

→ Wyndham Integrated Transport Strategy ←

June 2016



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I. Introduction

→ 1.1 The Need for a Strategy



Transport is an essential part of everyone's lives and is mostly delivered through a network of roads, rails and pathways, supporting a range of modes and everyday activities. The transport system connects us to work, school, shops and services; enables us to take part in social and recreational activities; and moves people and goods to support businesses and industries.

Wyndham is a large and diverse city with people of all ages, abilities, incomes, lifestyles and experiences. For this reason, there are many and varying needs and priorities when it comes to how, when and where people travel; and how goods are moved within the city and across the region. A good transport system responds to these needs and priorities and makes it easier to provide transport choices to best meet the needs of our community.

Wyndham is one of the fastest growing municipalities in Victoria. Since 2001, Wyndham has grown from around 85,000 residents, to an ever expanding City of over 200,000 people. According to Victoria in Future 2014, Wyndham's population will grow to more than 425,000 by 2040.

While this growth offers immense opportunities for Wyndham, managing the growth and providing timely transport responses to increased demand and safety concerns is an ongoing challenge. A comprehensive, coordinated approach to this challenge is needed. The Wyndham Integrated Transport Strategy (WITS) will tackle this challenge in a highly proactive, co-ordinated and co-operative way, such that the myriad of stakeholders that can make a positive contribution to Wyndham's future efficiency, liveability, prosperity and safety are given the opportunity to do so. In particular, leveraging the skills, abilities and resources of the private and public sector in order to help Council realise its desired outcomes, is amongst the very important themes of the WITS.

The rapid population growth and urban expansion in Wyndham has exacerbated a State Government backlog of essential transport-related infrastructure, and associated system performance issues, in many established and new growth areas. This is impacting the environment, quality of life, economic viability, efficiency, safety, health and wellbeing of our community. It is often difficult to get around without a car, and for this reason, surveys have shown that addressing traffic congestion is a top priority. Modelling undertaken for the State Government and shown in Figure 1 and Figure 2, show the changes between 2011 and 2031 to access the Melbourne CBD by car and by public transport.

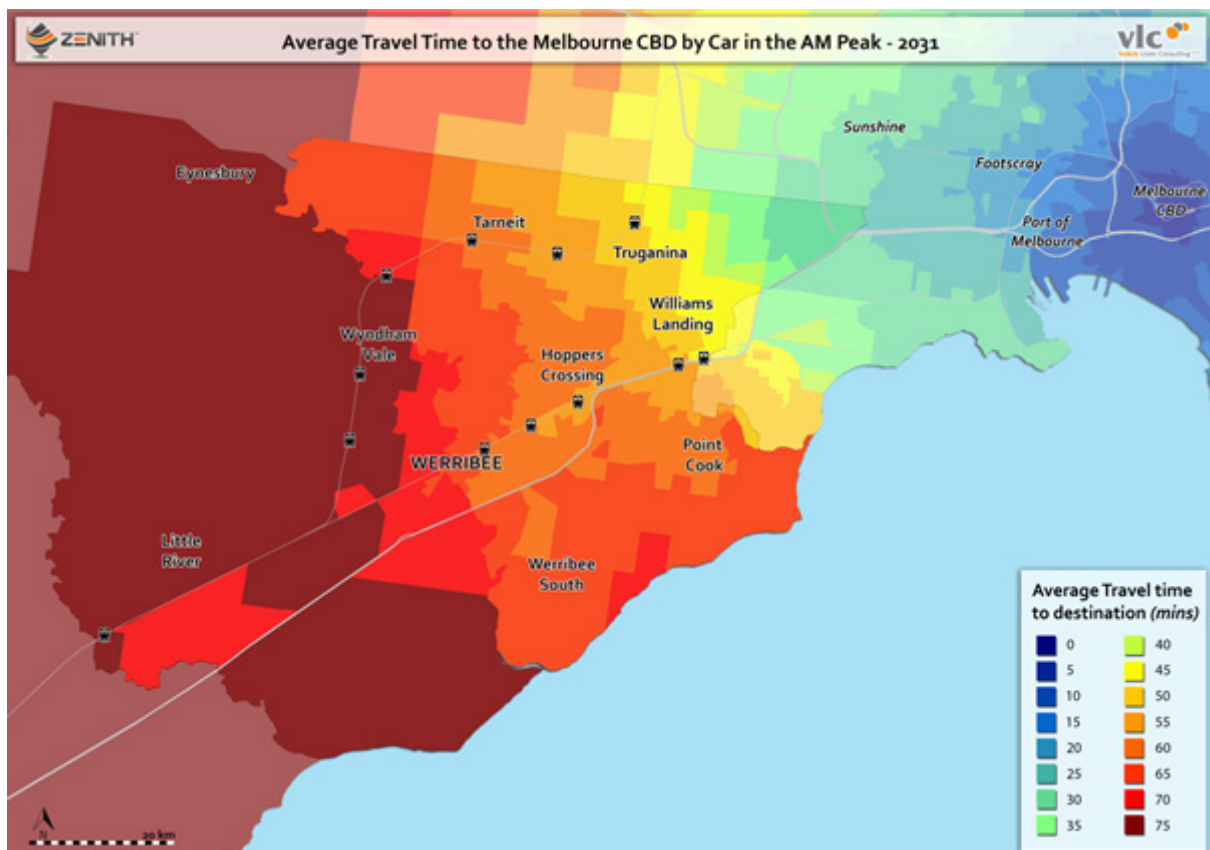
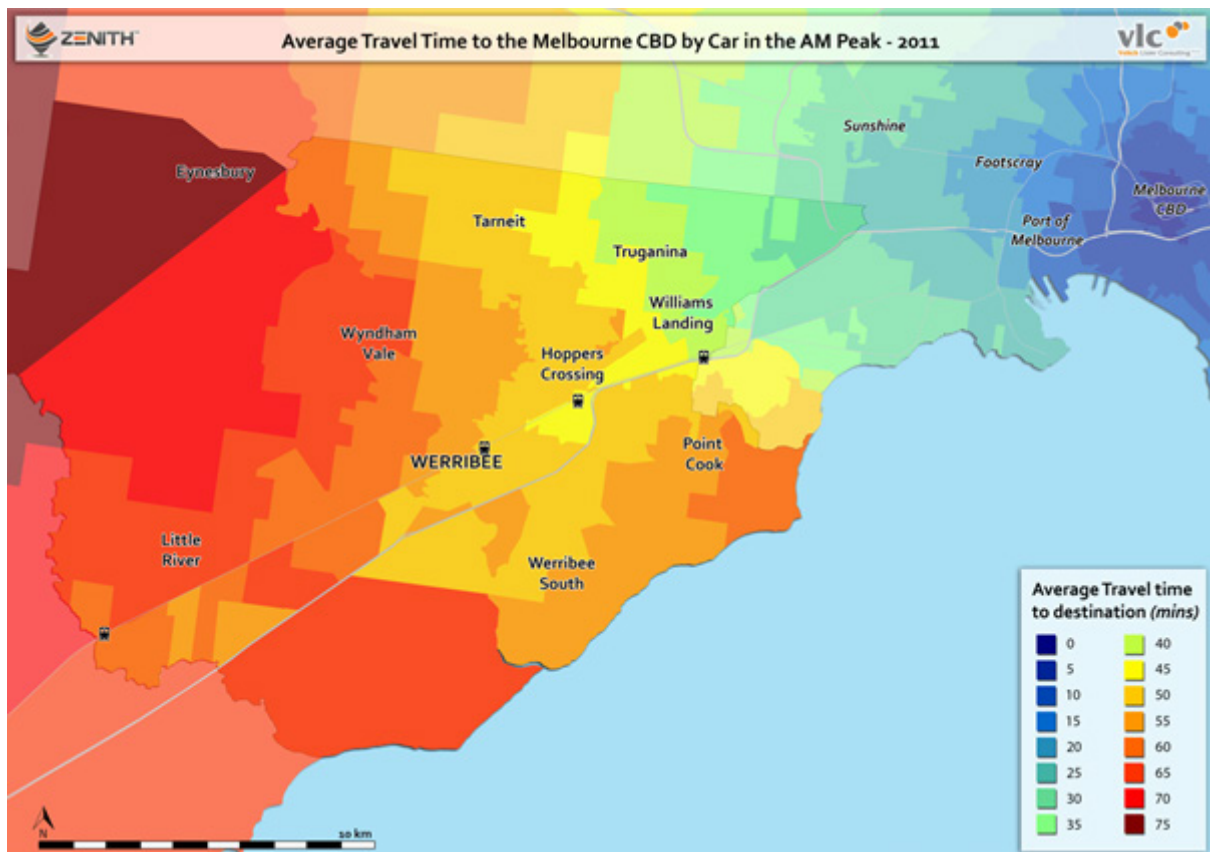


Figure 1: Comparison of average travel time to the Melbourne CBD by car in 2011 and 2031.

