



Integrated Comprehensive Transport Plan

March 2015

CITY OF GREATER

GEELONG



The Integrated Comprehensive Transport Plan (the Plan) provides a cohesive transport and land use planning framework for the City of Greater Geelong that aligns with the vision for the region.



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1. Introduction

1.1 Purpose of this document

The Integrated Comprehensive Transport Plan (the Plan) provides a cohesive transport and land use planning framework for the City of Greater Geelong that aligns with the vision for the region. This Plan supersedes the 2003 Geelong Integrated Transport Strategy that saw a large number of its actions implemented. The Plan outlined in this report defines a set of short (<1 year), medium (1–5 years) and long term (5–10 years) strategic actions for planning, developing and managing an integrated transport system that covers the entire City of Greater Geelong region.

1.2 Background

The City of Greater Geelong is experiencing strong population growth and change in its key economic sectors, as more balanced and diversified economic growth is sought from the health, education, tourism, advanced manufacturing, and knowledge sectors.

The Integrated Comprehensive Transport Plan (ICTP) will guide investment decisions for the transport system within the City of Greater Geelong, and meet the region's need to plan for growth and change.

Population forecasts and other indicators suggest that recent trends in population, demographics and the economy will continue over the life of this Plan.

The Plan will guide investment decisions for the transport system within the City of Greater Geelong, and meet the region's need to plan for growth and change.

These trends present a number of transport and land use challenges for the City of Greater Geelong whose planners and decision makers look to respond to the challenges while maintaining and enhancing the city's status as a diverse and successful regional centre. The city is actively encouraging and planning for population growth and economic diversity. Planning for an integrated transport system is an important aspect of the coordinated response.

Forecast economic and population growth presents significant opportunities for the City of Greater Geelong. It is driving the development of a pathway to the city's secure long term future as an attractive place where more people want to live, work, do business, study and spend their leisure time.

The study area for the Plan includes the entire City of Greater Geelong, as shown in the shaded region of Figure 1-1. The diverse area comprises urban, peri-urban and coastal settlements with Avalon Airport and Geelong Port the key gateways. The Plan also includes recommendations outside this study area that address specific issues currently impacting on the City of Greater Geelong.



Figure 1-1 Integrated Comprehensive Transport Plan study area

1.3 Approach to developing the Plan

The Plan's development followed a six stage process, as outlined in Figure 1-2. The approach involved a high level of engagement with key stakeholders and members of the community, through two consultation phases:

- **Stage 2 – Stakeholder engagement:** Workshops with invited stakeholder groups, including government stakeholders, industry and community groups, who identified key issues and opportunities facing the City of Greater Geelong.
- **Stage 5 – Public exhibition:** 28-day public display of the draft Plan to key stakeholders and the community, providing an opportunity for people to submit feedback for incorporation into the final Plan.

1. Study of Documentation	2. Stakeholder Engagement	3. Contextual and Further Analysis	4. Develop Draft ICTP	5. Public Exhibition of Draft ICTP	6. Develop Final ICTP
1a Inception meeting ↓	2a Prepare communication plan ↓	3a Baseline and future conditions analysis ↓	4a Develop strategic directions ↓	5a Prepare for public exhibition ↓	6a Finalise the Plan ↓
1b 2003 strategy audit ↓	2b Investment Logic Mapping - Problem Definition ↓	3b Vision, aims, objective setting ↓	4b Develop prioritised and costed action plan ↓	5b Facilitate 28 day public exhibition ↓	6b Present the Plan to Council
1c review other documents ↓	2c Facilitate stakeholder forums ↓	3c Contextual analysis (initiatives) ↓	4c Develop implementation plan ↓	5c Prepare responses to feedback ↓	
1d Prepare status report ↓	2d Investment Logic Mapping - Benefit Identification ↓	3d Summarise issues/ opportunities ↓	4d Prepare draft Plan ↓	5d Prepare Status Report (summary table)	
1e Develop risk/ assumption register	2e Summarise strategic problems and benefits of intervention	3e Prepare contextual analysis report	4e Prepare Council summary		

Figure 1-2 Approach to developing the Plan

Working through the six stages helped answer the following questions:

- What do we want to achieve?
- What key challenges must we address to get there?
- What are the specific issues that require a response?
- What strategic responses shall we use to address these issues?
- What specific actions are required to address each issue?
- How do we deliver the outcomes?





2. Review of documentation

Council and other organisations have produced a large number of transport and land use planning documents discussing the City of Greater Geelong. Reviewing these documents helped to:

- Understand the relevant background for previous transport and land use planning directions within the City of Greater Geelong.
- Consider the key challenges facing the City of Greater Geelong from a transport and land use perspective.
- Inform the content of this Plan by incorporating relevant messages already endorsed by Council and other agencies.

Reviewing the 2003 Geelong Integrated Transport Strategy offered insight into the actions implemented, currently underway, or not implemented.

This Plan does not supersede previous studies undertaken in the City of Greater Geelong. Instead it draws from their findings to create a set of short, medium and long term actions to address identified transport and land use issues and challenges. The Plan references these earlier reports when providing clear strategic direction to Council on managing and developing infrastructure.

2.1 Review of background documents

A summary of the background reports reviewed is provided in Figure 2-1. The studies highlighted in Figure 2-1 have been particularly helpful in the

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development of the Plan, as these are current and contain relevant recommendations that are applicable to the Plan's strategic actions.

As the Plan is implemented, these background studies will remain important reference documents for Council, as they contain specific details, including analyses and recommendations, which align with the Plan's actions.

3. Context and further analysis

The Plan's development was further informed by analysis of past and future trends influencing transport and land use within the City of Greater Geelong, including investigation of:

- land use mix and key precincts
- demographic and economic profiles
- existing transport network(s).

3.1 Baseline and future conditions assessment

The City of Greater Geelong Local Government Area (LGA) is located 75km south west of Melbourne. In 2014, it had a population of 215,200¹ making it Victoria's largest regional City. Geelong serves as a regional hub for the Barwon Region.

The area is diverse and contains a mix of urban, peri urban, rural, national park and coastal environments. Together they represent a broad range of land use activity. Figure 3-1 summarises the strategic context of the City of Greater Geelong and highlights both the significant size of the study area and the diverse range of activities taking place within.

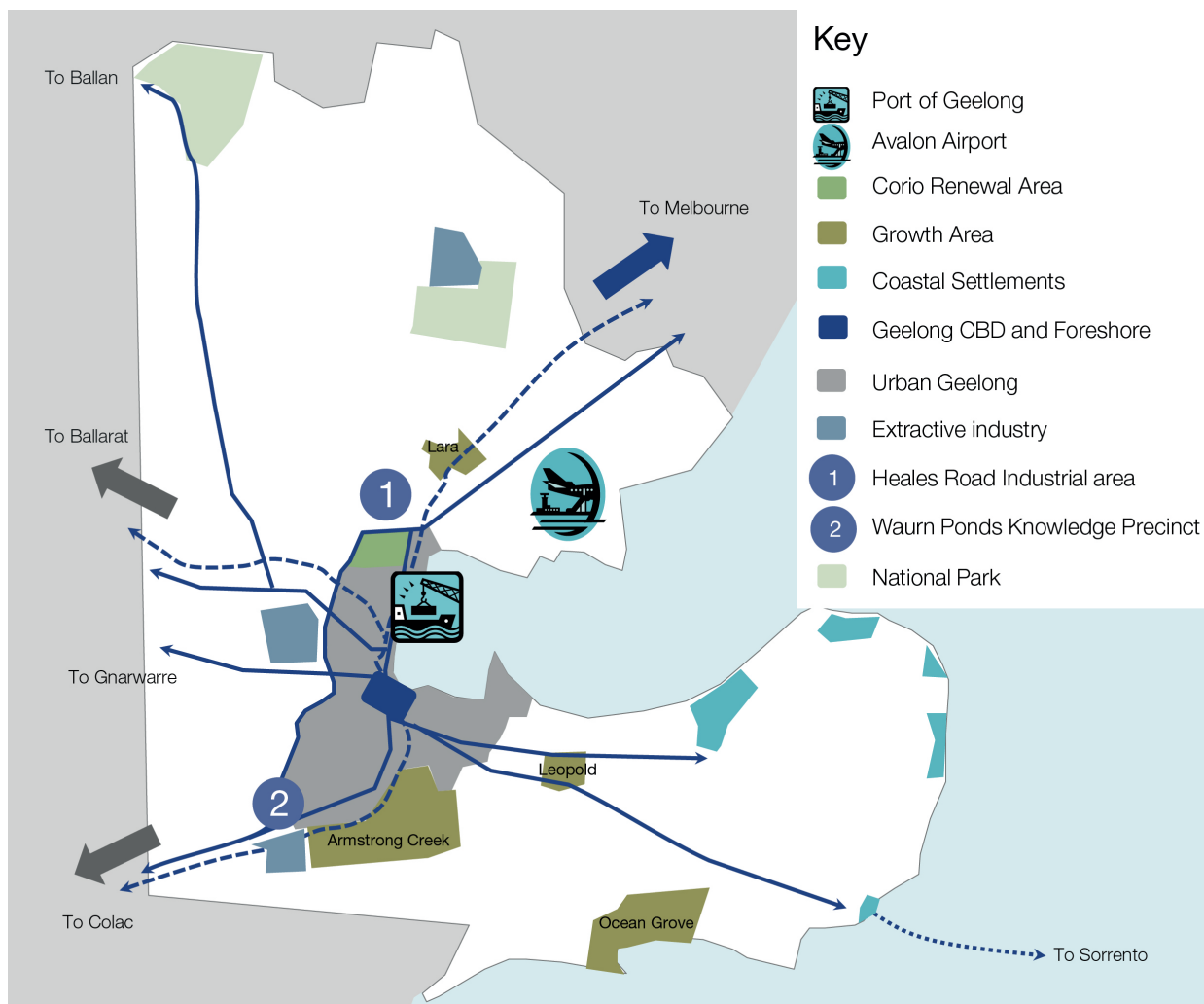


Figure 3-1 City of Greater Geelong Strategic context

¹ Australian Bureau of Statistics



3.1.1 Demographic and economic profile

Population

The City of Greater Geelong's population remained relatively stable for much of the 1980s and early 1990s. It has grown strongly in the past ten years, largely due to employment growth in service industries, as well as increased demand in coastal resort areas. Population growth has been concentrated most heavily in suburban Geelong, as well as Lara and Leopold, and on the Bellarine Peninsula.

Geelong's close proximity to Melbourne, combined with good value for money in the housing market and a high standard of living, makes it an attractive residential development expansion zone. The expansion taking place in suburban Geelong to the south and west at Armstrong Creek and Marshall will accommodate a large proportion of this growth demand, as well as new development in nearby townships including Lara, Ocean Grove and Leopold.

Assuming that all accommodation and holiday homes are at capacity, the population within the City of Greater Geelong increases to 482,215 people on a peak holiday night. This represents a 70% increase on the permanent population².

Workforce and key employment sectors

In 2011, the City of Greater Geelong had a workforce of 79,156 people, a six per cent increase on 2006. A total of 58.5 per cent of the City of Greater Geelong's residents are employed full time, 31.5% per cent are working part time, and 5.3 per cent are unemployed.

