



## Sustainable Transport ▶ Strategy 2015 ▶ 2025



▶ **Green Paper May 2015**  
Draft for Consultation



## Executive Summary

Ballarat needs a Sustainable Transport Strategy to guide transport related decision-making in our growing city. This Preliminary Strategy brings together for the first time the range of existing transport policies and strategies adopted for Ballarat, and make sense of them as part of an integrated transport picture. It sets the future direction for Council's transport planning and provision.

A sustainable transport system for Ballarat is fundamentally about giving the community alternative convenient options regarding how they move, considering their personal needs and circumstances. The Strategy provides alternative transport outcomes to support a growing population and address concerns related to increased congestion, rising cost of fuel and environmental impacts. Whilst private cars provide the highest levels of mobility, transitioning to a more sustainable transport system which achieves a greater balance between cars and other modes such as walking, cycling and public transport will help address these challenges. This Sustainable Transport Strategy (STS) considers all forms of transport including walking, cycling, vehicle traffic, freight vehicles and the street network.

**The Strategy is proposed to be guided by 7 Key Principles:**



Key concepts for sustainable transport are then outlined as Case Studies of how they could work in Ballarat. They are not fully developed ideas, but are rather intended to generate discussion and debate about the best way forward.

Case Studies of key Sustainable Transport initiatives in Ballarat include:

- A user focussed Ballarat Bicycle Network
- Introduction of Ballarat Bike Share
- High Frequency Public Transport Network
- Initiatives to support the CBD as a 'place for people'
- Introduction of a Neighbourhood Links Program to better link residents with local schools and key local destinations
- How education and training could contribute to reducing barriers and improving safety
- New approach to monitoring change in the city to measure success.

This document has been produced to generate discussion within the community about our transport future. It is not a final document, and it will change and evolve towards a more detailed final version.