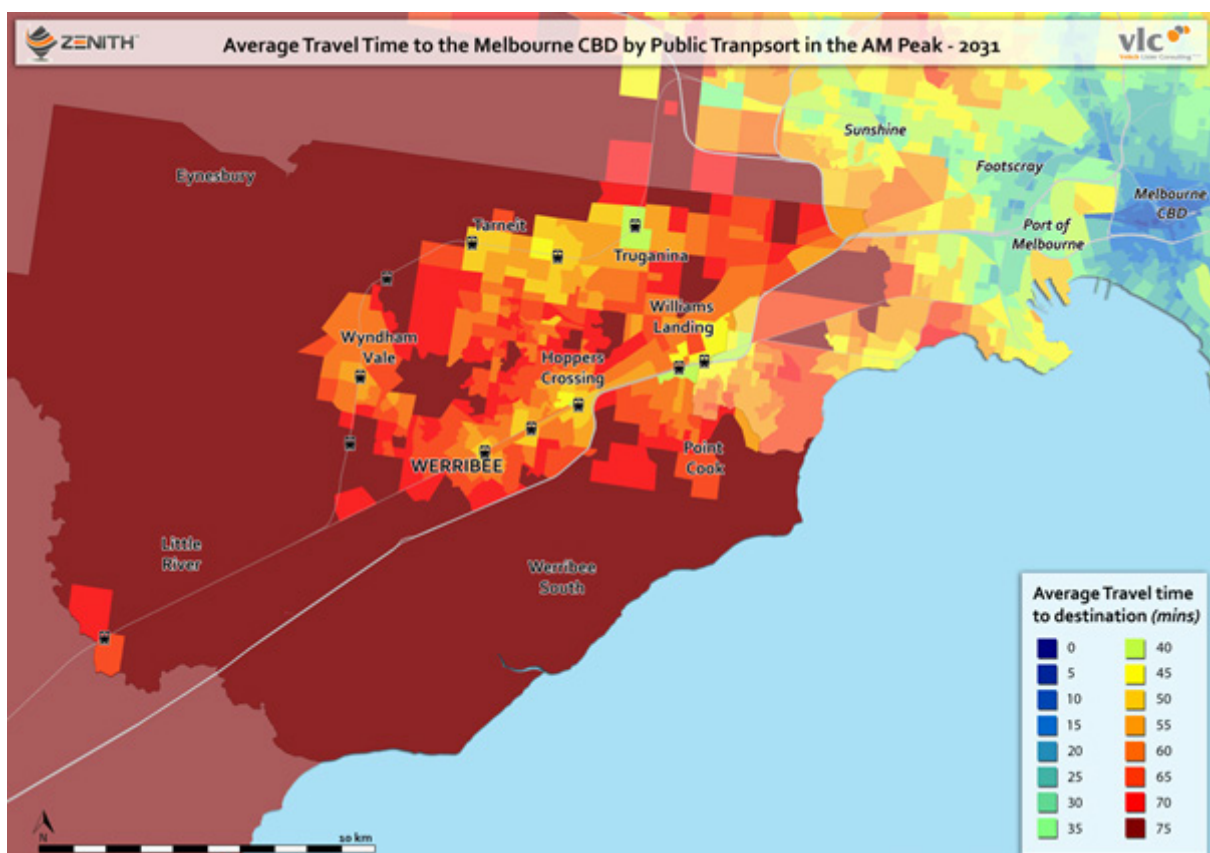
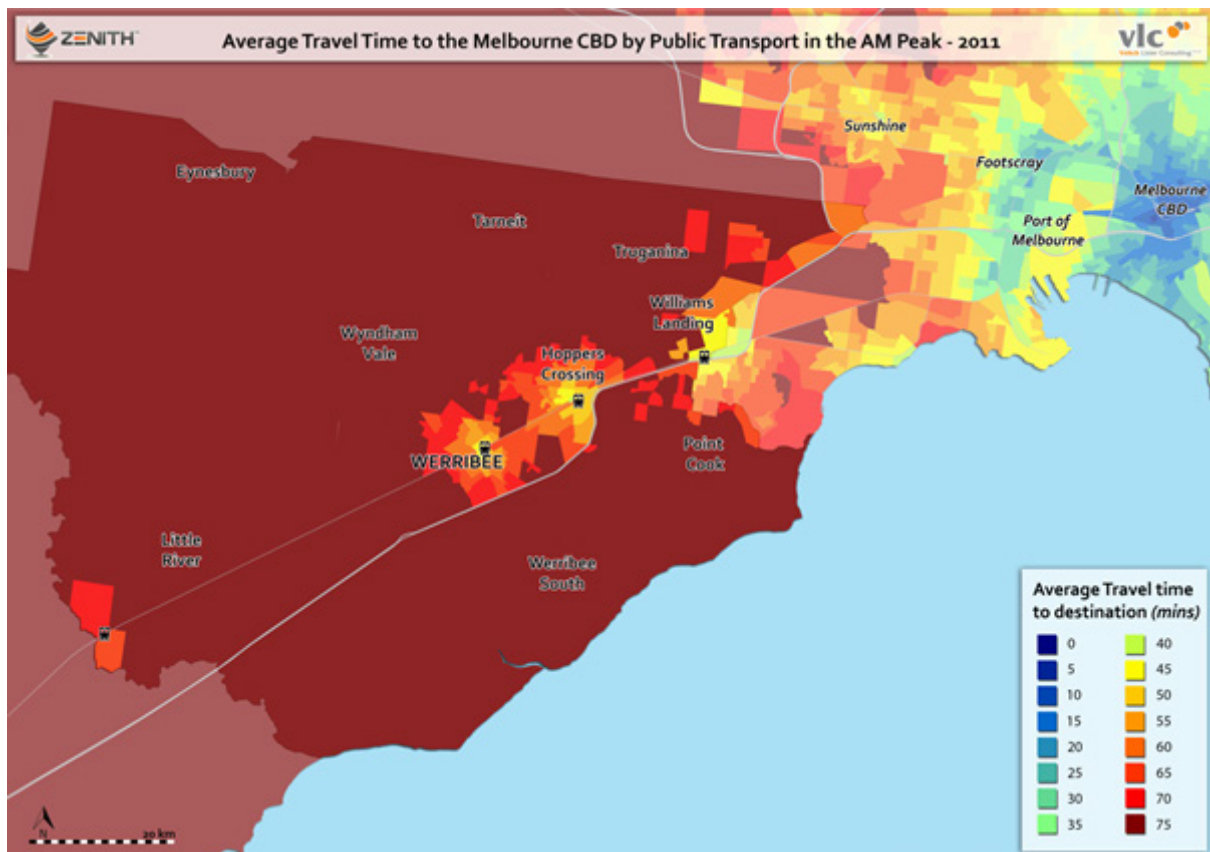


Figure 2: Comparison of average travel time to the Melbourne CBD by public transport in 2011 and 2031.



When implemented, the WITS will deliver a transport system that connects local and state infrastructure and services through; truly integrated transport and land use planning where transport infrastructure and service provision is not treated as an afterthought of land use planning; timely action; and coordinated investment, not only between various levels of Government, but also between Government and the private sector. This strategy looks to the future and reflects what we hope to achieve by 2040, not just in terms of mobility but also in terms of our efficiency, amenity, health, wellbeing, environment and economy. It aims to enhance mobility, safety, inclusion and choice. The transport system will complement land uses and vice versa as a result of our truly integrated transport and land use planning approach, so that more people are provided with the access needed to be able to live, work and shop locally. A connected system will enable coordinated and efficient travel by all modes, locally and across municipal borders.

The WITS is underpinned by the Wyndham Integrated Transport Policy (WITP). Both the WITP and the WITS are required, as they serve different purposes in guiding the development of Wyndham's transport system to 2040 and beyond. The policy provides the overall vision of how we want the transport network in Wyndham to function in the future. The strategy outlines how we can achieve the overall vision and supports short, medium and long-term actions needed to get there.

The WITS will not only support actions to be undertaken by Wyndham City where it has jurisdiction (such as footpaths, cycling facilities and local roads), but also in areas where Wyndham City needs to work with other stakeholders, including other levels of Government, the private sector and the community, to realise its desired outcomes.

It is expected that many of Wyndham's transport improvements will require support and/or funding commitment from all levels of Government, and potentially the private sector, in order to achieve the outcomes required in this important part of Melbourne. Strong partnerships across Government and transport stakeholders, including very importantly, the private sector, are essential for success. Partnerships with Commonwealth and State Governments are important in light of the fact that they have significant legislative and financial powers over most of the transport policy, funding, and delivery of services and infrastructure. Partnerships with the private sector will be critically important in areas such as public transport infrastructure and service provision, given the fact that both rail and bus services across Melbourne are privately operated. Therefore, it is expected that many of Wyndham's future transport improvements will require a significant advocacy effort over the lifetime of the strategy to secure State and Commonwealth Government, as well as private sector, support and/or funding for projects.

→ 1.2 The Drivers for Change

Meeting the Needs of a Growing Population

Population growth - we need the timely provision of a transport system that meets the needs of a rapidly growing population and urban area.

Wyndham is estimated to have the largest population growth of all Local Government Areas in Victoria in the coming decades. By 2040, it is estimated that an additional 225,000 people will be living in Wyndham, bringing the total population to over 425,000 (Victoria in the Future 2014). This will add significant demands across the entire transport system locally and regionally. Timely provision of transport infrastructure and services, in accordance with action plans shaped by truly integrated transport and land use planning, will all be critical to meet the needs of a rapidly changing population and urban area, that is, to ensure an efficient overall system and reduce the rate of growth in transport demand.

Maintaining Economic Competitiveness and Responding to Growing Freight Activity

Economic competitiveness - providing a transport system with coordinated and efficient mobility to existing and new employment areas and businesses that support local job creation and economic development.

Freight growth - providing a transport network that can respond to rapidly growing freight activity and changing logistics requirements, including last kilometre local freight solutions.

The ease of access to opportunities and industries is critical to maintaining economic competitiveness. This is vital in Wyndham as the largest industry sectors are manufacturing, retail trade, transport, and postal and warehousing, all of which rely on an efficient road network to reduce the costs associated with congestion and to sustain or grow their businesses.

Without a whole-of-system integrated and multi-modal approach, and in particular, action plans shaped by truly integrated transport and land use planning, Wyndham will be unable to realise a transport system with coordinated and efficient mobility to existing and new employment areas and businesses that support local job creation and economic development.

Freight activity across the State is expected to grow rapidly. Container trade is forecast to quadruple by 2050 and daily freight movement by truck around Melbourne is estimated to double from 291,492 in 2011 to 648,896 by 2046 (Department of Transport, Planning and Local Infrastructure, 2013). The Port of Melbourne is Australia's busiest container port handling approximately 36 per cent of the national share of container trade. In the 2011-2012 financial years, the Port handled a record of 2.58 million containers, an average of about 7000 containers per day. This figure is estimated to double over the next 10-12 years and reach about eight million containers per year by 2040 (*Port of Melbourne Corporation, 2015*).

Maintaining Wyndham's strategic advantage in freight and logistics is being challenged by congestion, market change, and competing infrastructure development. Having an efficient freight network is crucial for maintaining and expanding not only Wyndham's economic competitiveness, but the prosperity of Victoria as a whole as goods movement plays a vital role in Wyndham's economy.

Of particular importance going forward will be our engagement in and encouragement of, continuing discussions around possible future port development in the Bay West area, and possible future development of an intermodal terminal system/network for Melbourne (the key elements of which would be in the two largest growth areas of Melbourne, being the north and west). Both of these initiatives have the potential to contribute significantly to ours and the State's economic, environmental, sustainability¹, efficiency and liveability objectives.

Improving Health through Active Transport

Health and wellbeing - enabling and encouraging more active travel to improve health and wellbeing. Wyndham residents are less physically active and more obese compared to the Victorian average.

Wyndham residents are less physically active and have higher rates of obesity compared to the Victorian average. According to the Department of Health and Human Services (2014), over half of Wyndham residents are overweight or obese and over 35% do not meet physical activity guidelines. Wyndham has the fourth highest obesity rate of all local government areas in Melbourne and 10th highest in Victoria. High

¹**Sustainability:** In the context of the Wyndham Integrated Transport Strategy, "Sustainable" means: Meeting the social, environmental and economic needs of the present without compromising the ability of future generations to meet their own needs.

walking and cycling more comfortable and convenient, so that physical activity becomes part of daily travel. A report titled 'Benefits of inclusion of active transport in infrastructure projects' written for the Queensland Department of Transport and Main Roads found that walking 1km returns \$1.44 in health benefits and cycling \$0.75.

Responding to Transport Disadvantage and Accessibility

Equity and accessibility - matching transport to a broad range of users with varying travel requirements and mobility levels, including provisions for improved accessibility and affordability.

Access to transport is a critical social equity issue. Transport provides the means to access employment, goods and services; establish and maintain family and social connections; and participate in leisure and recreation. Transport disadvantaged groups often include young people, older people, low-income earners and people with disabilities. These groups often face hardship in accessing services, facilities, jobs and social activities and the consequential issue of forced car ownership due to the lack of other viable transport options, such as adequate public transport service levels and/or comfortable, convenient and safe walking and cycling infrastructure and facilities.

Wyndham is a large and diverse city with people of all ages, abilities, incomes, lifestyles, preferences and experiences. For this reason, there are many and varying needs and priorities when it comes to how, when and where people travel. The challenge will be to deliver a transport system that responds to these diverse needs and priorities, and make it easier for people to make choices in the way they travel. Again, the abovementioned whole-of-system integrated and multi-modal approach will be critical to achieving our objectives in this area.