Overall, the City of Greater Geelong's economy is transitioning away from traditional manufacturing activity towards knowledge-based industries. Notwithstanding this, manufacturing still makes the largest contribution (\$1.7 billion) to the City of Greater Geelong's Gross Regional Product of \$10.1 billion in 2012. Other major contributors include Rental, Hiring & Real Estate Services (\$1.2b); Health Care and Social Assistance (\$929m); and Financial and Insurance Services (\$773m). A total of 85 per cent of the City of Greater Geelong's workforce is sourced locally³.

Figures for Geelong and the Bellarine Peninsula alone show that tourism generates \$637 million into the local economy (2.5 per cent) and employs approximately 4,200 full time equivalent workers⁴.

² Source: <http://www.geelongaustralia.com.au/business/indicators/default.aspx>

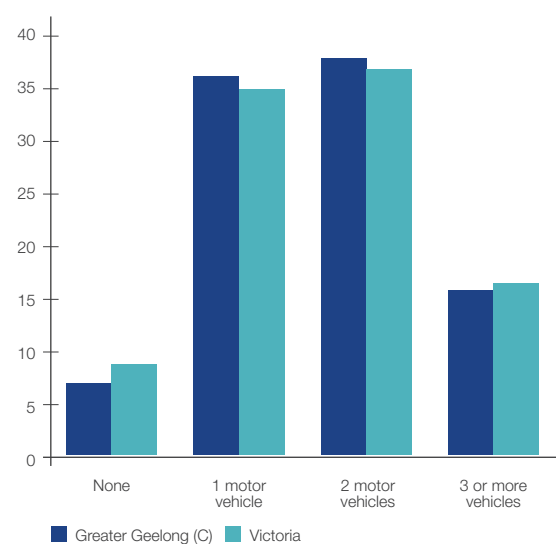
³ Source: <http://www.geelongaustralia.com.au/business/indicators/default.aspx>

⁴ Source: <http://www.economicprofile.com.au/geelong/tourism/output>

Car ownership

More than 50 per cent of households in the City of Greater Geelong have two or more cars, which is slightly higher than in Melbourne, suggesting that people in the area are quite car dependant. Ninety three per cent of dwellings in the City of Greater Geelong have access to a motor vehicle, slightly above the Victorian average, as shown in Figure 3-2.

It is reasonable to assume that the ownership of vehicles correlates to use of these vehicles.



Note: (C) refers to City of Greater Geelong

Figure 3-2 Car Ownership in City of Greater Geelong by Dwelling (2011 Census)

Mode split and journey to work

Eighty-six per cent of all trips in the City of Greater Geelong are undertaken by car. This is approximately seven per cent higher than the level of car use in Melbourne and broadly equal to car use across regional Victoria. On average, people in the City of Greater Geelong travel 10.9 kilometres to work which is about two thirds of the average for Metropolitan Melbourne, where people in most suburbs travel further to work.

Mode split information has been sourced from the Victorian Integrated Survey of Travel and Activity (VISTA) (shown in Figure 3-3). It illustrates how the City of Greater Geelong compares to both Melbourne and regional Victoria in terms of car use, public transport, walking and cycling.

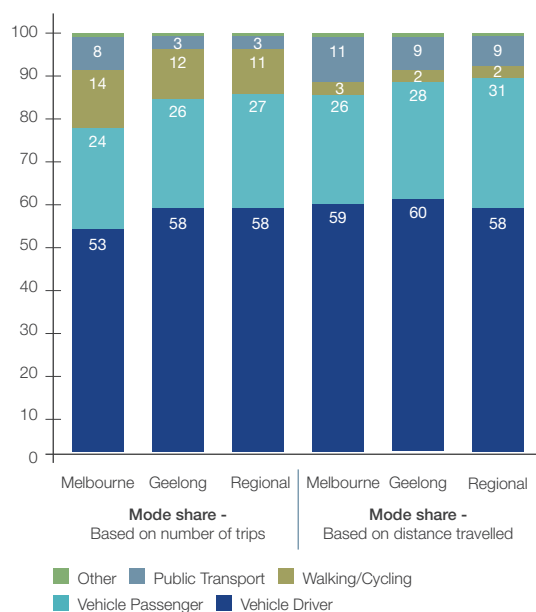


Figure 3-3 Travel in the City of Greater Geelong by mode

Population health

Australia has the fifth highest⁵ obesity rate in the world, behind the United States, Mexico, New Zealand and the UK. Obesity is associated with a range of serious health risks resulting in reduced life expectancy from cardiovascular disease, high blood pressure and type 2 diabetes.

The City of Greater Geelong has its own specific health challenges⁶, including:

- Diabetes, with 8,487 people diagnosed in the City of Greater Geelong. This figure represents a 90 per cent increase since 2002–09.
- Obesity, with 24,937 people within the City of Greater Geelong classified as obese in 2004–05, the highest percentage based in Corio – Inner⁷, Geelong, Geelong West and Bellarine - Inner⁸.
- Aged care, with more people in the 50+ and 80+ age groups compared with the Victorian percentage share.
- Disability, with approximately 40,523 people living in the City of Greater Geelong with some form of disability.

⁵ Source: Source OECD Obesity Update 2012

⁶ Source: Geelong Region PAS Literature Review

⁷ Source: http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/communityprofile/210052752

⁸ Source: http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/210052751?opendocument&navpos=220



3.1.2 Transport

The City of Greater Geelong has strong links with Victoria's wider transport networks, and it is a major Victorian transport hub. A high level summary of the City of Greater Geelong transport network is presented below.

Roads

Geelong's primary road link to the wider region is the Princes Freeway (M1), which links the Geelong road network to Melbourne.

Many of the region's highways converge in Geelong, including the regionally important Midland Highway, Hamilton Highway, Princes Highway and the Geelong-Bacchus Marsh Road, as well as the locally important Bellarine Highway and Surf Coast Highway. The completion of the Geelong Ring Road in early 2013, meant that all regional level highways now link with the M1, providing through access to Melbourne. Geelong is also the gateway to the Great Ocean Road scenic roadway, a popular tourist route.

The City of Greater Geelong maintains an extensive road network, including more than 1,600 kilometres of sealed roads and more than 470 kilometres of unsealed roads.

Rail services (including freight)

Geelong is linked by passenger rail to Melbourne and Warrnambool. Passenger services are provided by V/Line trains through the municipality's eight stations.

Geelong also lies on the standard gauge⁹ network providing the main rail link between Melbourne and South Australia, Western Australia and the Northern Territory, with additional links to the Mallee grain lines. This rail link is used mostly by freight services, although it also carries some passenger services linking from Melbourne to Adelaide.

Bus services

Timetabled local bus services provide 1,198 services each weekday across 30 routes operating throughout the City of Greater Geelong metropolitan region and the Bellarine Peninsula. Most routes operate at peak headways of 30-60 minutes.

Bus services operate a reduced timetable on weekends, and a small number of routes do not operate on Saturday or Sunday. There are 43 per cent fewer Saturday services, and 59 per cent fewer Sunday services.

The majority of bus routes within the City of Greater Geelong provide access to the central area of Geelong terminating at the Moorabool Street bus interchange, with some providing links between towns within the region. The Moorabool Street bus interchange operates as a CBD terminus for Geelong bus routes and also provides for transfer opportunities between these bus routes. The bus interchange at Geelong Railway Station provides a transfer opportunity between Geelong town bus routes and regional V/Line coach and train services.

A large proportion of bus services operating in Geelong are wheelchair accessible, with wheelchair accessible services marked prominently on timetables.

Regional coach routes operated by V/Line provide services to Warrnambool, the Great Ocean Road and Ballarat.

A small number of private operators provide other services to Melbourne and Avalon airports.

⁹ The Victorian rail network comprises of a combination of broad gauge rail (1600mm track spacing) and standard gauge rail (1435mm track spacing). The majority of the railways in Victoria are broad gauge, with standard gauge rail mainly used for freight and interstate lines.



Taxi

Taxi services within the City of Greater Geelong are provided by Bellarine Peninsula Taxis and Geelong Taxi Network. The City of Greater Geelong is served by 146 taxis, 23 of which are wheelchair accessible and are available by booking. These numbers have been relatively static since 2003 with an increase of eight more taxis in 2014 – a modest six per cent increase. By comparison over the same period, metropolitan Melbourne has had a 58 per cent rise in taxi numbers (to a total of 4,876), and the rest of Victoria has had an 11 per cent rise. All of the additional taxis in the City of Greater Geelong are wheelchair accessible.

Active transport

Walking links in the City of Greater Geelong are primarily provided by 1300 kilometres of roadside paths, both for pedestrians and shared use.

The City of Greater Geelong has some dedicated bicycle infrastructure, including bicycle lanes on key roads. The Bellarine Rail Trail offers a dedicated bicycle trail between Queenscliff and central Geelong, offering the most benefit to riders from the Drysdale, Leopold and Newcomb areas. However, the Bellarine Highway is a more direct route.

Ports

The City of Greater Geelong is home to Victoria's second largest port, after the Port of Melbourne. The Geelong Port mainly exports raw materials including petroleum products, bulk grain and woodchips. In the 2011–12 financial year, the port managed 12.6 million tonnes in total trade, compared with 11.5 million tonnes in 2002–03.

Airports

Avalon Airport is located 15km north east of Geelong, and provides domestic passenger and freight links. Avalon airport began commercial operations in 2004, and sees passenger services linking to Brisbane and Sydney. Freight operations at the airport are limited, with a reported 40 freight movements per year.¹⁰

Aircraft movements at this airport are forecast to grow. By 2031, they are expected to account for eight to 14 per cent of Melbourne's passenger market share, compared with its current market share of two per cent. Passenger numbers are expected to increase from 580,000 per year to between 4.6 and 8.1 million passengers per year.¹¹ Despite the forecast increase in aircraft movements, actual movements have been trending downwards since 2006, decreasing by 36 per cent. Over the same time period, total movements at Tullamarine Airport have increased by 23 per cent.

¹⁰ Source: <http://www.avalonairport.com.au/cms/wp-content/uploads/2013/05/AVALON-AIRPORT-MASTERPLAN-2013.pdf>

¹¹ Source: http://www.transport.vic.gov.au/__data/assets/pdf_file/0005/85739/Avalon-Airport-Rail-Link-Phase-One-Investigations-Report-240113.pdf



4. Vision, aims and objectives

The following vision has been adopted from the City of Greater Geelong, City Plan 2013-2017 and enhanced for the purpose of developing the Integrated Comprehensive Transport Plan:

“Building our community through enterprise, opportunity and innovation in a quality environment. Delivering an efficient, connected and robust transport network that meets existing and future transport needs.”

This vision represents the desired state that the City of Greater Geelong wants to achieve. In order to achieve this vision in the context of transport and land use planning, it is important to set aims and objectives across the short, medium and long term.

The aims and objectives shown in Figure 4-1 were informed by a range of engagements with Council officers, key stakeholders and community groups. They have also been informed by information sourced from reviews of relevant reports, and by assessing baseline and future conditions within the City of Greater Geelong.

