN

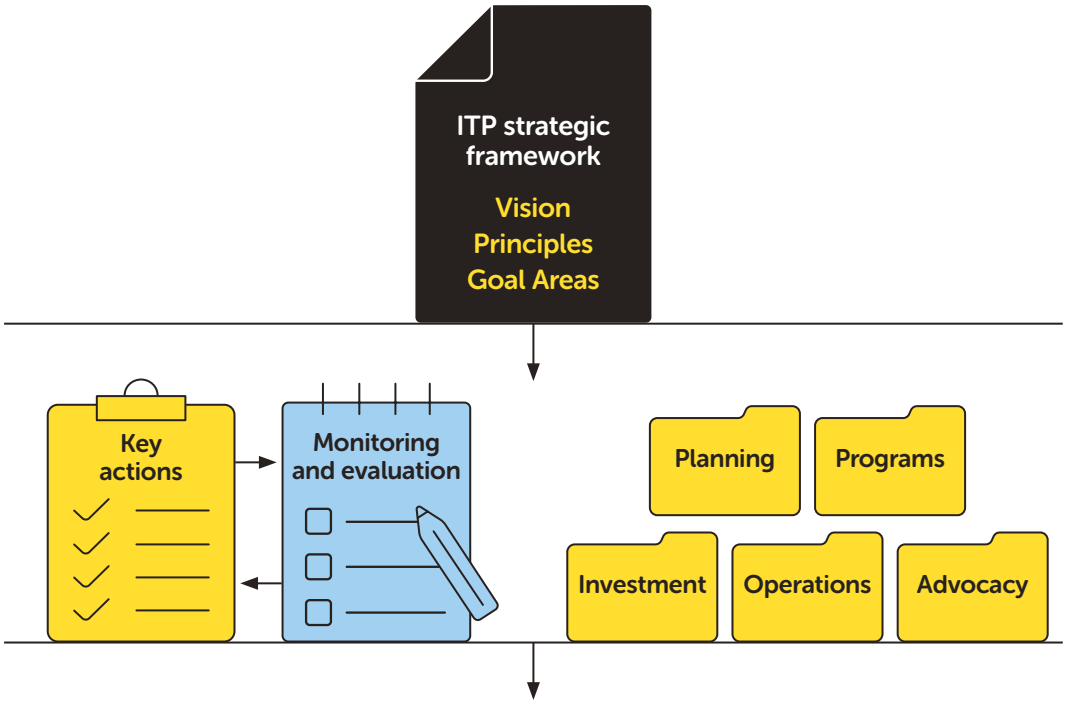
The Integrated Transport Plan has been developed with input from many sources, including community members, service providers, technical experts, transport operators and Council staff.

A number of Council teams will contribute to implementation, with support from Councillors, senior management, residents, businesses and other stakeholders. An Integrated Transport Officer will oversee the implementation of the plan.

Implementation will occur in a number of ways (highlighted in Figure 7) including:

- delivering **key actions** across the life of the plan
- applying **principles** to Council's transport planning, programs, investment, operations and advocacy
- **monitoring and evaluating** progress and outcomes
- **continuously improving** Council planning and processes
- informing the development and implementation of **other Council strategies, plans and policies**

Ultimately, implementation will work toward achieving the plan's vision for integrated transport in Hobsons Bay (see page 7).



Inform other Council plans and strategies, including:

- Activity Centre Strategy (in development)
- Advocacy Strategy 2014–18
- Affordable Housing Policy Statement 2016
- Asset Management Plans (in development)
- Climate Change Adaptation Plan 2013–18
- Community Engagement Policy 2015
- Community Greenhouse Strategy 2013-30
- Economic Development Strategy 2015–20
- Events and Festivals Plan 2016–21
- Hobsons Bay Grade Separation Principles 2016
- Hobsons Bay Strategic Bicycle Plan 2013–17
- Housing Strategy (in development)
- Industrial Land Management Strategy 2008
- Integrated Water Management Plan 2014–19
- Open Space Strategy (in development)
- Play Space Strategy 2013–23
- Road Management Plan 2013
- Sport and Recreation Strategy 2014
- Tourism Strategy (in development)
- Western Distributor Project Position 2016

Figure 7: Integrated Transport Plan implementation process

Roles and responsibilities

The following groups will contribute to implementation of the Integrated Transport Plan.