Reducing Car Dependency through Integrated Transport and Land Use Decisions

Integrating transport and land use - to enable more residents to easily access their daily needs by walking, cycling, public transport and shorter car trips.

The way land development occurs has a fundamental impact on how, where, why and when people travel. Rapid population growth and urban expansion has placed a significant strain on existing infrastructure and services in many areas of Wyndham. Managing rapid population growth and reducing pressure on the road network requires an integrated land use and transport planning approach that enables more people to access their needs by walking, cycling, public transport and shorter car trips.

In summary, these challenges require a comprehensive approach to the development of the transport system, including:

- Action plans shaped by truly integrated transport and land use planning – increasing overall system efficiency and sustainability, including reducing the need/reducing the growth in the need for travel.
- Mode shift strategies, including a focus on public transport service and network development through services better directed at existing and emerging and future travel needs.
- A renewed focus on the end-to-end transport journey/experience, which necessitates a greater than current focus upon modal and intermodal transport integration.
- Improved pedestrian and cycling connectivity across the municipality.
- Sweating existing assets, for example, using the existing road network more efficiently so that we can move more people and freight using less space.
- New roads and/or additional capacity on existing roads where less sustainable and/or costly options are insufficient.
- Increased co-operation with, and involvement from, the private sector in helping us to bring our strategies and action plans to fruition.

Managing Transport Network Development, Operations and Congestion

Transport infrastructure and services - managing transport network development, operations and congestion to optimise economic outcomes and overall liveability.

Regional connectivity - providing a transport system that connects people in a coordinated and efficient manner to major destinations by multiple modes.

Traffic congestion is a significant concern for our community as it has a direct impact on quality of life. These impacts include long-travel times, loss of amenity, environmental degradation, health issues and a decline in economic productivity. Building more road capacity alone is not a sustainable way to address traffic congestion nor does it represent a sustainable economic approach or result in good land uses outcomes.

Reducing Environmental Impacts

Environment - minimising transport impacts on the environment and encouraging people to travel more by environmentally sustainable modes

Motorised private vehicles are a major source of greenhouse gases and other emissions associated with climate change. Moreover, a continued expansion of impervious transport infrastructure such as roads and car parks contributes to run-off and degradation of waterways and wetlands. A cleaner, more efficient transport system will reduce emissions, waterway degradation, and associated negative health impacts.

→ 1.3 Policy Framework

Transport policy in Wyndham is influenced by all levels of Government. Commonwealth and State Governments have a significant impact on regional and local transport outcomes through their control of policy, infrastructure development and strategic land use planning. Set out below are the main policies that affect transport decision-making in Wyndham, which have been carefully considered in the development of the WITS.

Commonwealth:

- National Charter of Integrated Transport and Land Use Planning, 2003
- National Cycling Strategy
- National Land Freight Strategy
- National Road Safety Action Plan 2015-2017
- Black Spot Program
- Roads to Recovery
- Infrastructure Australia Audit and Project Assessments

State:

- Transport Integration Act, 2010
- Plan Melbourne
- Network Development Plan - Metropolitan Rail (2012)
- Melbourne West Growth Corridor Plan 2012
- The long term planning role of Infrastructure Victoria

Regional:

- Western Melbourne Transport Strategy (2012-2030)
- West Trails (expected completion 2016)

Wyndham City Council:

- Wyndham 2040
- Municipal Strategic Statement
- Wyndham Planning Scheme
- City Plan
- Community Health, Wellbeing and Safety Plan

II. Policy

→ 2.1 Wyndham's Policy Vision

"By 2040, Wyndham is a connected city that offers a wide choice of transport options; supports efficient travel within and beyond its region; and provides a sustainable transport system that maximises safety, health, equity, social inclusion, quality of life, environmental outcomes and economic prosperity."

→ 2.2 Wyndham's Transport Policy Statements

Supporting the vision are nine transport policy statements, which reflect the main identified transport issues. The nine statements are inter-related and considered to have equal importance. The policy initiative statements set the direction of the WITS, and provide guidance to the desired outcomes for the } transport system.

Land Use and Transport Integration: *"Integrate transport and land use to make it easier to live and work locally through sustainable transport choices."*

Active Transport/Walking and Cycling: *"Enable a pedestrian and cycling network that is comfortable, attractive and safer for a broad range of users."*

Public Transport: *"Support and strongly advocate for a safer, more integrated and inclusive public transport system that meets the needs of a growing population."*

Freight: *"Optimise freight transport efficiency to maximise economic opportunities, whilst minimising adverse impacts on the community and residential amenity."*

Road Network: *"Deliver a road network that meets the social, environmental and economic needs of a growing city."*

Road Safety: *"Work with key stakeholders to eliminate fatalities and serious injuries on the road network."*

Other Transport Modes: *"Encourage and enable a range of current and future transport options which contribute to a sustainable and more inclusive transport system."*

Transport Demand Management: *"Promote equitable Transport Demand Management measures to manage congestion and optimise overall transport network efficiency."*

Education, Promotion and Communication: *"Promote smarter, healthier, more environmental sustainable travel choices through education, promotion and communication."*

→ 2.3 Decision Making Principles

The Transport Integration Act (TIA) 2010 is the main overarching State Government policy and legislative framework for transport decision making in Victoria. When Wyndham makes a decision that has a significant impact on the transport system; it must have regard to the objectives outlined in the TIA.

A set of six principles have been drafted to align with the TIA transport system objectives. The six principles will guide any future decisions made in relation to the WITS, to ensure Wyndham complies with the TIA.

1. Social and Economic Inclusion - The transport system should accommodate as many users as possible with varying travel requirements and ability levels.

2. Economic Prosperity - The transport system should facilitate economic prosperity by enabling efficient and effective access for persons and goods to places of employment, markets and services; increasing efficiency through reducing costs and improving timeliness; fostering competition by providing access to markets; facilitating investment in Wyndham and the region; and supporting financial sustainability.

3. Environmental Sustainability - The transport system should actively contribute to environmental sustainability by protecting, conserving and improving the natural environment; promoting transport modes with the least impact on the natural environment; and preparing for and adapting to the challenges presented by climate change.

4. Integration of Transport and Land Use - Integrate the transport system and land use to improve accessibility and transport efficiency, with a focus on maximising access to residences, employment, markets, services, recreation, and social and economic opportunities; planning and developing the transport system more effectively; reducing the need for private vehicle transport and the extent of travel; and facilitating better access to, and greater mobility within, local communities. Transport infrastructure and services should be provided in a timely manner to support changing land use and associated transport demand. The transport system should improve the amenity of communities and minimise impacts of the transport system on adjacent land uses.

5. Efficiency, Coordination and Reliability - The transport system should balance efficiency across the network; maximise the efficient use of resources; facilitate integrated and coordinated travel within and between different modes of transport; and provide predictable and reliable services and journey times.

6. Safety, Health and Wellbeing - The transport system should seek to continually improve safety performance; minimise risk of harm; and promote forms of transport which have the greatest benefit for, and least negative impact on, health and wellbeing.

→ III. The Strategy





3.1 Land Use and Transport Integration



Policy Statement:

“Integrate transport and land use to make it easier to live and work locally through sustainable transport choices.”

Wyndham’s Target:

“By 2040:

- Wyndham’s residents can access 90% of their weekly needs within the municipality, and***
- 70% of the working population have the potential to work in Wyndham.”***

The way that cities are developed has a fundamental impact on how people travel and is vital in connecting communities. Factors commonly referred to as the 6D’s – destinations, distance, design, density, diversity and demand management affect how, where, why and when people travel. Transport factors such as public transport service quality (including such things as reliability, frequency, travel time, information provision, connectivity, accessibility, modal and intermodal integration, amongst others); road network efficiency (including such things as service levels, capacity, origin destination travel times and connectivity, amongst others); presence of comfortable walking and cycling routes; parking supply; and transport demand management policies; can influence where people choose to live; where businesses locate; and where essential services and amenities such as schools, hospitals, fresh food outlets, support organisations and community facilities are provided.

Plan Melbourne (State Government) and the Municipal Strategic Statement (Wyndham Planning Scheme) both indicate that higher density residential, mixed-use development and employment areas should be concentrated near public transport hubs and corridors, and in designated activity centres (identified in Wyndham’s Activity Centre Strategy - 2016). In addition, the Western Industrial Precinct is a designated ‘State-Significant Industrial Precinct’ and the East Werribee Employment Precinct is a designated ‘National Employment Cluster’. Servicing these major activity centres is one of many key planks of the transport and land use planning approach to be deployed.

Precinct Structure Plans are the primary mechanism to plan for growth areas. Land owners within growth areas are unable to develop their land until a Precinct Structure Plan has been completed. The Precinct Structure Planning Process not only plans for the proposed land uses, but also the associated infrastructure required to support these land uses. This infrastructure includes the transport infrastructure required as well as how to finance this infrastructure. However, the use of average dwelling densities in PSPs is not sufficient to support optimal Transit Orientated Development. A total of 14 Precinct Structure Plans have been completed to date.

In order to reduce the growth in demand for travel and increase the use of more sustainable modes, it will be critical to make public transport and other sustainable modes more viable/competitive for greater numbers and types of travel requirements, and concentrating new developments within or near activity centres to enable shorter trips due to the proximity of jobs, shops, services and major public transport hubs.

→ Programs

Program 1: Integrate land use planning and transport planning to achieve increased transport efficiency and sustainability outcomes.

Wyndham City is heavily involved with Precinct Structure Plans (PSPs) developed by the Metropolitan Planning Authority. The PSPs enable new growth areas to be planned and managed, and to incorporate Council’s land use planning objectives. Wyndham will need to work with stakeholders in the PSP areas to ensure that land use developments support the preferred transport outcomes.



The East Werribee Employment Precinct (EWEP) will also evolve significantly with further planning work progressing. EWEP is proposed to contain significant employment, residential, and student intensity within 1km of the Werribee City Centre.

In addition, six more PSPs yet to be delivered:

- Oakbank
- Bayview
- Mambourin East
- Werribee Junction
- Quandong
- Aviators Field

Wyndham's Residential Growth Management Strategy has been developed to guide land uses and to manage the significant growth currently being experienced. Wyndham's Target (WT-1) will also guide any reviews or changes to planning schemes, or any other planning activities within the city.

Program 2: Increase transit oriented development.

Transit Oriented Development (TOD) is development that is designed to increase the use of sustainable transport options. It consists of higher densities, walkable communities, mixed uses, high quality access to public transport and regional pedestrian and bike paths. TOD is usually planned for around higher order rail stations. As stated, the use of average dwelling densities in PSPs does not sufficiently support the development of optimal TODs.

Successful TOD's show a higher percentage of residents using active or public transport to access employment, entertainment and services than other areas of the city. The danger of not have a target of increasing the prevalence of TODs is that the opportunity to increase the modal split to sustainable transport options will be lost with more traditional development outcomes.

Wyndham's Housing and Neighbourhood Character Strategy (2015) has identified area for greater densities around higher frequency public transport routes. In addition, there is a current internal project looking at development around existing and future railway stations.

Program 3: Support the Werribee City Centre's growth as the 'Capital of Melbourne's New West'.

The Werribee City Centre is Wyndham's Principal Activity Centre and commercial heart. It is a regional focal point for work and leisure. Situated around the picturesque Werribee River and Wyndham Park, the Centre's amenity, attractions, services and infrastructure are outstanding assets and a solid platform for continuing development. The Centre's role as the principal activity centre in Wyndham will also contrast with and compliment the development and growth in the adjacent East Werribee Employment Precinct. The Werribee City Centre is growing and a large scale enhancement and activation program led by Wyndham City aims to facilitate further growth.