Vision	Building our community through enterprise, opportunity and innovation in a quality environment. Delivering an efficient, connected and robust transport network that meets existing and future transport needs		
Aims	A healthy population: Provide transport options that encourage people to live more active lifestyles	A liveable place: Maintain liveability in a climate of economic and population growth where the demand for transportation will continue to rise	A connected environment: Provide an integrated, safe, comfortable and inclusive transport system
Objectives	<ul style="list-style-type: none"> • Prioritise walking and cycling in decision making processes • Promote walking and cycling as both transport modes, for access to public transport and leisure activities • Increase the size of the pedestrian and cycle network • Increase the number of mid trip and trip end facilities for pedestrians and cyclists • Increase the number of pedestrian crossings • Maximise the potential for local active travel trips by encouraging mixed use development • Raise awareness of the health benefits of active travel • Consider streets as places in their own right for decision making rather than just transport corridors • Encourage land use activity and development density which promote active streets 	<ul style="list-style-type: none"> • Ensure that trucks have a route network which is fit for purpose • Maintain local by laws ensuring the City of Geelong remains a competitive place for business and attractive for residents • Minimise the exposure of communities to trucks • Consider any complaints from communities regarding freight in a consistent and expedient manner • Provide land use buffers separating communities from freight related activity • Improve the attractiveness of alternative modes of transport to private car travel (i.e. active transport and public transport) 	<ul style="list-style-type: none"> • Increase public transport accessibility to key retail, employment, leisure, educational, civic, and health uses in Greater Geelong particularly in growth and renewal areas • Increase accessibility to, and capacity of, public transport to key external destinations including Melbourne CBD • Provide a consistent level of transport service and infrastructure across the Greater Geelong area, including growth areas that is commensurate with the characteristics of the community it serves • Deliver freight links that allow the City of Geelong to be competitive as a place to do business. • Promote environmentally friendly vehicles • Provide framework to restrict vehicles with high GHG emissions • Identify and promote freight routes and truck types

Figure 4-1 Vision, aims and objectives



5. Key challenges and issues

This Plan aims to address the key challenges and associated issues facing transport and land use planning within the City of Greater Geelong. Identifying these key challenges and issues was an important task, which drew upon the following activities and sources:

- Reviewing relevant background transport and land use planning documentation.
- Consulting with stakeholders to confirm and reinforce findings of the background documentation review, and to identify other challenges, issues and opportunities.
- Analysing baseline and future conditions to validate stakeholder consultation outcomes and to identify other challenges and issues.
- Investment Logic Mapping to help identify key challenges, the benefits of addressing these challenges, and the strategic responses needed to address them.

This Plan aims to address the key challenges and associated issues facing transport and land use planning within the City of Greater Geelong.

5.1 Key challenges

The following key transport and land use challenges facing the City of Greater Geelong were identified through the information sources discussed above:

- **Challenge 1:** Encouraging the community to reduce car use for local trips and be more physically active.
- **Challenge 2:** Minimising the impact of freight movements on the community against a backdrop of economic growth.
- **Challenge 3:** Insufficient capacity and/or connectivity hindering local and regional movement.

The following tables show evidence sourced from several background documents and stakeholder consultations, which justifies the inclusion of the key challenges and reinforces their importance in the Plan.



5.1.1 Challenge 1: Encouraging the community to reduce car use for local trips and be more physically active

The City of Greater Geelong culture is car dominated, generating excessive car use for local trips. Shifting to active travel modes will be encouraged as part of a wider initiative to improve the community health.

Challenge 1: Encouraging the community to reduce car use for local trips and be more physically active

Information source	Justification
Background documentation review	The draft G21 Public Transport Strategy 2013, states reduction of traffic congestion, through increasing the use of public transport as a goal.
	The Central Geelong Car Parking and Access Strategy 2013 states that it is highly unlikely that the level of population growth forecast in the City of Greater Geelong can be accommodated with the existing car dominated mode split. It also acknowledges that the substantial increase in car-based trips has the potential to increase traffic congestion and delays.
Stakeholder consultation	Feedback received in the two stakeholder workshops included a range of key issues and opportunities relating to car dependence in the City of Greater Geelong, and the need to encourage use of alternative modes for local trips.
Baseline and future conditions analysis	Car ownership levels in the City of Greater Geelong have increased over the past ten years.
	City of Greater Geelong residents make approximately 10,000 more journey-to-work trips than drivers 10 years ago.
	84 per cent of all trips in the City of Greater Geelong are car-based trips, compared with Melbourne's 77 per cent.
	10 per cent of all car trips are for distances shorter than one kilometre; 25 per cent are shorter than two kilometres.
	8,487 people in the City of Greater Geelong have diabetes. This represents a 90 per cent increase since 2002–09.



5.1.2 Challenge 2: Minimising the impact of freight movements on the community against a backdrop of economic growth

Over time, and for a number of commercial reasons, industrial areas within the City of Greater Geelong have become decentralised. This has created transport issues which could be mitigated to some degree by consolidating businesses that generate freight movements.

While these industrial areas contribute to the local Geelong economy, there is a need to minimise the impact of freight on the local community in terms of noise, air pollution, traffic congestion and road safety.

Challenge 2: Minimising the impact of freight movements on the community against a backdrop of economic growth

Information source	Justification
Background documentation review	The Geelong Central Transportation Links Study (2013) recommends mitigation measures for freight movements through central Geelong.
	The West Connect – Heales Road to Geelong Port Connection Preliminary Evaluation of Options study investigates an alternative freight route to connect the Heales Road industrial estate with the Geelong Port. This would reduce the impact of freight movements on residents in the northern suburbs of Geelong.
Stakeholder consultation	The feedback received in the two stakeholder workshops supports the need to minimise the impact of freight movements on the community, especially in central Geelong and the northern suburbs.
	Adopting the Network Operating Plans in the City of Greater Geelong will introduce a road hierarchy that assigns priority to particular modes, creating the opportunity for a more targeted approach to transport network investment.
Baseline and future conditions analysis	Total trade through the Geelong Port increased by 11.6 per cent in 2011–12, which included a 20.1 per cent increase in the number of vessels entering the Port during the period. ¹²
	Freight movements through Geelong Port are forecast to grow from 12.5 million tonnes in 2011–12, to 50-60 million tonnes in 2050.
	In 2010, traffic counts undertaken on Malop Street (central Geelong) indicated that 1,018 trucks used this street in a 24-hour period.
	High Productivity Freight Vehicles such as the B-triple are vital to the Geelong Port's trade growth and future efficiency – they would offer a competitive freight advantage that can unlock greater trade flows to Geelong.

¹² Source: <http://www.geelongaustralia.com.au/business/indicators/default.aspx>

5.1.3 Challenge 3: Insufficient capacity and/or connectivity hinders local and regional movement

Adequate transport links that cater for active transport, public transport, private vehicle trips and freight are necessary for moving people and goods locally within the City of Greater Geelong, and regionally to external areas. These transport links currently have insufficient capacity and it impacts the movement of people and goods by reducing comfort, reliability and productivity. This represents a key challenge for the City of Greater Geelong as strong population growth is forecast to continue.

The growing population's need for reliable links to employment, education, shopping and other destinations lies at the heart of this key challenge to improve connectivity within the transport network.

Challenge 3: Insufficient capacity and/or connectivity hinders local and regional movement.

Information source	Justification
Background documentation review	The draft G21 Public Transport Strategy outlines four key strategic objectives for providing public transport in the region: <ul style="list-style-type: none"> • Access for all • A well connected region • Urban public transport for an urban centre • Improving information, planning and partnerships
	A number of other documents recognise the importance of addressing Challenge 3, including: <ul style="list-style-type: none"> • Network Development Plan – Metropolitan Rail • Geelong Car Parking and Access Strategy • Road Management Plan • Geelong Road Safety Strategy • G21 Regional Road Transport Plan.
Stakeholder consultation	Feedback received in the two stakeholder workshops related to insufficient transport capacity and connectivity, in turn hindering local and regional movement. Issues raised included overcrowding on peak period V/Line train services between Geelong and Melbourne, inadequate access to railway stations, inadequate public transport frequencies, as well as integration and road network capacity constraints on key transport links.
Baseline and future conditions analysis	The City of Greater Geelong's public transport network has limited connectivity, particularly for residents travelling from outer suburbs and towns to central Geelong and beyond (i.e. Lara and towns located on the Bellarine Peninsula).
	Anecdotal evidence suggests that travel demand on peak period Geelong - Melbourne V/Line train services exceeds capacity, causing discomfort for passengers.
	Surveys indicate that the park and ride car parks at Marshall, South Geelong, Geelong, North Geelong and Lara Stations are all operating at 100% occupancy.

5.2 Key issues

A number of key issues have been allocated to the three key challenges discussed. These issues were identified from the following sources:

- Relevant background reports, plans and policies, as outlined in Figure 2-1.
- Investment Logic Mapping outputs, including identification of the problem, benefits and strategic responses.
- Outputs from the two stakeholder workshops held in Geelong, 4 December 2013.
- Further analysis of the baseline and future conditions, as discussed in Section 3.1.

For the purpose of developing this Plan, an issue has been defined as a transport-related matter requiring intervention in order to meet the three key challenges.

5.2.1 Challenge 1 – Issues

Challenge 1:
Encouraging the community to reduce car use for local trips and be more physically active.

Issue No.	Description
1.1	Mode share in the City of Greater Geelong is excessively dominated by car use and a car culture generally exists amongst the community.
1.2	Pedestrian and cycle networks in the City of Greater Geelong are not comprehensive.
1.3	There are a number missing pedestrian and cycle links to key destinations in the City of Greater Geelong.
1.4	Pedestrian and cycle safety concerns may be limiting opportunities for increasing mode share for active transport.
1.5	Land use changes, such as the reduction in small neighbourhood shopping strips due to the increase in larger shopping centres has impacted the opportunity to use active transport for local trips.

5.2.2 Challenge 2 – Issues

Challenge 2:
Minimising the impact of freight movements on the community against a backdrop of economic growth.

Issue No.	Description
2.1	There is inadequate provision for East West freight movements through central Geelong.
2.2	Planning and transport related measures to mitigate the externalities (i.e. impacts on uninvolved third parties) associated with industrial activity are not always effective and do not keep pace with commercial and residential development
2.3	Access corridors to and from the Port need to be improved and protected to allow for High Productivity Freight Vehicles (HPFV) ¹³ .
2.4	Freight movements on local and arterial roads through the northern suburbs of Geelong are causing safety and amenity concerns among local residents.
2.5	Rail freight has a low market share, as it does not offer businesses an attractive alternative to road freight.
2.6	The dispersal of freight generating land uses increases the amount of Council related intervention needed to manage impacts on communities and deliver a road network that provides satisfactory access to business.
2.7	The shallow depth of the shipping channel that provides access to the Geelong Port reduces its attractiveness as a gateway for the import and export of freight.
2.8	Transport access to Melbourne Airport is unpredictable due to travel time reliability issues on the Princes Freeway and Ring Road
2.9	Planning for a rail link to Avalon Airport is necessary in order to meet Victoria's future transport needs and support the development of Avalon into Victoria's second international airport.

¹³ HPFV's are 30 metres in length and can carry two, 40-foot shipping containers, therefore reducing the volume of freight movements on road by carrying more freight.