Councillors will listen to the community and highlight key issues; provide leadership and inspire change and innovation; monitor the plan's progress; and advocate strongly for improved neighbourhood and regional transport outcomes.

Senior management will facilitate collaboration and integration across Council; apply Integrated Transport Plan principles to planning, investment and decision making; reinforce accountability and evidence-based practice; support calculated risk taking; and expect consistent evaluation of transport projects and advocacy.

Council teams will initiate and implement projects and programs; develop and implement operational plans, policies, processes and projects; respond to community enquiries; deliver services and infrastructure; apply Integrated Transport Plan principles to planning and operations; and contribute to innovative and evidence-based responses to local transport needs.

An **Integrated Transport Officer** will initiate and implement projects and programs over the life of the plan; support and deliver coordinated advocacy; build organisational capacity; and oversee the monitoring and evaluation of the Integrated Transport Plan.

Internal working groups will collaborate on key actions and strategic transport planning; provide feedback on Council projects and programs; drive continuous improvement in Council processes; and help shape Council's capital works budget.

A range of **other stakeholders** will also contribute to the implementation of the Integrated Transport Plan. Council will work with community members, schools and others such as emergency services, neighbouring councils, peak bodies, sporting clubs, service providers, community groups and businesses. Additionally, transport planning and decision making in Hobsons Bay will continue to be influenced by government agencies and transport operators, including Transport for Victoria, VicRoads, Public Transport Victoria, Active Transport Victoria, Level Crossing Removal Authority, Metro Trains, VicTrack, local bus companies and the Department of Environment, Land, Water and Planning. Many of these stakeholders participate in local and regional networks such as the Hobsons Bay 2030 Leadership Coalition, Western Transport Alliance, Metropolitan Transport Forum and various Council Advisory Groups.


732M
LEFT LANE RAAF BASE ONLY
STOP ON RED SIGNAL
RAIL STRG CROSSING

Applying the principles

Five principles will guide transport planning and decision making in Hobsons Bay over the coming decade: integration, equity, efficiency, sustainability and innovation. These principles will be applied in various ways, with examples provided below.

INTEGRATION

This principle will be applied through closer relationships across Council, working with key partners and stakeholders, seeking community and stakeholder feedback, and delivering and advocating for services and infrastructure that link with other parts of the transport system.

For example:

- considering all travel methods when planning and constructing roads
- encouraging land use that supports active transport and reduces reliance on cars
- participating in local and regional networks to share information and pool resources

EFFICIENCY

This principle will be applied by maximising the use of existing resources, providing clear passenger/user information, applying travel demand management approaches, and more closely aligning the transport system with the needs of local business and residents.

For example:

- identifying priority routes for different road users such as trucks, buses, cyclists and pedestrians
- advocating for improvements to transport 'bottlenecks', e.g. Point Cook Road or the Altona Loop
- reducing demand on the road network by promoting and improving access to sustainable transport

EQUITY

This principle will be applied by understanding and considering user needs, fair regulation and enforcement, and the provision of more accessible infrastructure and services where they are needed most.

For example:

- advocating strongly on behalf of neighbourhoods with low public transport service levels
- making our footpaths more accessible for people with reduced mobility
- developing guidelines for the consistent provision of accessible car parking spaces

SUSTAINABILITY

This principle will be applied by increasing the appeal of active and public transport options, supporting community and industry behaviour change, and prioritising environmentally sustainable design, materials and energy sources.