The Werribee City Centre has a high level of service by metropolitan train, bus, active transport and vehicular connections. Its role as a principal activity and public transport centre increases legibility and structure to the transport network, as well as economies of scale to attract specific services. Recent planning initiatives to encourage increased development densities and a greater mix of uses will support transport services to and from the City Centre. This in turn will give residents greater access to employment, services, and entertainment.

There is the opportunity to improve transport connections further as a part of the Werribee City Centre enhancement and activation program. Transport issues needing to be addressed in the Werribee City Centre include:

- Access, safety and presentation issues at Werribee Train Station.

- Gaps in the on-street and off-street bicycle and pedestrian path network.
- How the level crossing removals are resolved, in a manner that achieves good multi-modal access and amenity outcomes.

Program 4: Investigate the transport implications in Wyndham of the 20 minute neighbourhood concept, identified in Plan Melbourne.

The Plan Melbourne Refresh, currently being drafted, proposes the 20-minute neighbourhood concept (i.e. the ability to meet your everyday (non-work) needs locally, primarily within a 20-minute walk). The challenge in Wyndham is that neighbourhood specific transport network responses are likely to be needed for different areas, depending on the age they were developed. In the growth areas, the gazetted Precinct Structure Plans (PSPs) have already nominated areas for specific land uses. Further work is needed to determine if a 20 minute neighbourhood can be achieved in these areas.



3.2 Active Transport/Walking and Cycling



Policy Statement:

“Enable a pedestrian and cycling network that is comfortable, attractive and safer for a broad range of users.”

Wyndham’s Target:

“Proportion of mode share for walking and cycling trips to triple by 2040.”



Almost every trip begins and ends as a pedestrian, whether they walk, cycle, take public transport, drive or use a mobility aid. Walking and cycling are great ways to improve health, reduce environmental impacts, enhance social interaction, save money and support local businesses. What makes a city attractive for walking or cycling depends on built environment features like density and urban design, as well as network connectivity and accessibility, the quality and availability of infrastructure, including such things as end of trip facilities, and perceptions of safety.

There is good potential for walking and cycling to become more popular forms of transport in Wyndham due to the relatively flat topography, suitable climate, and proximity to public transport hubs and activity centres. Walking and cycling are often the fastest modes of transport in congested urban areas and an effective way to improve health, reduce carbon emissions and save on transport costs.

Notwithstanding these favourable conditions and advantages associated with increasing rates of walking and cycling, only 1.4% of residents walk or cycle to work in Wyndham (2011 Census). It is apparent that these favourable conditions alone will not deliver the walking and cycling outcomes sought. As a result, we will continue to improve walking and cycling infrastructure to increase accessibility to active transport for all. Parkiteer cages have been successful in Wyndham. In February 2016, the Parkiteer at Williams Landing Station was at 83.8% capacity and at 55.1% capacity at Hoppers Crossing Station.

→ Programs

Program 5: Build a connected and accessible walking and cycling network.

We will deliver a dense, connected and accessible network of high quality and safer on and off road cycling facilities and walking paths that cater for current and potential future desire lines as well as a broad range of prospective users with differing mobility levels.

Wyndham currently has an expansive walking and cycling network but there are gaps in the network, infrastructure not up to current standards, and a need for network expansion.

With the breadth of work required and the need for this work to be prioritised, we will require a new Walking Strategy and Cycling Strategy to ensure planning for active transport infrastructure and facilities is undertaken in a knowledgeable and succinct way. The development of these strategies would need to investigate missing links in the network, the sections of the network that are unsuitable for those with a disability, the aged, or families, and consideration of crime prevention through environmental design (CPTED) principles. The outcomes would be to inform future project planning, avoid creating additional missing links, and guide other projects to improve their design to accommodate active transport needs.

Maintenance and monitoring of the network is important. Streamline maintenance along active transport routes will maximise trust and usability of the network while monitoring the network will increase our knowledge and enable us to better plan for the needs of the residents.

Wyndham is also represented on the Melbourne Visitor Signage Coordinating Committee, which is undertaking a wayfinding signage project to assist in delivering consistent and integrated wayfinding signage that prioritises the user.

These projects and strategies will also assist when working with the State Government and adjacent municipalities to improve walking and cycling connectivity across boundaries and to regional destinations.

Program 6: Support active travel programs in Wyndham.

Wyndham will continue supporting active travel programs due to the broad range of benefits it has for our community.

Wyndham's Active Travel Schools Program aims to reduce traffic congestion around schools through increasing the number of students, staff and families who walk, ride, scoot or skate to school. Schools work in partnership with Council to develop a school travel plan, which outlines a long term approach to reducing traffic congestion; creating safer road environments around schools and supporting students, staff and families to be physically active on the journey to and from school. The plans also help the school to create an active travel culture and improve the health of their school communities.





3.3 Public Transport



Policy Statement:

“Support and strongly advocate for a safer, more integrated and inclusive public transport system that meets the needs of a growing population.”

Wyndham’s Target:

“30% of all motorised trips will be on public transport by 2040.”



Public transport plays a vital role in reducing car dependency; managing congestion and improving the overall liveability in Wyndham. Public transport is the most cost effective, space efficient and environmentally sustainable way to transport people in large numbers, across long distances. It supports an inclusive community by providing mobility to a diverse range of people, regardless of age, ability or socio-economic circumstances.

The drivers of public transport patronage growth are well-established. Existing and potential users want safe, comfortable, reliable, frequent, fast services, with minimal wait times during modal and intermodal interchange as well as comprehensive (ideally real time) service information. The accessibility (how easy are the services to get to) and connectivity (do these services take me where I need to go?) of these services is also critically important.

Partnerships with State and Federal Governments are important as they have significant legislative and financial powers over most of the transport policy, funding, and delivery of services and infrastructure. Public Transport in Wyndham is planned and managed by Public Transport Victoria (PTV), funded by the State Government, and operated by the private sector and State Government companies.

PTV has developed the ‘Network Development Plan – Metropolitan Rail (2012)’, as the first of the specific modal plans, intended to identify the public transport infrastructure and service levels required to support Melbourne’s growing population. In a growth area like Wyndham, it is vital that a Metropolitan Bus plan is also developed to reduce the dependence on private vehicles as the only viable transport mode for most residents.

In 2016, Wyndham’s public transport system includes a series of metropolitan bus routes, including two Night Rider routes, regional coach bus services, and two rail lines – the electrified Werribee Line and the non-electrified Regional Rail Link.



To see improvements to the public transport network, Wyndham will need to work alongside PTV and with the following organisations to advocate to State and Federal Governments and ultimately deliver upon our current and future ambitions in public transport:

- VicRoads and the MPA.
- Public Transport Operators such as CDC, Metro Trains and V/Line.
- Adjoining and Western Region Municipalities.
- Other key stakeholders such as, RACV, Property Developers, Tourism Operators.

Given the critical role of all these stakeholders in helping to realise the desired transport policy outcomes, a significant advocacy effort over the lifetime of the WITS will be a necessary. Collaboration is the key to achieving increased frequencies, improved reliability, decreases in travel times, improved safety and amenity, increased accessibility to public transport, timely provision of the planned major public transport infrastructure, improving intermodal integration and improved accessibility to trip planning tools.

→ Programs

Program 7: Advocate for improved public transport coverage and frequency.

Public transport coverage and frequency are critical elements in achieving improved mode share to public transport and providing choice to residents. Improved coverage and frequency will ensure residents are closer to a public transport service that runs more often. We will continue to advocate for the following improvements to public transport coverage and frequency:

- Continued increase in frequencies, hours of operation and timetable coordination on and between all public transport routes.
- New and expanded bus services in the new growth areas west and north of RRL as well as west of Davis Road to be provided with development.
- Buses to meet the first and last trains on both RRL and the Werribee rail lines.
- Extension of the Green Orbital Smartbus route to Werribee.
- Improved rail access between Werribee and Geelong.
- Improved access to jobs in Truganina and Laverton North.
- Demand response services for low volume localities and/or times of day.

Program 8: Achieve high quality, attractive and coordinated public transport infrastructure to support preferred land use and strategic outcomes.

Increased densities and mixed use developments must be produced in conjunction with improved public transport infrastructure. When incorporating the 'Wyndham Targets' for land use and transport integration, there must be on-going buy-in and involvement from public transport operators and developers to ensure high quality public transport infrastructure can be designed and delivered into these development areas. Not doing so can increase less sustainable transport modes.

In addition, Transit Oriented Developments, and the density and mixed uses that go with them, should be seen as a catalyst for, and complementary to, innovative car parking solutions and increases in public transport infrastructure, such as the planned additional rail stations (construction of the remaining Regional Rail Link railway stations at Black Forest Road, Truganina, Sayers Road, and Davis Road); and the electrified Werribee Line to Wyndham Vale Station.

We will continue to advocate for the following public transport infrastructure:

- Construction of the planned additional rail stations on both the RRL and Werribee lines.
- Delivery of commuter car park solutions with the view towards transitioning to more transit oriented development in the future, as market conditions and bus service levels permit.
- Additional Parkiteer bike cages as demand warrants it.
- Grade separation of all level crossings on the Werribee Line.
- The Werribee to Black Forest Road Rail link to be constructed and electrified to enable Werribee trains to directly connect with RRL services.
- Electrification of Regional Rail Link.