5.2.3 Challenge 3 – Issues

Challenge 3:

Insufficient capacity and/or connectivity hinders local and regional movement.

Issue No.	Description
3.1	Demand for rail travel to and from Melbourne, particularly during the weekday morning and evening peak periods, exceeds supply. It cannot be easily increased due to a number of network constraints including the Melbourne CBD rail loop and the Geelong rail tunnel/single track rail line, causing uncomfortable and unpredictable commutes.
3.2	V/Line rolling stock carriages are not space efficient and are not well suited to the task of moving large numbers of commuters. It is also important to achieve the right balance between carrying capacity and comfort.
3.3	The demand for skilled and highly paid jobs in the City of Greater Geelong exceeds supply, in turn increasing Melbourne-related commuting.
3.4	There is a lack of transport link resilience between Geelong and Melbourne.
3.5	Traffic congestion on West Gate Freeway reduces travel time reliability to Melbourne during weekday morning peak periods and Geelong afternoon peak periods.
3.6	Transport demand between Geelong and the Surf Coast exceeds capacity, causing road congestion during the weekday peak periods and during the peak holiday season.
3.7	Car trips dominate railway station access. It creates congestion, is inefficient, and is costly, as it requires large amounts of land for parking.
3.8	There are limited transport options by non-car modes from satellite towns and suburbs within the study area to central Geelong.
3.9	The absence of a hierarchy of transport modes within the City of Greater Geelong reduces the opportunity to develop a coordinated transport system.
3.10	Demography has changed and historical approaches to transport investment no longer align with existing and emerging transport needs.
3.11	Limited east-west road connections through central Geelong result in travel time reliability and access issues.
3.12	Excessive demand for seats on the morning peak-hour train to Melbourne, creates inefficient and indirect travel patterns as people living in northern Geelong drive to station car parks in the south.
3.13	Proposals prepared by PTV for the Geelong rail line (as outlined in the Network Development Plan) are not aligned within the Council-supported draft G21 Public Transport Strategy Vision.
3.14	Parking management strategies in central Geelong are encouraging people to make car trips.
3.15	During 2007–11, there were 39 fatal crashes and 849 serious injury crashes on City of Greater Geelong roads, representing a reduction in fatality crashes from the previous five years, but an increase in serious injury crashes. Council aims to achieve a 30 per cent reduction in fatal and serious injury crashes in the next five years within the City of Greater Geelong.
3.16	The City of Greater Geelong is not consistently Disability Discrimination Act (DDA) compliant, which limits transport choices and opportunities for some members of the community.





6. Integrated Comprehensive Transport Plan

Since the 2003 Strategy was developed for Geelong, there has been a stronger trend towards planning transport and land use together. Transport is derived from our need to undertake trips for a purpose, such as to access employment, shopping, business, education, or visit friends and family. The relationship between transport and land use influences our travel decisions – where we travel, how far we travel, and the way we travel.

The significant work undertaken by the City of Greater Geelong and other organisations in relation to transport and land use planning within the region provided a strong basis for the development of the Plan.

The Plan does not supersede previous studies undertaken in the City of Greater Geelong, but draws from their findings to form a set of short, medium and long term actions that address identified transport and land use issues and challenges. The background reports contain significant detailed advice on local transport improvements that need to be delivered to consider the clear strategic directions outlined in this document.

The significant work undertaken by the City of Greater Geelong and other organisations in relation to transport and land use planning within the region provided a strong basis for the development of the Plan.

6.1 Approach

Figure 6-1 presents the proposed approach used to develop the Plan. At the highest level, it is important to consider the vision, aims and objectives for transport and land use within the City of Greater Geelong to represent what the Plan aims to achieve.

In order to achieve the vision, aims and objectives, it is necessary to identify what the key challenges are that face transport and land use provision in the City of Greater Geelong. There are a range of key issues aligned to each of the three key challenges that require responses through some level of intervention.

A range of strategic responses are recommended. These can provide a framework for implementation actions that addresses the issues identified. The actions are investment decisions grouped into categories: policy, further investigation, infrastructure, or operational.

The implementation plan then outlines how these actions will be delivered and who is responsible for their delivery.



Figure 6-1 Integrated Comprehensive Transport Plan Development Approach

6.2 Integrated Comprehensive Transport Plan Actions

A primary component of the Plan is the recommended actions that address each of the three identified key challenges. These actions have been summarised in Tables 6-1, 6-2, and 6-3 for the three key challenges and their associated issues.

6.2.1 Challenge 1 - Action summaries

Challenge 1:
Encouraging the community to reduce car use for local trips and be more physically active.

The actions recommended for addressing Challenge 1 are summarised in Table 6-1.

Table 6-1 Recommended Actions to address Challenge 1

Action 1a	Evaluate the City of Greater Geelong's approach to all aspects of car parking. Compare and benchmark against initiatives in other progressive Australian and international cities. Produce an area-wide Parking Plan that aligns with the objectives of this document.
Action 1b	Investigate the available funding and delivery options for providing footpaths where they are needed.
Action 1c	Identify streets in populated areas without footpaths, or with a footpath on only one side of the road.
Action 1d	Produce a footpath delivery program that prioritises provision wherever most needed (in populated areas), and where delivery via other programs of works is unlikely.
Action 1e	Research the safety issues for people travelling by active transport – where these issues are located, and the extent to which they discourage active transportation.
Action 1f	Introduce monitoring processes that will clearly capture accidents involving pedestrians and cyclists.
Action 1g	Work with VicRoads to prioritise and deliver the proposed Principal Bicycle Network.
Action 1h	Identify an area wide prioritised list of pedestrian and cycle orientated traffic signal works, as specified in the Central Geelong Transportation Links Study and other documents. Develop an implementation plan.

The City of Greater Geelong is committed to discouraging unnecessary car use, and improving health and wellbeing of the community by creating attractive street environments that 'invite' the use of active transport modes. Council wants to transition people's hearts and minds away from instinctively reaching for the car keys to make a local trip. Improving both the quality and number of facilities for pedestrians and cyclists in residential areas will encourage active travel modes. Geelong's vision is of active neighbourhoods where people walk, cycle, spend time and interact.

This is a major undertaking for Council. It will involve an extensive program of capital works in the form of new pavements and cycle routes where most people live. Council will need to consider how these improvements can be funded, how projects can be prioritised to meet the need, and delivered in a way that offers maximum value for money. As part of this process, Council will introduce new planning guidelines to ensure that the City of Greater Geelong receives the active transport infrastructure it needs alongside the continuing incremental development. This way, future generations will benefit from proactively creating streets that help encourage people to live more active lifestyles.

Cars will continue to have a role for some trips. But the emphasis will be on creating street environments that invite people to get active.

Council will take a balanced approach to achieving the transport outcomes needed in the City of Greater Geelong for maintaining its position as a popular place to live, work and visit. This balanced approach will also require implementation of progressive policies for providing and managing car parking and complement improvements made for people traveling by active modes. The combination will bring about real change in people's travel choices, and in the way the street spaces are used.

Below is a summary of the actions recommended for addressing the challenge of encouraging the community to reduce car use for local trips and be more physically active.

Action 1a – Produce an area-wide parking plan for the City of Greater Geelong

As Geelong grows, parking pressures and congestion, particularly in central areas and railway stations, will increase. Proactive responses are needed if Council is to ensure a holistic approach to encouraging the use of active transport modes. The responses need to include parking management measures that remove the current incentives to make unnecessary car trips, and help ensure that the available parking supply is used efficiently.

A comprehensive review of parking approaches, standards and management is needed for the whole City of Geelong, one that is in line with the needs and transport objectives of each sub region. A City of Greater Geelong Parking Plan will be prepared that provides a long term car parking blueprint, and will consider:

- The introduction of restraint-based off-street parking standards for new developments, such as reducing the supply requirements or introducing parking levies
- The potential for park and ride schemes that serve land uses where land values are high and/or space to provide parking is limited, such as the CBD or at railway stations.
- Management of off-street and on-street parking, including provision of short- versus long-stay spaces and charging regimes that align with the objectives of this strategy.
- The potential role of workplace parking levies, both for encouraging more desirable mode selection, and for raising funds for council to reinvest in pedestrian and cyclist facilities.
- The roll out of controlled parking zones to manage parking demand externalities, which are the impacts that parking imposes on an uninvolved third party.
- Disabled parking needs.
- On-street loading zone requirements.
- The role and importance of on-street parking in areas with competing space demands and a need for improved amenities, such as high streets.
- Geelong's existing culture and expectations in relation to parking, and approaches for challenging current attitudes.
- The potential role of smart technology (including driverless cars) in revolutionising approaches to parking over the next 30 years.
- Data collection and monitoring process, to enable informed decisions on parking demand and nature of use.

Action 1b – Investigate funding and delivery options for the construction of footpaths

Streets that also provide good quality spaces achieve many positive outcomes, creating a virtuous circle:

- Attractive and well-connected permeable street networks encourage more people to use active transport modes to get to local destinations, improving their health while reducing motor traffic, energy use, and pollution.
- More people on the streets leads to better personal security through passive surveillance and road safety. Research shows that the presence of pedestrians on streets causes drivers to travel more slowly.
- People meeting one another casually, strengthens communities and encourages a sense of pride in local environments.
- People who live in good-quality environments are more likely to be proud of their locale: they enjoy a sense of ownership and a stake in maintaining their local streets and public spaces.

Well-designed streets play a crucial role in meeting the aims of this strategy – to have a healthy population, a liveable place, and a connected environment.

Council will also investigate options for funding and delivering the capital works required to provide the comprehensive footpath network needed in populated areas. The investigation will specifically consider:

- the options available for securing funds to pay for the necessary footpath works
- the legislative changes required to ensure that there are ongoing mechanisms in place for delivering footpaths in conjunction with new development
- procurement options for delivering the works in an expedient and cost effective manner
- the necessary Council resources and Governance structure to manage and deliver the works.



Action 1c – Investigate streets in populated areas where footpaths are required

Council will complete an assessment of the footpath network in the City in Geelong to understand:

- those streets defined as populated or in populated areas, requiring footpaths along both sides
- those streets currently without footpaths along both sides of the street
- those streets currently with footpaths along only one side of the street
- those streets currently without footpaths.

This assessment will allow Council to understand the size of the task of providing footpaths, and will also help highlight the areas where footpath shortage is a more prominent issue.

Action 1d – Produce a prioritised delivery program for providing footpaths in populated areas

Providing a comprehensive footpath network that offers pedestrians a consistent experience will significantly encourage people to walk to local schools, shops, parks, pubs, cafes, bus stops, railway stations and other amenities.

Completing Action 1b will help finalise effective mechanisms for providing more footpaths; Action 1c will help Council quantify the task; Action 1d will help establish the associated scope of works for delivering a comprehensive footpath network and an implementation program. More specifically, the works package will detail:

- minimum service standards for footpaths, namely width, surfacing and lighting

- the total amounts of new footpath needed for meeting the minimum service standards for streets in populated areas
- the approximate total cost of providing the required footpaths
- the proposed footpath works already committed in structure plans, development plans, and other documents
- the prioritised delivery list, delivery program, and funding sources (Council, developers, VicRoads, DEDJTR, PTV, other)
- the existing opportunities combine footpath provision with other works (such as road works), thereby reducing costs and improving efficiencies
- procurement options for delivering the works in an expedient and cost effective manner.