For example:

- building safer and more connected walking and cycling paths using sustainable materials
- promoting the benefits of sustainable travel to businesses and residents
- reviewing the provision of residential parking permits to encourage mode shift away from cars

INNOVATION

This principle will be applied by trialling new and bold approaches, taking calculated risks, working closely with transport developers and operators, and engaging with residents and businesses to raise awareness and support uptake of new travel methods.

For example:

- planning for the impact of autonomous vehicles on our road network
- investigating Council's role in electric vehicle charging stations and car share programs
- trialling new ways to use car parking spaces at times when they are not being used to capacity

A range of practical tools will be developed and used to apply the principles to Council's transport planning, programs, investment, operations and advocacy. These may include capacity building initiatives (e.g. staff training), guidance materials (e.g. checklists, practice notes), community engagement (e.g. user surveys) and updated planning and reporting requirements (e.g. Council project templates). Tools will be monitored and updated over the life of the plan.

Monitoring and evaluation

Monitoring and evaluation is critical to keeping the Integrated Transport Plan on track and understanding how it is improving outcomes in Hobsons Bay. It will also drive continuous improvement in Council planning and processes.

Monitoring

The Integrated Transport Officer will develop an Integrated Transport Plan Progress Report. The report will document Council's activities and achievements against the plan's goal areas, including progress on key actions.

Progress reports will be presented to Council every two years, as well as to senior management and the Hobsons Bay 2030 Leadership Coalition. A summary will also be included within the Hobsons Bay Annual Report and made available through Council's website.

Evaluation

A three-tiered evaluation framework will measure how the Integrated Transport Plan is being implemented:

1. **process evaluation** – progress reports will document the range of activities undertaken to respond to the plan's goal areas
2. **impact evaluation** – case studies will be periodically developed to demonstrate the effect of key actions, complemented by additional data such as surveys, focus groups or engagement with Council Advisory Committees
3. **outcome evaluation** – key indicators will measure changes to transport behaviour and community satisfaction with local services and infrastructure

The Integrated Transport Plan will use the same indicators as those being used to evaluate outcomes against Priority Six ('An accessible an connected community') of the Hobsons Bay 2030 Community Vision (see Table 4).

Indicator	Source
Increased use of walking, cycling and public transport as a method of travel to work	Census of Population and Housing
Proportion of adults who cycle for transport	Victorian Population Health Survey
Proportion of adults who walk for transport	Victorian Population Health Survey
Community satisfaction with access to public transport	Hobsons Bay Annual Community Survey
Community satisfaction with ability to walk to destinations and amenities in their neighbourhood	Hobsons Bay Annual Community Survey
Feelings of safety waiting for public transport	Hobsons Bay Annual Community Survey

Table 4: Hobsons Bay 2030 Priority Six indicators

New indicators may be identified or developed to inform future planning and evaluation. Additionally, specific indicators (e.g. traffic and movement surveys) will be used on a project-by–project basis to prioritise works, set targets and measure outcomes. Council teams will also use the Integrated Transport Plan principles as a basis for evaluating projects to determine how well they contribute to integrated transport outcomes.

Finally, formal reviews will be completed at the mid and end points of the Integrated Transport Plan to assess the status of key actions, highlight key achievements, and respond to any changes (demographic, legislative) or developments (technological, major projects) impacting transport in Hobsons Bay.

Continuous improvement
Continuous improvement is a key management tool for Council and is embedded within our service planning processes and organisational structure. Implementation of the Integrated Transport Plan will be optimised by continually improving Council's transport planning, policies and processes.

For example, Integrated Transport Plan principles will be applied to the planning and delivery of transport infrastructure projects such as road renewals or footpath construction. Internal transport working groups will also provide input on future transport and community infrastructure projects.

Feedback from these processes will be used as the basis for continuous improvement to ensure outcomes are consistent with the vision, principles and goals of the Integrated Transport Plan.

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