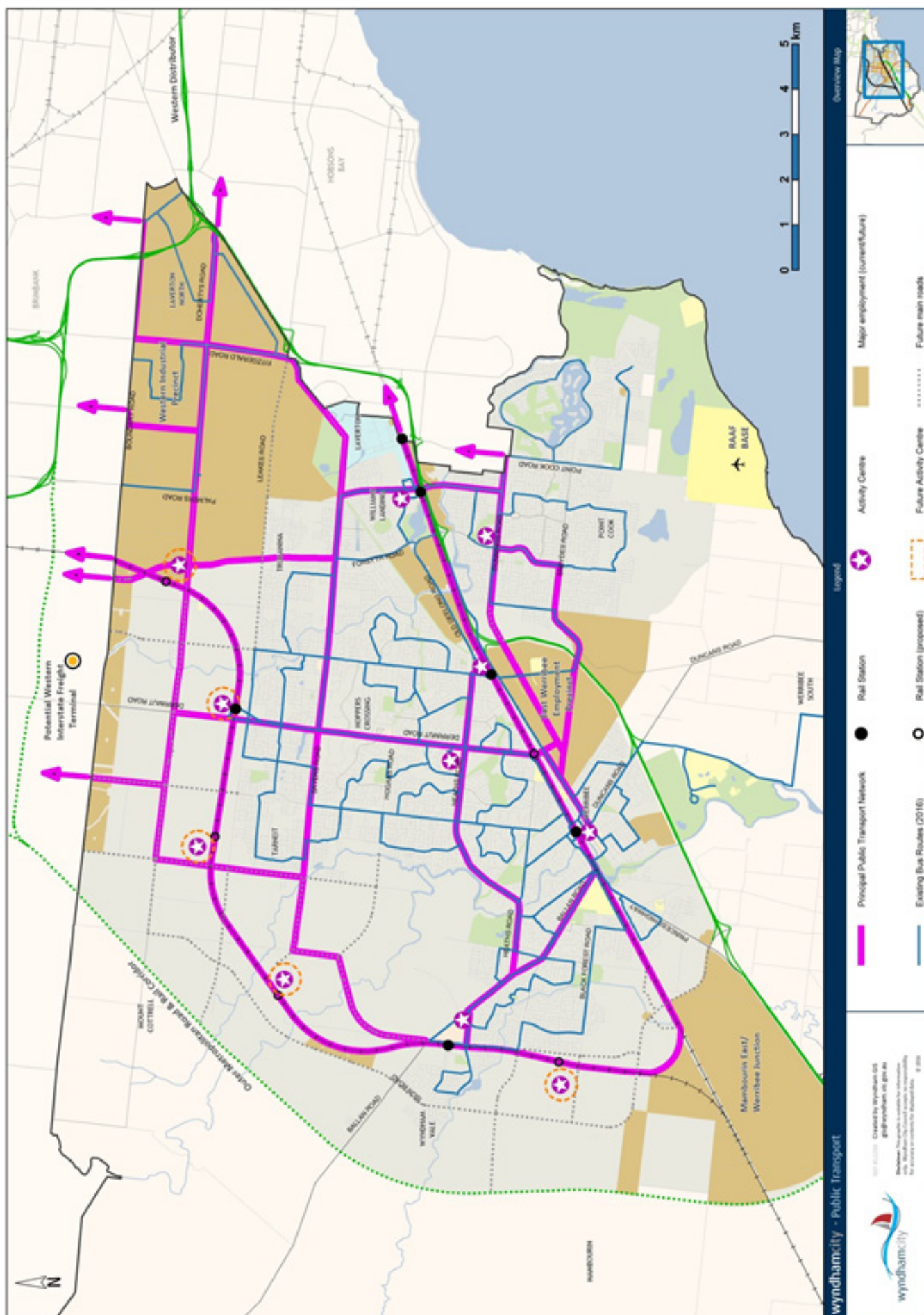


Fig 3: Wyndham's proposed Principal Public Transport Network
(Source: GAA: West Growth Corridor Plan 2012)



3.4 Freight



Policy Statement:

“Optimise freight transport efficiency to maximise economic opportunities, whilst minimising adverse impacts on the community and residential amenity.”

Wyndham’s Target:

“By 2040, Laverton North/Truganina is within the top 3 freight precincts in Victoria.”

The volume of container trade in Melbourne is expected to increase significantly from 2.58 million containers per year in 2011/2012 to about 8 million containers per year by 2040 (Port of Melbourne Corporation, 2015). Freight movement on roads around Metropolitan Melbourne is also estimated to increase significantly from approximately 290,000 vehicles per day in 2011 to 650,000 vehicles per day by 2046 (State Government of Victoria, 2013). This freight movement includes the often neglected less than 12 Tonne freight vehicles, which is as big an issue going forward as the movement of containerised freight by larger trucks.

Maintaining Wyndham’s strategic advantage in freight and logistics is being challenged by road and rail capacity and congestion, market change, and competing infrastructure development. Having an efficient freight network is crucial for maintaining and expanding Wyndham’s as well as Victoria’s economic competitiveness, as goods movement plays a vital role in both the Victorian and Wyndham economies. It is essential that Wyndham works closely with the State Government and the private sector in particular, to develop a highly productive freight network, whilst minimising adverse neighbourhood impacts.

VicRoads Metropolitan North West Region and the six Western Region Councils have developed the Western Region Freight Strategy, which consists of an agreed list of roads critical to the freight network. The VicRoads ‘Smart Roads’ (Network Operating) plans for each municipality, the Principal Freight Network, and the key freight activity ‘nodes’, where all considered when developing the strategy.

There are a number of freight network improvements within or near Wyndham, which will be important contributors to achieving both the State’s and Wyndham’s future strategic freight objectives. These include the potential development of a new port; targeted expansion and development of the arterial road, rail and freeway networks; and development of intermodal freight terminals. To achieve the freight related objectives set out in this document, Council’s engagement in and encouragement of, continuing discussions with the State and Federal Government and the private sector (particularly port operators, financiers, developers, rail freight operators and third party logistics providers) is necessary. This is particularly important considering any possible future port development in the Bay West area and proposed future development of an intermodal terminal system/network for Melbourne, both strategically located with good future access to markets both in Australia and overseas. Both of these initiatives have the potential to contribute significantly to ours and the State’s economic, environmental, sustainability, efficiency and liveability objectives.



→ Programs

Program 9: Collaborate with the private sector and State Government on freight planning and infrastructure.

Wyndham will work with port operators, freight transport operators, major logistics providers and other key stakeholders on planning and infrastructure projects, lobby State and Federal Government, and ultimately deliver:

- Increasing the rail freight mode share to and from the Port of Melbourne and interstate.
- Optimising transport infrastructure to support freight logistics hubs.
- Planning and delivering facilities such as the Western Interstate Freight Terminal, Port Rail Shuttle and Bay West Port. Facilities of this scale, cost and strategic importance will simply not be delivered without the strong and on-going buy-in and involvement from the private sector parties.
- Prioritising the road upgrades identified in the Western Region Freight Strategy.
- Planning and delivering other road projects required to support the employment and industrial precincts of Truganina and Laverton North, along with the future Werribee Junction and Quandong PSP areas.
- Advocating for the early implementation of the Outer Metropolitan Road and Rail corridor, particularly the connection between the M1 and the M8.
- Supporting the increased use of technology to improve freight transport efficiency.

Program 10: Integrate freight transport with land use planning.

Freight is a by-product of a functioning economy. It is critical that freight movements support local economic development but do not impact negatively on the amenity and liveability of the city. We will provide regular input to the State Government on designated heavy vehicle routes to ensure that freight does not conflict with community amenity.

The Principle Freight Network and the Western Region Freight Strategy nominate the primary road freight network. The preferred process is to require land use planning directions that reinforce access to this primary road network to minimise conflict with community amenity. Only if there are no other options should the delivery of last kilometre freight solutions be considered in response to amenity issues.

We must consider enabling High Productivity Freight Vehicles (HPFV) access to appropriate sections of local roads or 'last kilometre' access to local industries in areas that do not significantly impact community safety and amenity. HPFV provide increased efficiencies, including reducing the number of trucks required on the network.





In addition, consideration and analysis must be given to delivery and freight movement in major commercial and retail areas identified in the Wyndham Activity Centre Strategy 2015. Potential issues to explore, include: improving loading zones, providing off-street delivery spaces, revising parking and stopping regulations to improve the efficiency of deliveries, and improving traffic circulation through the use of parallel laneways.

To address these issues we will undertake a local freight review to better understand Wyndham's freight issues and opportunities.

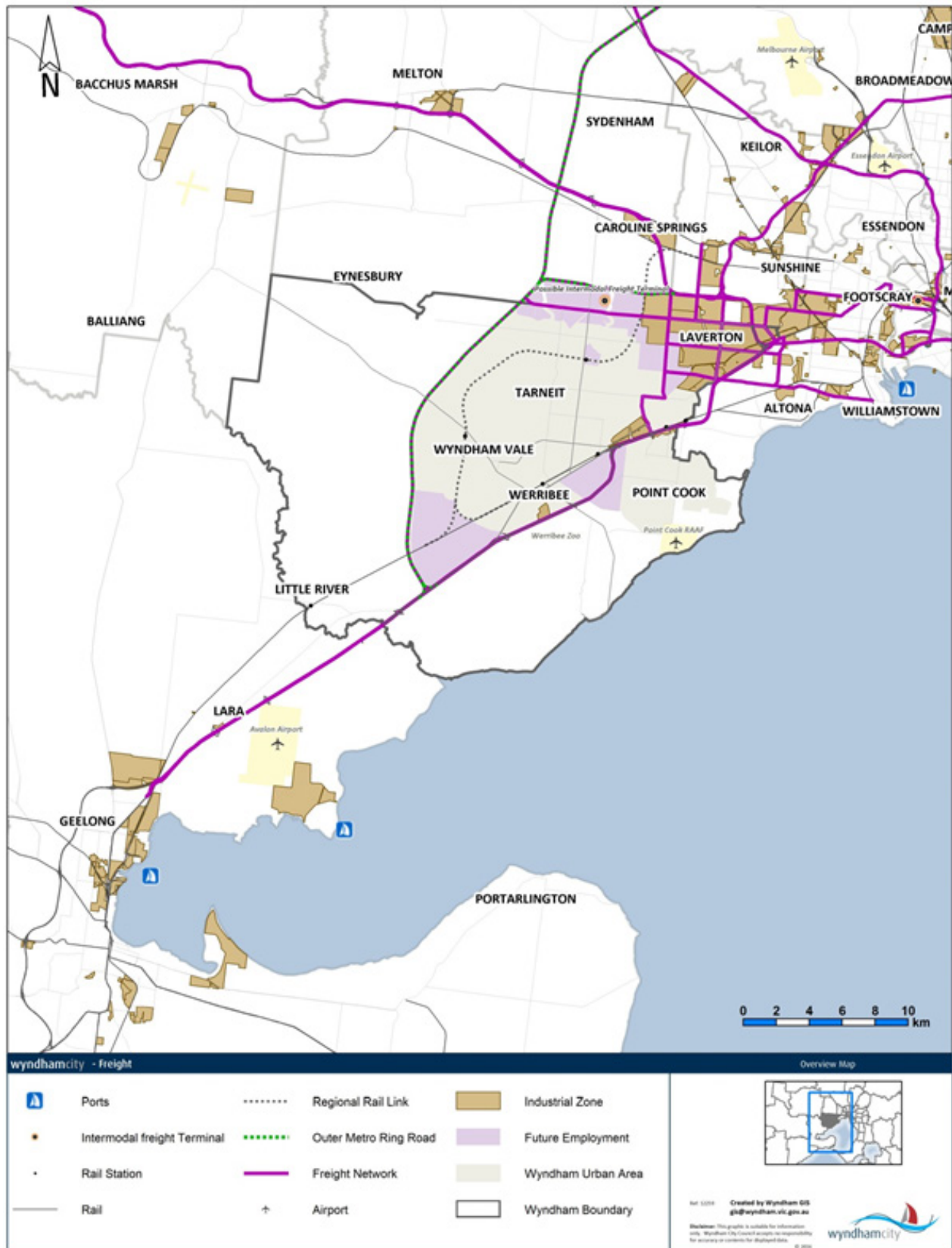


Fig 4: Western Melbourne's proposed Principal Freight Network – Road
(Source: Plan Melbourne 2014)



3.5 Road Network



Policy Statement:

“Deliver a road network that meets the social, environmental and economic needs of a growing city.”

Wyndham’s Target:

“By 2040, peak travel times will be reduced by 30% on current levels.”

Wyndham has an extensive network of roads comprised of 1,345 kilometres of Council managed Local Roads both sealed and unsealed, and 124 kilometres of VicRoads’ managed freeways and arterial roads (as of June 2016). The State Government is responsible for managing and maintaining freeways and declared arterial roads within Wyndham. These include the Princes Freeway, Princes Highway, Ballan Road, Synnot Street, Duncans Road, Heaths Road, Old Geelong Road, Derrimut Road, Sayers Road (east of Derrimut Road), Palmers Road, Boundary Road (east of Palmers Road), Dohertys Road (east of Fitzgerald Road), Fitzgerald Road, Little Boundary Road, Western Ring Road and Point Cook Road.