Action 1e – Research active transport safety issues within the City of greater Geelong

Reviewing historical crash statistics within the City of Greater Geelong will help planners understand the accident trends related to active transport (cyclists, pedestrians, and the like). Any review needs to include the Geelong Road Safety Strategy and other relevant background documents, to draw on previous data and analysis in relation to active transport safety issues within Geelong.

It would be helpful if the review consults with the local relevant active transport groups who can offer valuable insights into the current safety issues and challenges faced by pedestrians and cyclists. Community consultation may also generate insights into the impact of these safety concerns on people's transport choices – why they might not walk or cycle and use other transport modes instead.



Action 1f – Introduce monitoring processes which clearly capture accidents involving pedestrians and cyclists

Introducing monitoring processes that capture accidents involving pedestrians and cyclists, will complement other work undertaken to understand road safety issues faced by people using non-car travel modes. This will allow Council to establish whether safety concerns are a barrier to travel by active modes, the extent of the problem, and specifically where the problems exist.

Action 1g – Work with VicRoads to prioritise and deliver the proposed Principal Bicycle Network

The Principal Bicycle Network (PBN) is a network of proposed and existing cycle routes designed to help people cycle to work, school, shops and social activities. Given Geelong’s transport challenges and the objectives of this strategy, it is important that the proposed cycle routes are delivered expediently as part of a wider approach that consistently encourages active transport modes.

Council will work with VicRoads to identify a prioritised delivery list for PBN works, and to ensure that the PBN evolves alongside growth areas, changing transport needs, as well as advances in technology. Growing numbers of people may prefer to cycle for health and affordability. Also, major advances in battery technology could result in a large increase in electric bicycles.

Action 1h – Identify an area-wide prioritised list of pedestrian and bicycle orientated traffic signal works

There is a high number of traffic signals throughout the City of Greater Geelong. Traffic signals can make a difference to the priority people place on their movement when travelling on foot and by bicycle. Traffic signal operations that help people cross the road quickly, safely and at convenient and desirable locations, will present the public with a consistent message that walking and cycling are proactively and consistently encouraged by council.

Council has various proposals for upgrading signals and changing signal timings to better reflect the policy underlying several of these documents. Council will compile these into a prioritised list and develop an implementation plan in partnership with relevant stakeholders including VicRoads. As part of this process, Council will also identify new traffic signal-related work requirements at key locations where pedestrian activity is (or will be) high, including schools, activity centres, neighborhood centres and other locations.

6.2.2 Challenge 2 – Action summaries

Challenge 2:

Minimising the impact of freight movements on the community against a backdrop of economic growth

The recommended actions for addressing Challenge 2 are summarised in Table 6-2.

Table 6-2 Recommended Actions to address Challenge 2

Action 2a	Work with VicRoads to finalise the draft Network Operating Plans, prioritising central Geelong, followed by the remainder of the municipality.
Action 2b	Monitor and assess the results of the truck restriction trial in central Geelong (Malop and Mercer Streets).
Action 2c	Improve monitoring systems to better understand the link between industry changes and changes to freight movements, and the ways this is impacting road network operations.
Action 2d	After adopting the Network Operating Plans, work with VicRoads to produce a prioritised road infrastructure plan to upgrade freight routes and accommodate freight movements, including High Productivity Freight Vehicles (HPFVs).
Action 2e	Identify the safety and amenity concerns held by residents in Geelong's northern suburbs in relation to freight movements.
Action 2f	Undertake a review of all the municipality's freight-generating land uses to understand opportunities for consolidating these land uses where possible.
Action 2g	Work with Government to address any barriers associated with implementing freight strategies outlined in the Victoria Freight and Logistics Plan.
Action 2h	Work with the Geelong Port and Government to address any key infrastructure barriers (planning and/or policy), towards recommendations for improvements to the Geelong Port.
Action 2i	Further investigate options for improving travel time reliability to Melbourne Airport from Geelong for freight, car and public transport trips.
Action 2j	Work with Department of Economic Development, Jobs, Transport and Resources (DEDJTR) and Public Transport Victoria (PTV) to progress the Avalon Airport Rail Link study.
Action 2k	Work with DEDJTR to further investigate construction of a dual gauge rail line from Lascelles Wharf in Geelong Port that connects with the standard and broad gauge rail networks running north to Melbourne and west to Western Victoria and Adelaide.

The City of Greater Geelong is committed to delivering an effective transport system that reflects the key themes of this plan. This includes encouraging people to consider travel modes other than the private vehicle, such as walking, cycling and public transport use.

Adopting Network Operating Plans across the City of Greater Geelong will create the opportunity for better focused investment of limited road network funding that is more strategically aligned to a plan or hierarchy. Communicating the hierarchy to the community through various media and information sources, will help people understand why future transport decisions are made, and how particular routes prioritise particular modes.

The major gateways to Geelong include the Avalon Airport and Geelong Port. Both have a strategic importance to the local and regional economy. Council will play a key role in working with the Avalon Airport and Geelong Port to facilitate development and access, while it balances the associated impacts of these land use operations on their local communities.

Many of the recommended actions that address Challenge 2 rely on external support from state and federal government as well as private organisations. Council will actively engage with external organisations to remove any barriers to future development, in accordance with adopted plans and strategies.

Below is a summary of the recommended actions to address the challenge of minimising the impact of freight movements on the community against a backdrop of economic growth.

Action 2a – Work with VicRoads to finalise the Network Operating Plans, with a focus on central Geelong

Network Operating Plans (NOPs) establish a framework for prioritising each transport mode present in the network. Network Operating Plans include:

- pedestrian priority areas
- bus priority routes
- bicycle priority routes
- preferred traffic routes
- preferred freight routes.

NOPs should be developed for central Geelong as a priority, followed by the remainder of the municipality. It is critical that the NOPs are finalised and adopted by VicRoads and Council as they will provide a framework for future transport decisions outlined as part of the Plan.

Action 2b – Monitor and assess the results of the truck restriction trial

In 2014, Council conducted a six month trial whereby it banned truck ‘through movements’ on Malop and Mercer Streets in central Geelong. The trial aimed to improve the central activity area’s amenity. Only trucks with a gross vehicle mass of more than 4.5 tonnes were banned, with exemptions for those undertaking deliveries or pickups in the area.

Monitoring and assessing this trial is vital to understanding the impacts of banning truck ‘through movements’ on these routes. Other east-west routes were also surveyed to understand how the trucks from Malop and Mercer Streets travel through the network, and the impact this is having on alternative east-west routes.

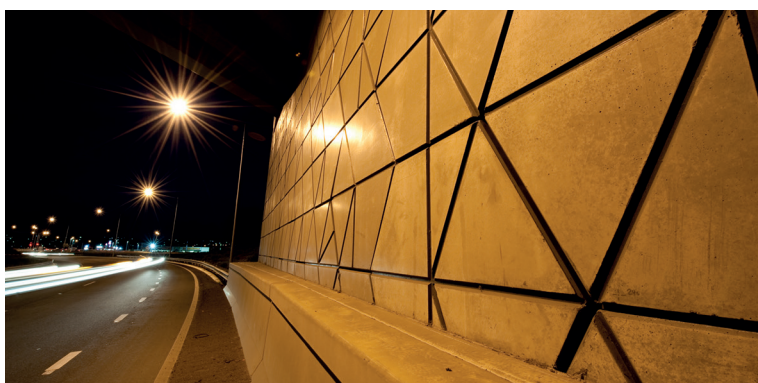
Monitoring and assessment is needed to ensure that future truck restrictions are evidence-based, and to help better understand the impacts of bans on the transport network.

Action 2c – Improve monitoring systems to better understand changes to freight movements

Geelong’s economy is currently undergoing a shift away from traditional manufacturing. This shift is changing the city’s freight task, altering freight origins and destinations.

The City of Greater Geelong in close consultation with VicRoads should improve its monitoring systems to understand freight demand changes and travel patterns and to ensure road network and freight demands are managed appropriately to develop and maintain the freight network.

This action aligns with the Victorian Freight and Logistics Plan strategy of “working cooperatively with industry and local councils to plan, develop and maintain the Principal Freight Network and important ‘first and last kilometre’ connections to key freight destinations”. Improving understanding of local freight movements and building an evidence base will allow council and VicRoads to plan and develop the region’s freight network.



Action 2d – Work with VicRoads to produce a prioritised road infrastructure plan to upgrade freight routes

After adopting the Network Operating Plans, Council, in conjunction with VicRoads, will produce a prioritised road infrastructure plan to upgrade freight routes to accommodate freight movements including HPFVs. A plan of prioritised upgrades will help ensure that limited resources are used where most needed, and that the most important improvements are prioritised.

The infrastructure upgrade plan will be a 'living document' that adapts to the changing nature of Geelong's freight task. It should continue to follow the overarching strategy defined in the Network Operating Plans and other supporting documents. It will also reference findings from the truck restriction trials, towards accommodating the increase in truck movements by improving alternative routes. It may also recommend road enhancements on routes where truck movements have reduced, to make them more pedestrian and cycle friendly.

Action 2e – Investigate safety and amenity concerns caused by freight vehicles in the northern suburbs of Geelong

The northern suburbs of Geelong are home to a large number of freight land uses, including Geelong Port, The Geelong Ring Road Employment Precinct, the Ford Engine and Stamping Plants, and the Shell Refinery. These freight land uses generate heavy vehicle traffic, creating amenity issues for some northern suburbs residents.

Residents in the northern suburbs have voiced concerns over the impacts on their safety and amenity caused by the area's relatively large mode share of trucks. It is important to identify the communities' concerns so that they are adequately addressed in the strategies implemented. The community concerns should also be investigated to ensure they are supported with evidence, prior to making any recommendations that may impact upon the movement of freight.

The key focus of this action relates to understanding whether or not there is a problem, the extent of any problem, exactly where the problem is, and whether intervention is required and/or justified.

Action 2f – Undertake a review of all freight generating land uses to identify opportunities for consolidation

Over time, commercial decisions have resulted in decentralising industry in the City of Greater Geelong. Many associated transport issues could be mitigated by consolidating freight generating land uses. This review will investigate opportunities to encourage consolidation through land use planning and other incentives.

Encouraging the consolidation of freight generating land uses, can create efficiencies in transport infrastructure investment. In addition, implementing Network Operating Plans in Geelong may also provide a focus on connecting key freight generating land uses. From further investigation, new understandings will reveal opportunities.

Action 2g – Work with Government to address any barriers associated with implementing freight strategies

'Victoria - The Freight State' is the freight and logistics plan developed by the State Government, outlining Victoria's long term vision, strategies and state-wide actions for freight.



This report sets out the freight plan's long term objectives and details 65 short term strategies for the period 2013–17. Strategies outlined in the plan will help the development of Geelong's freight role.

Possible implementation constraints include:

- ensuring land use surrounding Avalon Airport maintains curfew-free airport operations, and ensuring an appropriate 'Airport Environs Overlay'
- developing the Geelong Port in a regional context
- potential conflict between the state government's desired Mass Freight Network and maintaining residential amenity
- addressing constraints with a "24 hour" freight network, including port accessibility
- investigating and implementing 'buffer zones' around freight land uses
- ensuring that the state-driven freight needs do not eclipse local residential needs.

Action 2h – Work with the Geelong Port and Government to address any key infrastructure barriers from a planning and policy perspective

The Geelong Port is a major freight generator for the region, and a vital part of the region's economy. Existing port infrastructure, including the depth of the shipping channel, limits port operations.

Council will work with the Geelong Port and Government to address (from a planning and policy perspective) any key infrastructure constraints, so that recommended improvements to the Geelong Port outlined in the 2050 plan, can proceed.

Key Council roles outlined in the Geelong Port - City 2050 plan include:

- facilitate discussions between the Geelong Port, and state and federal governments
- safeguard through planning schemes in the port's existing and future land use requirements to allow for sustainable growth
- develop sister-city relationships with key port trading partners.

Action 2i – Investigate ways of improving travel time reliability to Melbourne Airport from Geelong

Melbourne Airport is a major Australian freight node. As well as facilitating passenger travel, it is important to ensure Geelong freight has strong transport links to the Melbourne airport.

The M80 provides the most direct road access from Melbourne Airport and the Princes Freeway to Geelong and is therefore a key transport link for freight and airport passengers between Geelong and the Airport.

The M80 Ring Road Upgrade project includes a series of improvements along the length of the Ring Road. The M80 upgrades are designed to increase the road's safety and provide more consistent travel time along the route. The effect of these upgrades should be monitored by VicRoads to determine their effectiveness in reducing travel time reliability. It is important that Council receives this information, given the importance of this transport link to Geelong's economy and community.

Council should also undertake its own investigation to determine issues and opportunities for freight and passenger travel between Geelong and Melbourne Airport. This study should also include analysis of train-based public transport trips between these two key nodes.



Action 2j – Work with DEDJTR and PTV to progress the Avalon Airport Rail Link Study

The Avalon Airport Rail Link study being managed by the DEDJTR, aims to determine the most appropriate route and alignment for a rail link. The study will identify land required so it can be safeguarded from further development, enabling the rail link to be built when viable to do so.

The following key stages have been completed since the study commenced in 2011:

- Identification of ideas about, and issues with, the project and its potential impacts
- Phase 2 (completed in late 2012) identified the preferred location for the rail link, and developed route alignment options and transport mode options for staged delivery.
- Planning and environmental approvals processes are complete.

Further work is now underway to understand various transport options to cater for short- to medium-term demand, and to investigate ways these may operate within a rail corridor, or otherwise.

Council should continue to monitor the progress of the Avalon Airport Rail Link study and work with DEDJTR to reserve the corridor for the rail link.

Action 2k – Work with DEDJTR to investigate a dual gauge rail connection to Geelong Port

Lascelles Wharf is currently not connected to the standard and broad gauge rail networks that extend north to Melbourne and West to Western Victoria and Adelaide. This undermines the efficiency of cargo movements in and out of the Port. It also creates heavy reliance on truck movements, in turn impacting on the environment and on the amenity of surrounding residential areas.

Further investigation is needed to investigate the construction of a dual gauge rail line to provide access to Lascelles Wharf. Geelong Port has already identified a number of rail options at North Shore that may provide a suitable rail link to deep water berthing facilities at Lascelles Wharf.

Constructing the dual gauge rail connection to Lascelles Wharf would enable significantly increased freight volumes at the Port, without the impacting local residential amenity or the road network.

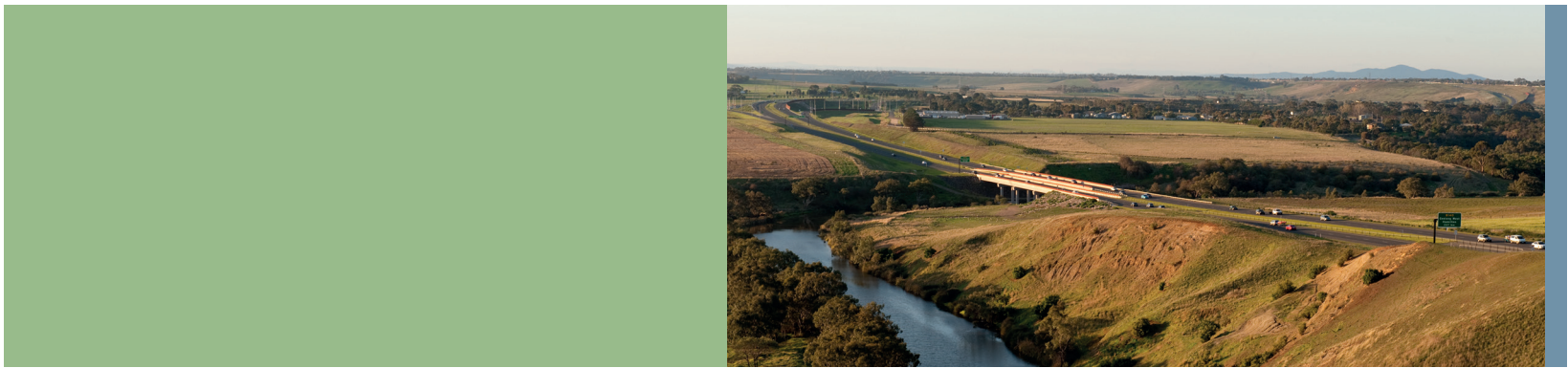
6.2.3 Challenge 3 – Action summaries

Challenge 3:
Insufficient capacity and/or connectivity hinders local and regional movement.

The recommended actions for addressing Challenge 3 are summarised in Table 6-3.

Table 6-3 Recommended Actions to address Challenge 3

Action 3a	Work with PTV, DEDJTR and federal government to reinforce the priority of resolving peak capacity and comfort issues on V/Line trains to and from Melbourne.
Action 3b	Investigate alternative forms of public transport linking Melbourne and Geelong, including commuter buses and ferries to help reduce peak period capacity constraints on V/Line train services.
Action 3c	Investigate low-cost opportunities (i.e. travel demand management solutions) to manage the peak period demand on Melbourne – Geelong V/Line train services.
Action 3d	Work with PTV and V/Line to derive rolling stock configurations that reflect the specific transport needs of the Geelong to Melbourne rail corridor.
Action 3e	Work with state and federal government to develop local job-creation strategies in a range of industries, to reduce the need for workers from the City of Greater Geelong to commute to Melbourne.
Action 3f	Lobby state and federal government to prioritise an alternative river crossing to the West Gate Bridge.
Action 3g	Lobby VicRoads, DEDJTR and Surf Coast Shire Council to reserve a public transport corridor between Geelong and Torquay.
Action 3h	Lobby PTV to improve public transport connections between the Surf Coast and Geelong so there are more attractive public transport alternatives to private car travel.
Action 3i	Work with V/Line and PTV to develop Station Access Plans for all railway stations within Geelong.
Action 3j	Work with PTV, active transport groups, and bus operators to improve the marketing of non-car travel from satellite towns and suburbs in the City of Greater Geelong.
Action 3k	Develop a framework for prioritising infrastructure investment by the City of Greater Geelong for actions recommended in this Plan that are the responsibility of Council.
Action 3l	Lobby PTV to develop a regional minimum service standard and a policy for minimum level of public transport use in the City of Greater Geelong.
Action 3m	Work with state government to develop a long-term rail plan for Geelong that addresses local and regional transport needs.
Action 3n	Implement the recommendations from the Central Geelong Car Parking and Access Strategy.
Action 3o	Implement the recommendations from the Geelong Road Safety Strategy.
Action 3p	Implement the recommendations from the G21 Public Transport Strategy.
Action 3q	Work with PTV and V/Line to prioritise disability-related improvements to bus and rail infrastructure, including buses, V/Line rolling-stock, stations and bus stops.



The City of Greater Geelong is committed to advocating for improved public transport and associated infrastructure, including Geelong Railway Station, so that public transport becomes a viable alternative to private car travel in Geelong.

This initiative will begin changing the community's car dependant culture. Council will continue to engage with State Government to improve public transport for local and regional trips. Council recognises that presenting the community with compelling public transport options is a central pillar of any strategy that seeks to foster mode shift away from car use.

Council is committed to securing the road network improvements needed by community and business in the City of Greater Geelong. This is a key focus of the Plan and Council will engage with state government to investigate more efficient ways to move people and goods between key destinations. The West Gate Bridge provides a key transport link between Geelong and the Melbourne CBD and Council recognises the importance of investigating alternative river crossings to improve the resilience of this critical link.

Developing a road safety strategy and car parking and access strategy for the City of Greater Geelong has involved significant investment, and Council will continue to implement the recommendations of these studies.

Below is a summary of the actions recommended to address the challenge of insufficient capacity and/or connectivity that hinders local and regional movement.

Action 3a – Work with state and federal government to resolve peak period capacity and comfort on Geelong - Melbourne V/Line train services

The V/Line train services operating between Geelong and Melbourne are a key transport link, offering an alternative to private car travel between the two cities.

Nearly 12,000 Geelong people commute to Melbourne for employment, with a further 3,700 Melbourne people commuting to Geelong. This level of demand highlights the importance of a high quality public transport link between the two cities, offering an attractive alternative to private car travel.

To implement this action requires consultation with a range of stakeholders, including PTV, V/Line, DEDJTR and the Federal Government. Resolving the peak period capacity and comfort issues on V/Line trains to and from Melbourne is an immediate concern. But it is also a long-term concern given the population growth forecast in Geelong and Victoria's Barwon region.

When the Regional Rail Link (RRL) opens in 2015, it will increase the peak network capacity with a further three trains over the peak two hours. However, this increase in services is unlikely to successfully mitigate the long-term peak period capacity constraints, and it will be necessary to investigate further long-term measures.

Council needs to lobby all levels of government, while working closely with V/Line to find immediate solutions and developing a long-term plan for this important rail link.



Action 3b – Investigate alternative forms of public transport linking Melbourne and Geelong

Further investigation is needed into alternative forms of public transport services to alleviate pressure on the peak period V/Line train services. Alternatives might include commuter bus/coach or ferry services. Geelong residents who must travel elsewhere in Victoria, not just to the Melbourne CBD, also need to be considered. Also for consideration are the post RRL changes to the Geelong rail line and how they will impact passengers. For example, there will be fewer access opportunities to other destinations such as Werribee.

Council will need to consult with PTV in relation to their regional Victoria public transport plan.

Action 3c – Investigate low cost opportunities to manage the peak period demand on Melbourne – Geelong V/Line train services

The key focus of this action is about understanding travel needs and identifying alternative transport opportunities that do not place additional pressure on congested networks.

Further research is needed to identify options for reducing travel demand, such as spreading the demand across a longer peak period, or minimising the number of trips undertaken through initiatives such as tele-working.

Further data collection and analysis will help generate understanding of the ways scheduled express and stopping-all-stations services influence passengers' decisions about the services they use, which services experience the highest level of over-crowding, and how the reliability of services impacts over-crowding.

Action 3d – Work with V/Line to investigate rolling stock configurations that reflect customers' needs on the Geelong – Melbourne rail corridor

V/Line rolling stock was not designed to serve a large and growing commuter market. For that reason, the rolling stock configuration is not suited to carrying a large number of passengers for long journeys (i.e. >1 hour), in comparison with Melbourne suburban train services.