It is important to note that most of the currently congested roads in Wyndham are declared, arterial roads managed by VicRoads and therefore Wyndham will need to work with and advocate to State and Federal Governments for the funding required to upgrade these declared roads².

The road network is carrying more vehicles than ever before and many sections of the road network have reached capacity. In addition, some main roads managed by Wyndham are performing an arterial road function. This compromises safety, especially for vulnerable users such as pedestrians, cyclists and motorcyclists.

Wyndham has an extensive capital works program to maintain and upgrade its main roads. For example, the draft capital works budget includes a project to duplicate Tarneit Road, between Hogans Road and Bethany Road. In 2016, this is the only section of a Wyndham managed, congested main road requiring duplication. We will continue to conduct annual traffic counts on both declared and main roads to monitor traffic volumes and inform the priorities for road upgrades.

The road crossings over the Werribee Line are also constraining the road network as they are at or over capacity. Based on the Victorian Integrated Transport Model 2014, the number of vehicles crossing the Werribee line is predicted to increase by 95% between 2011 and 2046, and additional grade separated crossings will be required.

The current State Government has committed to removing fifty level crossings over two terms of government. In Wyndham, the Cherry Street and Werribee Street level crossings are on this list but not until the second phase. Wyndham has advocated for the inclusion of the Hoppers Crossing, Old Geelong Road level crossing to be added to the list.

As highlighted earlier in this document, traffic congestion is a significant concern for the community of Wyndham as it has a direct impact on quality of life. These impacts include long-travel times, loss of amenity, environmental degradation, health issues and decline in economic productivity. Building more road capacity alone is not a sustainable way to address traffic congestion nor does it represent the whole-of-system approach that is required to provide optimised and sustainable outcomes. A more holistic approach is needed.

²**Declared Roads:** Declared Roads are arterial roads that are managed by VicRoads; a State Government Statutory Corporation.

→ Programs

Program 11: Upgrade the arterial road network.

As stated, it is important to note that most of the currently congested roads in Wyndham are managed by VicRoads and therefore Wyndham will need to work with and advocate to State and Commonwealth Governments for the funding required to upgrade these declared, arterial roads. Wyndham is partnering with VicRoads on road design, development and business cases.

We will continue to strongly advocate for:

- Upgrading of roads, intersections and freeway interchanges that are suffering from heavy congestion, delaying bus services and have safety issues.
- Grade separating existing rail level crossings to increase safety and reduce congestion at these pinch points.
- The declaration of new arterial roads aligned with development growth.
- Building additional or duplicating existing rail grade separations and river bridges to accommodate transport growth.
- Prioritising road projects which benefit local job creation and economic growth.
- Improving access to/from Melbourne's CBD.

Figure 5 illustrates Wyndham City Council's current priority list for major road improvements, however, regular assessments are undertaken to maintain an up to date list.

Program 12: Create an environmentally sustainable road network that optimises access and mobility for people and goods.

In the context of the Wyndham Integrated Transport Strategy, "Sustainable" means: 'Meeting the social, environmental and economic needs of the present without compromising the ability of future generations to meet their own needs'.

A sustainable road network needs to provide a clear hierarchy from local access streets, through connector streets, to main roads and arterial roads. Planning a hierarchy allows land use planning to interact appropriately, increasing safety and legibility of the road network and therefore optimising the network for access and mobility. We will continue to implement traffic calming solutions in response to neighbourhood amenity issues and improve safety for all road network users.

A component of increasing accessibility is by using the road reserve to support social cohesion through:

- Ensuring best practice walking and cycling infrastructure design is incorporated into road design approvals for new or upgrades to existing roads.
- Ensuring access to bus stops and appropriate bus priority measures are provided.
- Exploring opportunities to implement shared zones in commercial areas.
- Exploring alternative traffic calming solutions.
- Exploring opportunities to reallocate road space for public use in commercial areas.
- Identifying better use of the road reserves in residential areas noting current issues such as narrow road pavement widths in older areas, parking on nature strips and garage use.

Part of creating an environmentally sustainable road network is continuing to explore opportunities to improve the environment when building or upgrading transport infrastructure. Where viable and in compliance with the relevant Wyndham City Council and Vic Roads specifications, recycled materials may be utilised in the construction of roads. Other opportunities could include:

- Identifying innovative road designs to improve stormwater management, supporting or maintaining local flora, landscaping, tree plantings, and wildlife habitat that suit the environmental conditions in Wyndham.
- Increasing the use of environmentally sustainable road construction materials and practices.

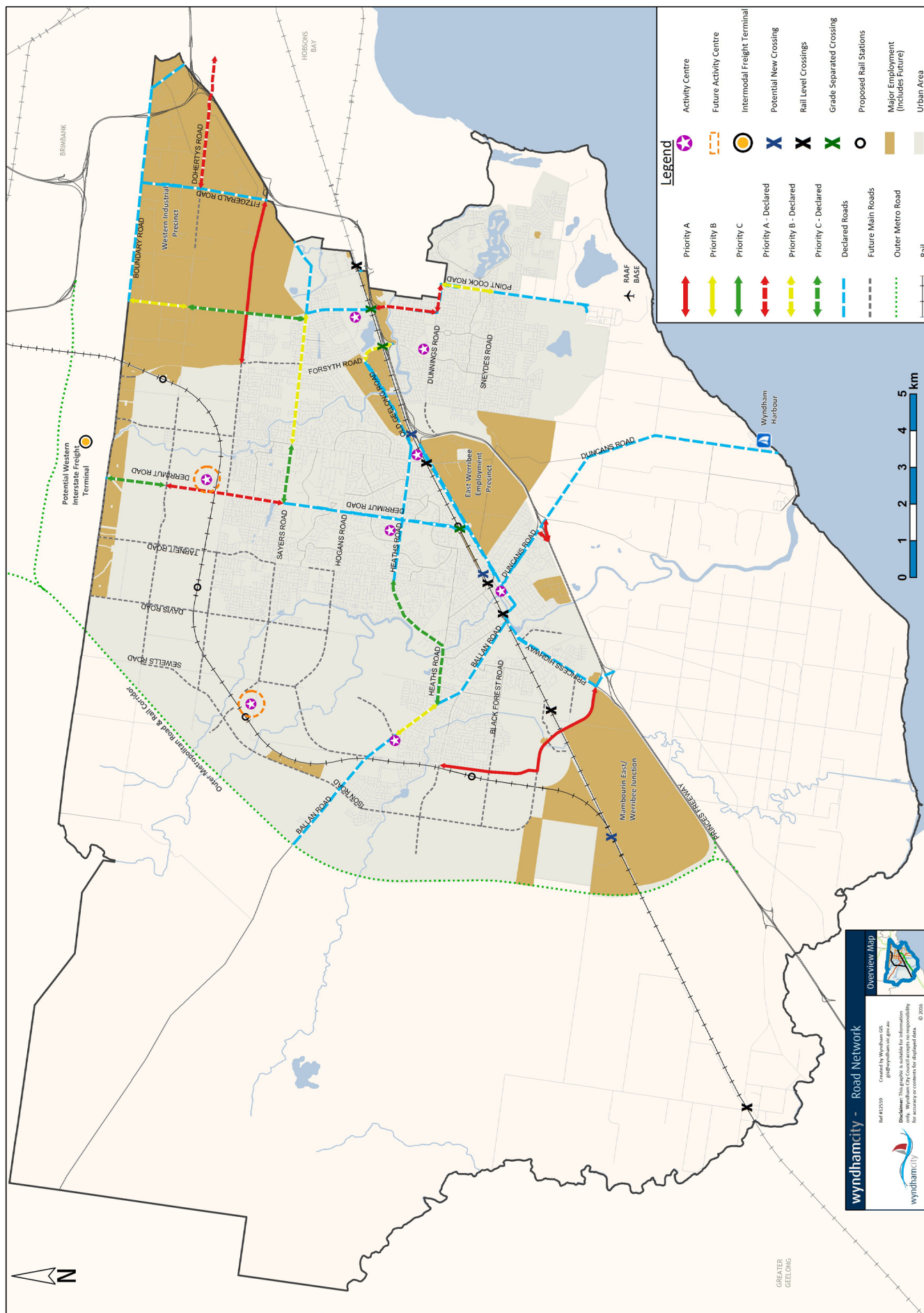


Figure 5: Road upgrade priorities and declared roads



3.6 Road Safety



Policy Statement:

“Work with key stakeholders to eliminate fatalities and serious injuries on the road network.”

Wyndham’s Target:

“Reduction of serious injuries and deaths on Wyndham Roads to zero in line with TAC’s Towards Zero goals.”

Most serious injuries and deaths resulting from road crashes are preventable and we can all play a role in improving road safety. In the five year period from 1 January 2009 to 31 December 2013, road crashes in Wyndham resulted in 30 fatalities, 89 seriously injured resulting in hospitalisation over 14 days, and 542 injured resulting in hospitalisation 14 days or less (Transport Accident Commission, 2015). Of these:

- Children aged 0 to 17 were involved in significantly more crashes resulting in an injury requiring hospitalisation 14 days or less.
- The most common collision types resulting in an injury (in decreasing order) were: run off a straight road, same direction, opposite direction and adjacent direction.
- There were five pedestrian fatalities and 60 pedestrian injuries (45 hospitalised 14 days or less and 15 hospitalised more than 14 days).
- There were 82 collisions involving cyclists in Wyndham with 56 percent occurring at intersections.

Governments can make roads safer through engineering, enforcement and education. The Australian Government allocates infrastructure resources and regulates safety standards for new vehicles. The State Government manages licensing, registration, enforcement, and education programs, in addition to delivering safer road infrastructure. Wyndham City Council delivers a wide range of road safety initiatives, including: safer road infrastructure, local area traffic management, and education and awareness campaigns. Individual road users can make a significant difference by using the road system responsibly and making the right choices. There are many others involved, including planners, engineers, road designers, policy makers, teachers, insurance providers, and vehicle manufacturers.

Many Australian jurisdictions are adopting the ‘Safe System’ approach as a guiding framework for delivering road safety outcomes. This is a holistic view that aims to minimise the risk of death or serious injury by factoring the interaction between roads, vehicles, speeds and road users. The aim is to provide a more forgiving and self-explaining road system that recognises that people make mistakes and that people are vulnerable. Human bodies have a limited ability to withstand crash forces without being seriously injured or killed.

Wyndham’s road safety vision is consistent with the State and National vision, to “eliminate fatalities and serious injuries from road crashes.” Road safety is a shared responsibility and therefore a collaborative approach is required to achieve this vision.

→ Programs

Program 13: Adopt the ‘Safe System’ approach.

The Transport Accident Commission (TAC) is currently running the Towards Zero campaign with the ultimate aim is to achieve no roads deaths or serious injuries on Victorian Roads. The ‘Safe System’ approach is part of the campaign, which targets Safer Roads, Safer Vehicles, Safer People and Safer Speeds.