The unique characteristics of the Geelong – Melbourne rail corridor need to be understood from a range of perspectives, including market segments, loadings, and operating environment. To understand the need and opportunities for re-configuring the rolling-stock to increase capacity requires further investigation, and consultation with V/Line and the general community. It is important to balance the needs of all market segments using the service, while maximising the efficiency of each service. Australian and international research could be incorporated to understand how other similar regional cities balance peak period commuter needs with long distance rail travel comfort.

It is also important to consider Disability Discrimination Act (DDA) requirements as well as carriage of bicycles on V/Line services in any new rolling-stock re-configurations. The flow-on effects of any rolling-stock changes needs to be considered, in particular through-routing of trains onto longer journeys such as Traralgon-Bairnsdale and between Geelong and Warrnambool.



Action 3e – Work with state and federal government to develop strategies to create local employment that reduces the need to commute to Melbourne

There is a strong link between employment and transport: people need to access the transport system to connect them with employment nodes. A significant proportion of Geelong's labour force commutes to Melbourne for employment since Geelong is both a desirable location to live and a reasonable commute distance to Melbourne. But also because demand outstrips supply for highly skilled and highly paid jobs in Geelong, which increases the number of commuter trips to Melbourne.

Identifying opportunities to increase knowledge sector jobs within the Geelong economy could help reduce the demand for commuting to Melbourne. The City of Greater Geelong will need to lobby state and federal government for grant funding that will attract knowledge sector jobs to Geelong. The first step towards this is to investigate what the knowledge industry requires to consider Geelong a viable location – what Geelong has, what it doesn't have, and what governments can contribute towards bridging the gaps.

Action 3f – Lobby state and federal government to build an alternative river crossing to the West Gate Bridge

The West Gate Bridge is a strategic transport link between Geelong and Melbourne. The importance of this link is highlighted by the shortage of viable alternative river crossings.

Council will lobby state and federal government to convey the importance of an alternative river crossing for Geelong and all Melbourne's western suburbs.

Action 3g – Lobby VicRoads, DEDJTR and Surf Coast Shire Council to reserve a public transport corridor between Geelong and Torquay

As outlined in Action 3h, public transport improvements are recommended between Geelong and the Surf Coast Shire, to meet the community's short and medium term needs and to improve the attractiveness of public transport travel over private car travel. However there is a longer term need for a dedicated transit corridor to be reserved between Torquay and Geelong to provide for a future high capacity public transport link, such as bus rapid transit, light rail or heavy rail.

Council needs to lobby VicRoads and DEDJTR to continue investigating a corridor reservation for the Torquay Transit Corridor to ensure a future high capacity public transport link can be delivered.

Action 3h – Lobby PTV to improve public transport connections between the Surf Coast and Geelong

The attractiveness of private car travel from Surf Coast to Geelong outweighs the currently available public transport alternatives. This is because of a range of factors including directness of travel, travel time, service frequency, the span of service hours, as well as passenger comfort and safety.

In order to improve public transport attractiveness between the Surf Coast and Geelong, Council needs to lobby PTV and work closely with the Surf Coast Shire to understand the improvements required and which of the above factors are the community's highest priorities.



Action 3i – Work with V/Line and PTV to develop Station Access Plans for all stations within Geelong

The railway stations located within Geelong are key land use and transport nodes with strategic importance in the growth of Geelong as a regional city.

Council and V/Line need the guidance of an integrated, area-wide station access and transit oriented development strategy to continue to enhance the station precincts in the short to long term to meet the growing needs of Geelong's rail network. The strategy will also provide the opportunity to improve transport and land use integration.

Developing a station access and development plan for each of the railway stations in Geelong, may consider:

- Australian and international research into other approaches used in progressive cities of a similar size to Geelong, with a strong commuter demand, and proximity to a larger city such as Melbourne
- details of opportunities for accessing the stations via different transport modes, incorporating DDA compliance
- land use planning considerations, including residential and commercial densities
- car parking rates that discourage private car use and encourage travel to the station by public transport or active transport.

Each of the station access plans would form part of the integrated area wide station access plan, and each would be developed considering the long-term Geelong rail corridor plan (see Action 3m).

Action 3j – Work with PTV, active transport groups and bus operators to improve the marketing of travel by non-car modes

Members of the Geelong community living in satellite towns and outer suburbs do not always have good awareness of the available options for travel by non-car modes, including public transport, cycling and walking. High quality, targeted marketing techniques can improve community awareness of alternative travel modes and reduce the reliance on private car travel into central Geelong.

A review of case studies from similar sized municipalities within Victoria, Australia and internationally, as well as engagement with key stakeholders, will provide insights into the ways equivalent satellite towns and outer suburbs are marketing non-car travel opportunities, and help generate effective strategies for marketing different transport modes to the Geelong community.

Action 3k – Develop a framework for prioritisation of infrastructure investment for actions outlined in this plan

The Council needs to consider how it will prioritise the various transport investment allocations – the levels, the assessment of transport needs, and how investment may vary between small, medium and large communities. In particular there is a need to consider how transport investment in Lara should be prioritised against investment made in Central Geelong.

This further investigation may benefit from a review of case studies from similar sized municipalities within Victoria, Australia or internationally to understand how transport investment decisions are made when there are different areas of need within communities. It will also require demographics analyses and stakeholder engagement to understand the transport needs of different groups within the community.



Action 3l – Lobby PTV to develop a regional minimum service standard for public transport in Greater Geelong

Public transport services in satellite towns and outer suburbs within Geelong and other areas of regional Victoria are inconsistently allocated and are not based on a guideline for network coverage, service frequency, or span of hours.

As outlined in the G21 Public Transport Strategy, implementing this action includes the following key details:

- setting standards for minimum service and minimum level of use to help communities within the City of Greater Geelong understand what levels of public transport service will be provided to them, and how much it will need to be patronised to ensure its long term support
- consideration of a minimum number of weekday services, weekend services, and services to access the nearest local centre, Geelong and Melbourne
- further consideration of the role of school buses in making spare seats available for student and concession card holders to travel, following trials undertaken in the Barwon region.

The focus of this recommendation within the G21 Public Transport Strategy is centred on regional towns within the five municipal councils that make up the G21 region. However, it is also important to provide minimum service standards for satellite towns within Geelong – townships on the Bellarine Peninsula, outer suburbs such as Lara, and areas such as Corio whose socio-economic status creates a higher need for improved public transport access.

Action 3m – Work with PTV and V/Line to develop a long-term rail corridor plan

The Network Development Plan – Metropolitan Rail recommends that the rail line to Geelong be electrified within 20 years to become part of the Metropolitan rail network. The G21 Public Transport Strategy does not support this vision. Instead, it recommends development of an intercity rail line, as opposed to a suburban rail line that treats Geelong as an outer suburb of Melbourne. Providing a high class intercity service better reflects the G21 Regional Growth Plan and allows for regular ‘clockface’ timetabled services, but depends on high quality infrastructure to enable greater speed and capacity.

The G21 Strategy outlines the need to prepare a rail corridor development plan, which would include:

- confirming a station hierarchy, and sites for future stations
- identifying future level crossing removals
- addressing capacity constraints
- confirming planning outcomes for potential extensions to Torquay and Drysdale.

Action 3n – Implement the recommendations from the Central Geelong Car Parking and Access Strategy

The 2013 Central Geelong Car Parking and Access Strategy discussed the management of car parking throughout the Central Activity Area (CAA) and its impact on the area’s revitalisation.



In particular, the following recommendations align with its strategic interventions:

- Adopt a Parking User Hierarchy – establish priorities for different uses of kerbside space. The hierarchy will help ensure that the limited space available is appropriately allocated.
- Adopt a more stringent parking permit regulation scheme, including:
 - a charge for parking permits that are currently free to eligible residents, thereby discouraging residents from obtaining them, reducing overall parking and car ownership.
 - a method of ‘traceability’ to minimise misuse and abuse of the permit system.
 - denial of kerbside parking permits to residents of new developments, requiring developers to construct onsite parking.
- Maintain or increase parking fees in the CAA. The primary purpose of parking fees is not to generate revenue but to manage the demand for the limited number of parking spaces available. Abolishing or reducing parking fees increases demand and congestion, and decreases parking availability throughout the CAA.

Action 3o – Implement the recommendations from the Geelong Road Safety Strategy

The City of Greater Geelong recognises the importance the community places on road safety, and is coordinating efforts to reduce the incidence and severity of road crashes and associated trauma.

The Geelong Road Safety Strategy is based on the “Safe System Approach” and is aligned to the Victorian Government’s Road Safety Strategy 2013-2022.

The Road Safety Strategy outlines a range of action plans under different categories. They highlight the challenges faced and detail programs that can be implemented to address the challenges. The challenges and programs are organised into one of the following four focus areas: Engineering, Education, Enforcement and Encouragement. A source or owner is allocated for each program and is responsible for implementation.

Action 3p – Implement the recommendations from the G21 Public Transport Strategy

The City of Greater Geelong recognises the importance of increasing the mode share for public transport in Geelong. It has developed a Public Transport Strategy in conjunction with the G21 group.

The G21 Public Transport Strategy’s goal is to increase public transport use, and in turn:

- reduce traffic congestion
- improve the environment
- overcome social isolation.

The strategy developed the following four key objectives, derived through stakeholder and community consultation and by understanding the region’s existing and forecast demographics:

- access for all
- a well-connected region
- urban public transport for an urban centre
- improved information, planning and partnerships.

The strategy sets out a range of actions to achieve the public transport objectives, for implementation over the ensuing four-year period.



Action 3q – Work with PTV and V/Line to prioritise DDA improvements to bus and rail infrastructure

The Disability Standards for Accessible Public Transport outline requirements and timeframes for making public transport accessible to people with a disability. The G21 Public Transport Strategy recommends disabled access to the central platform at Geelong Railway Station, which currently requires passengers with mobility aids or prams to be escorted across the tracks by station staff.

The Geelong Road Safety Strategy 2013 outlines a large number of infrastructure actions for meeting Geelong's DDA requirements, including:

- auditing all paths and road crossings to ensure DDA compliance
- considering path separation where viable (new developments)
- providing routes with high levels of infrastructure support for people with disabilities
- providing lighting, shelters and seating at public transport stops (as required).

6.3 Implementation Plan

An implementation plan has been developed for each of the actions outlined in Section 6.2 and includes a summary of the following:

- **Responsibility:** the organisation(s) responsible for implementing the action
- **Timeframe:** short (<1 year), medium (1–5 years) or long term (5–10 years).

Monitoring the Plan will be undertaken in line with the key performance indicators (KPIs) for each recommended action. To maximise the Plan's effectiveness, an implementation committee or team will ensure that the issues and actions of this report are addressed, and will track the success of these objectives against their KPIs. The committee will ensure that ownership of the proposed actions is assigned to teams or individuals to further improve their chances of being implemented.

Council will nominate committee membership and respective role, as well as their levels of authority. Other details such as meeting schedules and agendas will also be confirmed. The Council will be responsible for implementing the Plan, including providing the committee's funding to operate.