Wyndham already works towards reducing/eliminating the risk of fatal and serious injury crashes through proactive and targeted implementation of the 3 E’s (Engineering, Enforcement and Education). There

The Transport Accident Commission (TAC) is currently running the Towards Zero campaign with the ultimate needs to be continued support for internal, State Government and other stakeholder road safety education campaigns and initiatives. Wyndham already supports the Roadsafe Westgate 'Fit to Drive' program operating in secondary schools across Wyndham. Another example is the RACVs 'Years Ahead' program for older drivers. Applying the 'Safe System' approach in Wyndham will required both internal training and community education components.

Wyndham utilises crash/accident/blackspot data and first principles road safety audits to identify road safety investments to address the risk of fatalities and serious casualty crashes, including but not limited to:

- Working with the relevant State Government departments and agencies to continue to monitor collision data across the municipality for all modes, including the more vulnerable road users, pedestrians, cyclists and motorcyclists. This data helps identify problem locations and/or causes, and assists in developing appropriate road safety treatments.
- Continuing to submit to the Federal Government for Blackspot funding and the State Government for SRIP funding to improve safety on Wyndham's roads.
- Reviewing and use the AusRAP star ratings for Arterial Roads.
- Local area education of traffic speeds and behaviour.
- Developing education programs to highlight and reinforce appropriate driving behaviour.
- Subdivision road network design to reinforce low traffic speeds and movement networks.



3.7 Other Transport Modes



Policy Statement:

"Encourage and enable a range of current and future transport options which contribute to a sustainable and more inclusive transport system."

Wyndham's Target:

"By 2040, 50% of all trips use sustainable and equitable transport."

There are a range of transport modes that are part of the current transport mix or could be part of the future transport system that have not been covered so far in the strategy. These include taxis, light rail, community bus/transport, car-pooling, motorised mobility devices, ferries, car share³, bike share⁴, electric vehicles, and autonomous vehicles. There are many benefits to having a wider range of transport options, including: reducing road congestion, lowering environmental impact, and delivering a more inclusive and equitable transport system for a diverse population. Therefore, it is important to start planning now to optimise the potential of these other modes in the future.

³**Car Share:** A system where an operator has available cars to lease. These cars are usually located in car parks across the city and can be hired to members either on an hourly or daily rate. The current operators in Melbourne are Flexicar (<http://www.flexicar.com.au/>), GoGet (<https://www.goget.com.au/>) and Green Share Car (<http://www.greensharecar.com.au/>).

⁴**Bike Share:** A network of bike pods that are situated within an area where you are able to hire a bicycle on a short term basis. See <http://www.melbournebikeshare.com.au/> for the bike share system in the central Melbourne area.



→ Programs

Program 14: Monitor, Research and Support alternative transport modes.

Wyndham is coordinating the establishment in 2016/17 of the 'Western Region Community Carpooling' project.

As the electric vehicle market grows, there will be a greater need for charging stations within the city. We will research the viability, the need for charging stations/facilities, and the future opportunities within Wyndham. Likewise with autonomous vehicles, we will monitor developments in autonomous vehicle research and technology and collaborate with stakeholders, such as RACV, who have current knowledge and experience.

Motorised mobility devices are an essential transport mode that isn't often recognised but can create issues where they interact with other transport modes. We will undertake a study on the issues related to the use of motorised mobility devices within the city, to identify recommendations that ensure accessibility and safety remains a priority where they interact with other modes.

We will encourage and enable, in co-operation and co-ordination with the private sector and the State Government, car share, bike share and car-pooling (trip sharing). Such initiatives could be supported by:

- Alternative community transport options for residents that cannot utilise existing public transport or private vehicles.
- More high occupancy lanes on major arterials.
- Providing more on-street parking spaces for car share.
- Encouraging developers to provide car share, through modified car parking requirements.
- Providing bike share pods in activity centres and along key regional paths, e.g. Federation Trail, Skeleton Creek Trail, Werribee River Trail and the Bay Trail.

We will continue to monitor the potential for a ferry service between Wyndham and the CBD, and support the establishment of a service, if it is feasible from a land use, social, environment, financial and economic perspective.

Wyndham is undertaking a Community Transport Service Review in 2016, which is focused on the transport disadvantaged group of people who cannot access other modes of transport due to age or disability. The scope of the review will consider the different program streams that the buses are currently used for, being transport to regular community groups and programs; social day trips for social groups; and (limited) after-hours access for community groups to the vehicles.



Policy Statement:

“Promote equitable Transport Demand Management measures to manage congestion and optimise overall transport network efficiency.”

Wyndham’s Target:

“There will be no parking congestion in Wyndham by 2040.”

Transport Demand Management (TDM) refers to the use of incentive or disincentive measures to influence travel behaviour to improve efficiency and sustainability of the overall transport network. Factors including cost, travel time, convenience, comfort, safety risk, exposure to weather, geography and land use patterns can all influence how, when and where people choose to travel.

Although individual decisions are variable, the basic principle of demand shows that people tend to travel more when generalised costs (takes in the costs of travel, including monetary costs, opportunity costs, value of time costs, health costs, environmental costs etc.) of travel decline, and travel less when generalised costs increase. TDM typically aims to reduce road congestion by minimising unnecessary driving trips; carefully managing parking demand and supply; increasing trips by walking, cycling or public transport; and increasing vehicle occupancy. TDM can also apply to manage public transport congestion in peak periods.

TDM is particularly important in areas where demand outstrips supply for certain transport infrastructure, for example, on and off street parking in highly trafficked areas of Wyndham. Currently, demand for car parking in activity centres and at rail stations is extremely valuable and exceeds the supply available. TDM can help to recalibrate the supply and demand interaction.

→ Programs

Program 15: Develop and implement policy and planning tools, along with deployment of ‘Wyndham’s Targets’ and targeted infrastructure, to ensure that parking is provided in the most effective, efficient and sustainable way possible.

Given the prominence of congestion as an issue in Wyndham, the cornerstone of our TDM suite of initiatives will be those related to parking demand and supply management. A Wyndham Parking Strategy is currently being prepared in 2016/17. Issues that will need to be considered, include:

- The Wyndham Planning Scheme requirements for the provision of on-site parking in new developments.
- Time restrictions matched to surrounding land uses.
- Restricted supply (in terms of numbers of spaces and/or time limits of spaces) in areas of high congestion with public transport and other access options.

Program 16: Determine an appropriate and equitable mix of Transport Demand Management measures to improve transport efficiency across Wyndham.

There are a broad range of TDM measures that can be deployed, including but not limited to:

- Flexible work schedules.
- Workplace and school TDM programs. Currently, Wyndham’s Active Travel for Schools program supports a holistic approach to increasing active travel rates and reducing traffic congestion around schools.
- Car-pooling (or trip sharing), e.g. The ‘Western Region Community Carpooling’ project.
- Road space reallocation, for example, high occupancy lanes (T2, T3 etc.) and dedicated bus lanes.
- More accessible, connected and safe walking and cycling infrastructure, including end of trip facilities etc.

- Intelligent Transport Systems (ITS) such as digital real time public transport information, estimated travel times along arterial roads or managed motorways.
- More frequent, reliable, fast public transport, taking people where they want to go, when they want to go, in a safe, comfortable and timely manner.
- Improved public transport integration to minimise wait times and end-to-end journey times.

These complementary measures can provide a mix of incentives and disincentives, or “carrots and sticks”, aimed at achieving the ‘Wyndham Target’ WT-8. Equitable TDM measures need to complement our parking initiatives, improve network-wide efficiency, manage traffic congestion, improve efficiency for people and freight, and more evenly distribute travel demand at both on and off-peak travel times. Co-operation and co-ordination with State Government, private transport operators, employers and other key stakeholders will be critical in striking the optimum mix and deploying the above measures accordingly.

We will work with the State Government, adjacent municipalities and the private sector to identify appropriate and equitable TDM measures, and support their implementation across Wyndham.



3.9 Education, Promotion and Communication



Policy Statement:

“Promote smarter, healthier, more environmental sustainable travel choices through education, promotion and communication.”

Wyndham’s Target:

“100% of Wyndham residents are aware of all their travel choices by 2040.”

Education, promotion and communication can be effective ways to encourage people to make smarter, healthier and more environmentally sustainable travel choices; and to maximise use of existing infrastructure and services.

Educating people about using the transport system in a safer and more respectful manner can also help reduce conflicts, manage capacity constraints, improve freight efficiency and enhance safety.

→ Programs

Program 17: Promote sustainable transport choices.

To achieve our aims of the strategy, we will need to deliver ongoing education, promotion and communication regarding sustainable transport options. The promotion of the benefits of walking, cycling, public transport and car-pooling to make these modes more mainstream and prominent, as well as the promotion of the infrastructure and trips available to be made with these modes. If residents are unsure how to cycle from A to B, or aren’t able to understand the most efficient way to catch public transport to their destination, this will reduce the desire to use these modes, and are likely to drive.

A component of communication is also wayfinding and other signage on footpaths and bike paths as well as around public transport infrastructure, however utilising technology advancements to improve communication and education for transport users, including but not limited to: internet, social media, apps etc. is also valuable.

Any education or communication will involve encouraging people to share road and path space and use the transport system safely and respectfully. This will enable people to be more understanding of those using sustainable modes, and encourages them to use these modes more often.



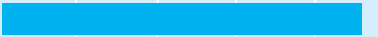



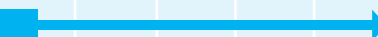







IV. Implementation Plan/Program

→ 4.1 Key Actions

The WITS is comprised of nine targets that together provide a comprehensive framework to support the development of a transport system to support Wyndham into the future. 'Wyndham's Targets' will be achieved through the delivery of a number of specific Actions, detailed in the table below. The timing and delivery of these Actions will be revised annually during drafting of departmental business plans.

Wyndham's Targets	Program	Actions	Timeframe				
			2016 /17	2017 /18	2018 /19	4-10 Years	10 Years
WT-1: By 2040: <ul style="list-style-type: none"> Wyndham's residents can access 90% of their weekly needs within the municipality, and 70% of the working population have the potential to work in Wyndham. 	P1: Integrate land use planning and transport planning to achieve increased transport efficiency and sustainability outcomes.	A1: Continue to work constructively with key stakeholders within Precinct Structure Plan areas to ensure that land use developments assist in achieving Wyndham's Target WT-1.					
	P2: Increase transit oriented development.	A2: Support the internal Council project examining development potential around existing and future railway stations.					
	P3: Support the Werribee City Centre's growth as the 'Capital of Melbourne's New West'.	A3: Support Vibrant City Centres Department deliver an integrated transport network for the Werribee City Centre.					
	P4: Investigate the transport implications in Wyndham of the 20 minute neighbourhood concept, identified in Plan Melbourne.	A4: Research the transport requirements to support a 20 minute neighbourhood in Wyndham.					
WT-2: Proportion of mode share for walking and cycling trips to triple by 2040.	P5: Build a connected and accessible walking and cycling network.	A5: Develop a Wyndham Cycling Strategy to replace the current Wyndham Bicycle Network Strategy (2011) and review every five years.					
		A6: Develop a Wyndham Walking Strategy and review every five years.					
	P6: Support active travel programs in Wyndham.	A7: Collaborate with schools to support them to increase active travel to and from school. This includes the Wyndham Active Travel Schools Program.					
		A8: Work with DET to ensure new schools plan for active travel prior to opening.					