Many of the actions are not directly achievable by Council, requiring state and federal government input and that of other organisations. In these cases, the Implementation Committee will ensure that entities are lobbied appropriately, so that the recommended actions are met.

Table 6-4 Short Term Implementation Plan Summary

Action		Key Responsibility
Action 1a	Evaluate the City of Greater Geelong's approach to all aspects of car parking. Produce an area-wide Parking Plan that aligns with the objectives of this document.	City of Greater Geelong
Action 1b	Investigate the available funding and delivery options for providing footpaths where they are needed.	City of Greater Geelong
Action 1c	Identify streets in populated areas without footpaths, or with a footpath on only one side of the road.	City of Greater Geelong
Action 1e	Research the safety issues for people travelling by active transport – where these issues are located, and the extent to which they discourage active transportation.	City of Greater Geelong
Action 1f	Introduce monitoring processes that will clearly capture accidents involving pedestrians and cyclists.	City of Greater Geelong
Action 1g	Work with VicRoads to prioritise and deliver the proposed Principal Bicycle Network (PBN). ¹⁴ Ensure regular reviews consider new growth area developments and changes in transport needs.	VicRoads & City of Greater Geelong
Action 1h	Identify an area wide prioritised list of pedestrian and cycle orientated traffic signal works, as specified in the Central Geelong Transportation Links Study and other documents. Develop an implementation plan.	City of Greater Geelong
Action 2b	Monitor and assess the results of the truck restriction trial in central Geelong (Malop and Mercer Streets).	City of Greater Geelong working closely with VicRoads
Action 2e	Consult and identify the safety and amenity concerns held by residents in Geelong's northern suburbs, in relation to freight movements.	City of Greater Geelong
Action 2j	Work with DEDJTR and PTV to progress the Avalon Airport Rail Link study.	City of Greater Geelong working closely with DEDJTR
Action 2k	Work with DEDJTR to further investigate construction of a dual gauge rail line from Lascelles Wharf in Geelong Port that connects with the standard and broad gauge rail networks running north to Melbourne and west to Western Victoria and Adelaide.	City of Greater Geelong working closely with DEDJTR
Action 3b	Investigate alternative forms of public transport linking Melbourne and Geelong, including commuter buses and ferries to help reduce peak period capacity constraints on V/Line train services.	City of Greater Geelong
Action 3c	Investigate low-cost opportunities (i.e. travel demand management solutions) to manage the peak period demand on Melbourne – Geelong V/Line train services	City of Greater Geelong
Action 3i	Work with V/Line and PTV to develop Station Access Plans for all railway stations within Geelong.	City of Greater Geelong (working closely with V/Line and PTV)
Action 3m	Work with state government to develop a long-term rail plan for Geelong that addresses local and regional transport needs.	City of Greater Geelong (working closely with V/Line and PTV)

¹⁴ The PBN is a network of cycle routes that provides access to key destinations within the Geelong Region

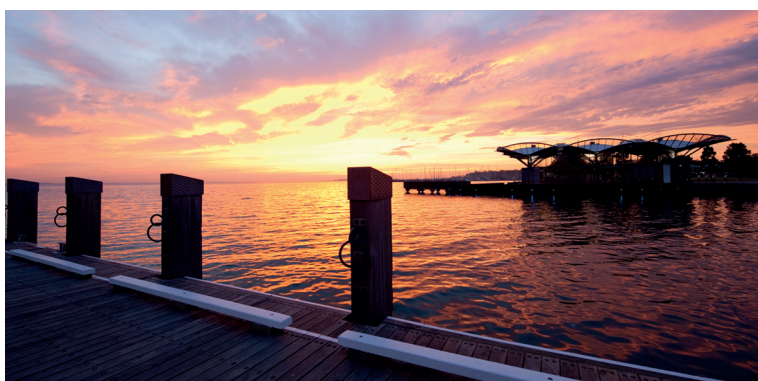


Table 6-5 Short to Medium Term Implementation Plan Summary

Action		Key Responsibility
Action 2a	Work with VicRoads to finalise the draft Network Operating Plans, prioritising central Geelong, followed by the remainder of the municipality.	City of Greater Geelong working closely with VicRoads
Action 2g	Work with Government to address any barriers associated with implementing the freight strategies outlined in the Victoria Freight and Logistics Plan.	City of Greater Geelong working closely with DEDJTR, VicRoads and Geelong Port
Action 2i	Further investigate options for improving travel time reliability to Melbourne Airport from Geelong for freight, car and public transport trips.	City of Greater Geelong, PTV, VicRoads, V/Line, Gull Transport, Metro Trains
Action 3d	Work with PTV and V/Line to derive rolling stock configurations that reflect the specific transport needs of the Geelong to Melbourne rail corridor.	V/Line (with support provided from City of Greater Geelong)
Action 3f	Lobby state and federal government to prioritise an alternative river crossing to the West Gate Bridge.	City of Greater Geelong (working closely with the Victorian Government)
Action 3g	Lobby VicRoads, DEDJTR and Surf Coast Shire Council to reserve a transport corridor between Geelong and Torquay.	City of Greater Geelong (working closely with VicRoads, DEDJTR and the Surf Coast Shire Council)
Action 3h	Lobby PTV to improve public transport connections between the Surf Coast and Geelong so there are more attractive public transport alternatives to private car travel.	City of Greater Geelong (working closely with PTV and the Surf Coast Shire Council)
Action 3j	Work with PTV, active transport groups, and bus operators to improve the marketing of non-car travel from satellite towns and suburbs in the City of Greater Geelong.	City of Greater Geelong , PTV, local bus operators, Cycling and Walking groups
Action 3k	Develop a framework for prioritising infrastructure investment by the City of Greater Geelong for actions recommended in this Plan that are the responsibility of Council.	City of Greater Geelong , PTV, local bus operators, Cycling and Walking groups
Action 3l	Lobby PTV to develop a regional minimum service standard and a policy for minimum level of public transport use in the City of Greater Geelong.	City of Greater Geelong (working closely with PTV)
Action 3n	Implement the recommendations from the Central Geelong Car Parking and Access Strategy.	City of Greater Geelong



Table 6-6 Medium to Long Implementation Plan Summary

Action		Key Responsibility
Action 1d	Produce a prioritised delivery program for providing footpaths in populated areas where they do not exist or are not provided on both sides of the road.	City of Greater Geelong
Action 2c	Improve monitoring systems to better understand the link between industry changes and changes to freight movements, and the ways this is impacting road network operations.	City of Greater Geelong working closely with VicRoads
Action 2d	After adopting the Network Operating Plans, work with VicRoads to produce a prioritised road infrastructure plan to upgrade freight routes and accommodate freight movements, including High Productivity Freight Vehicles (HPFVs).	City of Greater Geelong working closely with VicRoads
Action 2f	Undertake a review of all the municipality's freight-generating land uses to understand opportunities for consolidating these land uses where possible.	City of Greater Geelong
Action 3e	Work with state and federal government to develop local job-creation strategies in a range of industries, to reduce the need for workers from the City of Greater Geelong to commute to Melbourne.	City of Greater Geelong (working closely with state and federal government)
Action 3o	Implement the recommendations from the Geelong Road Safety Strategy.	City of Greater Geelong
Action 3p	Implement the recommendations from the G21 Public Transport Strategy.	City of Greater Geelong (working closely with state government and bus operators)
Action 3q	Work with PTV and V/Line to prioritise disability-related improvements to bus and rail infrastructure, including buses, V/Line rolling-stock, stations and bus stops.	City of Greater Geelong (working closely with state government)
Action 2h	Work with the Geelong Port and Government to address any key infrastructure barriers (planning and/or policy), towards recommendations for improvements to the Geelong Port.	City of Greater Geelong working closely with Geelong Port, DEDJTR and VicRoads
Action 3a	Work with PTV, DEDJTR and federal government to reinforce the priority of resolving peak capacity and comfort issues on V/Line trains to and from Melbourne.	City of Greater Geelong (working closely with PTV and V/Line)



6.4 Future statements – Geelong in 2024

The strategic actions outlined in the Plan have been developed to address the identified issues and key challenges facing transport and land use within the City of Greater Geelong. These strategic actions have been developed to align with the vision for the City of Greater Geelong with the aim of achieving a future as outlined below.

6.4.1 Central Geelong

Central Geelong continues to be a successful central hub for retail, business, education, leisure and tourism. The active frontage, high quality streetscapes and mix of uses have created a safe and secure street environment that is popular with the community. It has successfully attracted knowledge industry jobs and presents new employment opportunities to residents who previously commuted to Melbourne for work.

6.4.2 Growth areas

Growth areas within the City of Greater Geelong, including Armstrong Creek, Jetty Road and Lara West, have succeeded through best-practice planning that provided high quality public transport and infrastructure that encourages walking and cycling. The mix of land uses within these growth areas has reduced the need for car travel and invited more short local trips via sustainable travel modes.

6.4.3 Road safety

The 2012–17 Geelong Road Safety Strategy’s successful implementation reduced the number of fatal and serious injury crashes. Subsequent road safety strategies effectively implemented in the City of Greater Geelong have reduced the city’s number of fatal and serious injury crashes.

The number of cycle trips has increased and the number of crashes involving cyclists has decreased as a result of the enhanced on- and off-road cycleway infrastructure.

6.4.4 Active transport

The City of Greater Geelong has a comprehensive network of footpaths and cycle routes that provide easy access for local communities. The mode share of trips via walking and cycling has risen significantly and is comparable to that of metro Melbourne. The daily volume of trips by active transport modes has significantly increased as a result of the increased population walking more often. The suburbs and towns within the City of Greater Geelong enjoy a higher level of physical activity with active transport being chosen by all age groups for a range of trip types.



6.4.5 Public transport

Frequent and reliable rail services between Geelong and Melbourne provide fast, comfortable access to Melbourne-based employment. Geelong rail line improvements provide an attractive intercity rail service for people making local public transport trips within the City of Greater Geelong to key destinations including central Geelong, Deakin University, and new growth areas located along the rail corridor.

Integrating the bus and rail networks within Geelong, enabled many more people to access rail services without adding to traffic congestion and without the need for extensive additional parking. Providing high density development near railway stations allows a large number of people to walk to rail services, creating street activity and promoting active travel choices.

Faster, more frequent bus services, and longer operating spans from towns and outer suburbs within the City of Greater Geelong has also improved public transport's mode share and has helped reduce Geelong's car dependence by offering an attractive alternative.

6.4.6 Freight

The City of Greater Geelong has adapted to the changing economy by understanding the changing needs for the movement of freight on the transport network. Adopting the Network Operating Plans within the City of Greater Geelong prioritised transport network investment in dedicated freight routes, while minimising community impacts.

6.4.7 Gateways to Geelong

The key gateways (Ports and Airports) to the City of Greater Geelong have been enhanced in line with the adopted Master Plans to accommodate forecast growth in trade movements and to realise the opportunity for growth at Avalon Airport.

6.4.8 Car parking

The City of Greater Geelong is widely regarded as a progressive Council that has taken an advanced approach to parking, using parking policies to support its vision, aims and objectives. Strong population growth in the City of Greater Geelong has seen it grow into a larger regional city where a Council-generated transport culture change resulted in improved access to central Geelong.

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