Wyndham's Targets	Program	Actions	Timeframe				
			2016 /17	2017 /18	2018 /19	4-10 Years	10 Years
WT-3: 30% of all motorised trips will be on public transport by 2040.	P7: Advocate for improved public transport coverage and frequency.	<p>A9: Lobby State Government for:</p> <ul style="list-style-type: none"> Continued increase in frequencies, hours of operation and timetable coordination on and between all public transport routes. New and expanded bus services in the new growth areas west and north of RRL as well as west of Davis Road to be provided with development. Buses to meet the first and last trains on both RRL and the Werribee rail lines. Extension of the Green Orbital Smartbus route to Werribee. Improved rail access between Werribee and Geelong. Improved access to jobs in Truganina and Laverton North. Demand response services for low volume localities and/or times of day. 					
	P8: Achieve high quality, attractive and coordinated public transport infrastructure to support preferred land use and strategic outcomes.	<p>A10: Increase collaboration between public transport operators and developers to ensure high quality public transport infrastructure can be designed and delivered into these development areas.</p> <p>A11: Lobby State Government for:</p> <ul style="list-style-type: none"> Construction of the planned additional rail stations on both the RRL and Werribee lines. Delivery of commuter car park solutions with the view towards transitioning to more transit oriented development in the future, as market conditions and bus service levels permit. Additional Parkiteer bike cages as demand warrants it. Grade separation of all level crossings on the Werribee Line. The Werribee to Black Forest Road Rail link to be constructed and electrified to enable Werribee trains to directly connect with RRL services. Electrification of Regional Rail Link. 					
WT-4: By 2040, Laverton North/Truganina is within the top 3 freight precincts in Victoria.	P9: Collaborate with the private sector and State Government on freight planning and infrastructure.	A12: Work directly with the logistics industry and with the State Government to improve freight planning and the delivery of the required infrastructure.					
	P10: Integrate freight transport with land use planning..	A13: Conduct a Local Freight Review to identify last kilometre freight issues and potential solutions to address them.					

Wyndham's Targets	Program	Actions	Timeframe				
			2016 /17	2017 /18	2018 /19	4-10 Years	10 Years
WT-5: By 2040, peak travel times will be reduced by 30% on current levels.	P11: Upgrade the arterial road network.	A14: Collaborate directly with the State Government to increase funding towards declared roads in Wyndham, particularly Priority A roads identified in map (included in WITS). A15: Undertake yearly traffic volume counts on nominated roads across Wyndham to identify roads requiring upgrades or duplications.					
	P12: Create an environmentally sustainable road network that optimises access and mobility for people and goods.	A16: Research and identify suitable methods of delivering improved environmental outcomes in road design and construction.					
WT-6: Reduction of serious injuries and deaths on Wyndham Roads to zero in line with TAC's Towards Zero goals.	P13: Adopt the 'Safe System' approach	A17: Continued support for internal, State Government, and other Stakeholders road safety education campaigns and initiatives.					
		A18: Identify how the 'Safe System' approach in Wyndham can be communicated through internal training and community education.					
		A19: Work with the relevant State Government departments and agencies to continue to monitor collision data across the municipality for all modes.					
		A20: Continue to lobby for Black Spot and SRIP funding from the relevant governments.					
WT-7: By 2040, 50% of all trips use sustainable and equitable transport.	P14: Monitor, Research and Support alternative transport modes.	A21: Support the Western Region Community Carpooling project.					
		A22: Investigate the need and future opportunities for Electric Vehicle Charging Stations.					
		A23: Conduct a Motorised Mobility Device study to identify issues and recommendations related to their use and interaction with other transport modes.					
		A24: Support alternative transport trials.					
WT-8: There will be no parking congestion in Wyndham by 2040.	P15: Develop and implement policy and planning tools, along with deployment of 'Wyndham's Targets' and targeted infrastructure, to ensure that parking is provided in the most effective, efficient and sustainable way possible.	A25: Develop a Wyndham Parking Strategy.					
	P16: Determine an appropriate and equitable mix of Transport Demand Management measures to improve transport efficiency across Wyndham.	A26: Collaborate with State Government, adjacent municipalities and the private sector to identify appropriate and equitable TDM measures, and support their implementation across Wyndham..					
WT-9: 100% of Wyndham residents are aware of all their travel choices by 2040	P17: Promote sustainable transport choices.	A27: Partner with other stakeholders to deliver education and communication programs.					
		A28: Identify alternative approaches to better communicate sustainable transport use and information to all residents.					

→ 4.2 Collaboration

Collaboration is a critical component of delivering a successful WITS. All policy areas in the Strategy required collaboration with the State Government, the Federal Government, neighbouring councils and the private sector.

Transport and Land Use Integration

We will work with land owners such as developers, transport operators such as CDC, Metro Trains and V/Line; major third party logistics providers (e.g. Toll, Qube and Linfox); and other key private sector stakeholders (e.g. tourism operators such as the Werribee Zoo), to help develop improved land use outcomes, particularly near the principal public transport network.

This cooperation will result in an improved mix of land uses within the municipality, more integrated with the transport system, including:

- Public transport – better outcomes for network coverage, service frequency, transit times, modal connectivity and infrastructure for users of the network;
- Greater accessibility to public transport nodes, therefore faster trips using public transport; and
- Freight and logistics – increasing rail freight mode share and planning and delivering facilities such as the Western Intermodal Freight Terminal.

Without this collaboration, transport and land use integration is likely to be poorer with future developments within the Wyndham municipality.

Public Transport

The private sector is heavily involved in public transport service delivery via bus contracts and rail franchise agreements with Government. These contracts and franchise agreements give the private sector the opportunities and mechanisms to be very proactive and innovative, in consultation with stakeholders and the State Government, in where, how and when public transport services are provided. Hence the opportunity for Council to work with them to develop, get approved and deliver, the kinds of public transport service level improvements that are so central to many of our strategic transport objectives set out in this document.

In addition, the State Government is ultimately responsible for managing, planning and funding the public transport services in Victoria. Without collaboration with the State Government, there is no opportunity for us to highlight the needs required in the network currently and suggestions, based off local data and knowledge, about how they can be fulfilled.

Roads and Road Safety

Whilst Wyndham City Council manages the local road network, the State Government through VicRoads manages the arterial road and freeway network. Wyndham City Council is regularly advocating for improvement in the VicRoads Network to ensure bottlenecks are removed and the road network operates efficiently and safely.

In addition, Wyndham City Council is regularly collaborating with the State Government to advocate for the removal of railway level crossings within the municipality.

Freight

Freight, for the majority of its journey within Victoria operates on VicRoads roads, Australian Rail Track Corporation (ARTC) interstate or VicTrack intrastate rail. Collaboration to manage the congestion of the network slowing down freight or the final kilometre of the trip often on locally managed roads is necessary to achieve safe and efficient freight movements across the state and to the ports.

Collaboration with the generators of freight (e.g. distributions centres), the ports and the logistics companies is also important to understand the movements and needs of freight both now and into the future. This will enable us to comprehend further the origins and destinations of freight operating in Wyndham enabling us to work with the State Government on preferred solutions.

TDM and Education, Promotion and Communication

Due to the overlap of responsibilities in the transport network within Wyndham, we must work with the State and the private sector on TDM and Education, Promotion and Communication. This is for a number of reasons:

- Conflicting messages will result in less acceptance of any of the messages;
- Road based TDM often requires consistency on the entire network. In addition, the arterial road network managed by VicRoads is the most used component of the network and is therefore the most logical target for TDM;
- Any TDM that involves public transport must be in conjunction with the private bus operators and the State Government.

→ 4.3 Roles and Responsibilities


Many of Wyndham's transport improvements will require support and/or funding commitment from all levels of Government and importantly, the private sector, to achieve the transport system outcomes required. Strong partnerships across Government, the private sector and other transport stakeholders are essential for success:

- The Commonwealth and State Governments have significant legislative and financial powers over most of the transport policy, funding, and delivery of services and infrastructure.
- The private sector is heavily involved in areas such as public transport service delivery via bus contracts and franchise agreements with Government. These contracts and franchise agreements give the private sector the opportunities and mechanisms to be very proactive and innovative, in consultation with stakeholders and the State Government, in where, how and when public transport services in particular are provided. Wyndham can work with them to develop, get approved and deliver the kinds of public transport service level improvements that are so central to many of our strategic transport objectives set out in this document.

Therefore, it is expected that many of Wyndham's future transport improvements will require a significant advocacy, co-operation and co-ordination effort over the lifetime of the WITS to secure State and Commonwealth Government as well as private sector support and/or funding for projects:

Commonwealth - The Federal Government collects approximately $\frac{3}{4}$ of taxes and is responsible for national transport policies and co-funding of major transport infrastructure. Examples include: Regional Rail Link, Freeway Upgrades and the Western Interstate Freight Terminal, which will be the cornerstone of any future development of an intermodal terminal system/network for Melbourne. The Commonwealth Government provides funding to Council for local roads through grant programs such as "Roads to Recovery."

State Government - The State Government collects approximate $\frac{1}{5}$ of taxes and has significant land use and transport planning influence through overarching legislative, policy and regulatory powers. Some of their main transport responsibilities include: declared arterial roads and freeways, regional trails and public transport including trains (which is privately operated, underlining the importance of the below mentioned advocacy, co-operation and co-ordination with the private sector if our service level objectives are to be met), commuter car parking, Parkiteer bike cages, buses (also privately operated, reinforcing the role of the private sector in bringing our service initiatives to fruition), bus stops and bus shelters.



Local Government - Local Governments relies predominantly on rates revenue and are responsible for statutory planning functions and providing and maintaining transport infrastructure at the local level. This includes about 85 per cent of Victoria's road network and most bicycle and pedestrian paths. An important function for Local Government is to advocate local transport needs to other levels of Government and importantly, the private sector, for example, private bus and train operators –to help build business cases for enhanced service levels and assist in ushering these business cases through Government and ultimately deliver these enhanced services to the people of Wyndham.

Private Sector - given the abovementioned private operation of public transport in Melbourne, bus and train operating companies will play a critical role in helping us realise the public transport service level enhancements flagged in the WITS. The private sector can also play a role in helping us realise other initiatives in the WITS, for example: the freight industry can help advocate for, and potentially deliver, facilities such as the Western Intermodal Freight Terminal (the biggest terminal in Australia is currently being developed by Qube Logistics in Moorebank in Sydney, with minimal Government involvement) and Bay West Port; and developers can help deliver upon the integrated transport and land use system we seek, thereby increasing overall system efficiency and sustainability, including reducing the need/reducing the growth in the need for travel.

V. Monitoring our Success

One of the immediate key tasks to be performed in the implementation phase of this strategy will be to develop and roll-out a comprehensive Performance Management regime. This regime, specifically targeted and developed for use as part of the implementation of this strategy, will be made up of an agreed set of S (Specific).M (Measurable).A (Achievable).R (Realistic).T (Timely) performance indicators, measures and associated targets, aimed at ensuring that:

- Council is held accountable and responsible for the timely achievement of the initiatives and objectives set out in this document.
- Progress towards this achievement can be effectively monitored and remedial actions put in place should works/initiatives not be on track for completion within the time horizon of this strategy.

The 'Wyndham Targets' set measurable KPIs for Wyndham to aim for during the life of the WITS. It is acknowledged that these targets require significant change but are considered to be achievable. A variety of measure will be used to monitor the success of these targets, including:

- Census data
- Household Surveys
- Other internal and external data sources