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## Part A

# Sustainable Transport and Ballarat

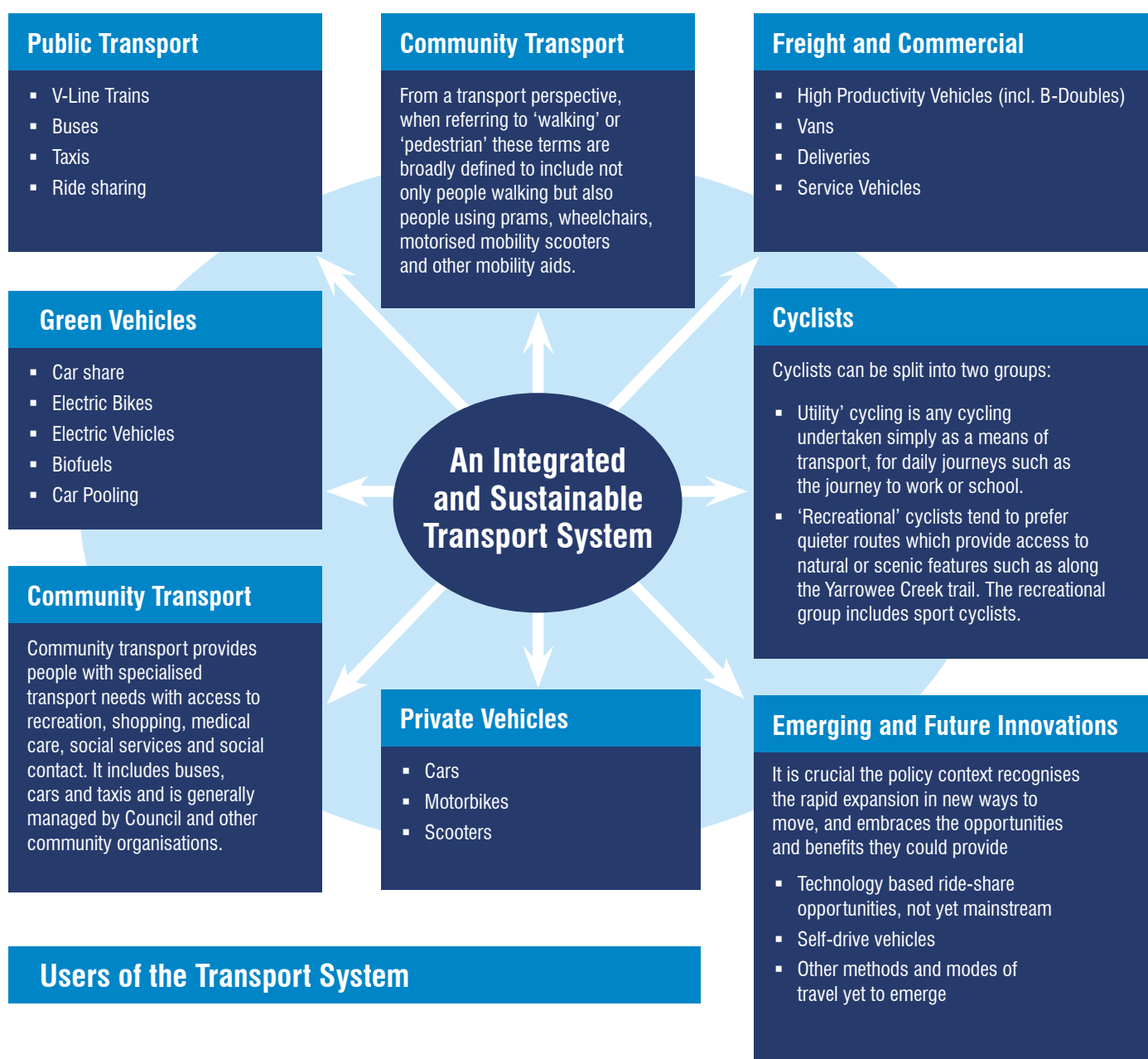


# 1 An Integrated Transport Vision for Ballarat

This Sustainable Transport Strategy (STS) seeks to bring together the range of existing transport policies and strategies adopted for Ballarat, and make sense of them as part of an integrated transport picture. Ballarat needs a strategic approach to effectively manage increased demand for travel associated with a growing population. The projected increased cost of fuel also means that driving will become less convenient for many trips and the community will be looking for alternative options. A sustainable transport system for Ballarat is fundamentally about giving the community alternative convenient options regarding how they move, considering their personal needs and circumstances.

**The Ballarat community identified through the community conversation 'Ballarat Imagine' a strong desire for a greener, more vibrant and connected Ballarat. Council decision-making can enable the community to move smarter and more sustainably through Ballarat, over the long-term, to achieve this goal.**

The STS covers all forms of transport as shown:







## 2 What is a Sustainable Transport System?

### Sustainable Transport is about Providing Options on How to Travel

Sustainable transport systems enable people to move, connect and access destinations in a manner that considers the environmental, social and economic sustainability of travel choices. They don't just move people, they also support connections which provide environmental, social and economic benefits. Such a system encourages less reliance on the private car to meet daily needs, by increasing the attractiveness of other transport options, such as walking, cycling and public transport. Sustainable transport systems recognise that there are often alternatives to the car which are cheaper and more convenient to use for certain trips.

Sustainable transport systems require the following at the core of transport planning:

- 1 Decision-making needs to be fully integrated across modes and comprehensively integrated with land use planning. The integrated approach also covers the connections between transport modes such as park and ride, which single mode strategies usually do not.**
- 2 Projects and investments are scoped and delivered considering a broader transport perspective than just efficient network operation. The triple-bottom line perspective (environmental, social and economic considerations) are considered, and projects are often integrated projects that involve multiple modes, land uses and behaviour change to achieve a principles based outcome.**

In practice, this often results in:

- A focus on shifting travel from car use to other travel modes, based on fuller economic analysis that shows car use is often inefficiently high once all costs are considered
- Better coordination of transport investment with land use policy
- A focus on reducing the need for travel. From an economic perspective, transport is an induced demand that is not necessarily required in all situations. Locating people close to jobs and services or utilising technology can reduce the need to travel for some trips
- Support for walking, cycling and public transport which generally generates fewer greenhouse gases (per capita) than private cars. These modes of transport often provide community benefits in terms of health, well-being and inclusiveness.

This STS provides a key opportunity to integrate a range of existing policies, strategies and plans together, and link with Council's 25 year land use plan 'Ballarat Strategy'. Ballarat has been planning for a sustainable transport system for many years, notably in areas such as Ballarat West, but has not previously had the opportunity to detail this approach into a single Sustainable Transport Strategy to guide transport related decision-making.

### 3 Why does Ballarat need a Sustainable Transport System?

During 2013, more than 6,000 submissions were received to the community conversation 'Ballarat Imagine'. This engagement asked what people love and imagine for Ballarat, and what elements they want retained<sup>1</sup>. Two of the three key underlying themes related to transport:

- The community strongly values the quality of life in Ballarat. This includes having easy access to excellent facilities, shops and services
- The community strongly values Ballarat being a city that is easy to get around. However, there is a sense that this is being eroded over time and the community is seeking solutions.

Specifically, there were almost 2,400 responses to the question 'The things I imagine for Ballarat are...'. Ideas for improved transport were the second most nominated element, behind only 'events, entertainment and tourist attractions'.

Transport responses focused on better cycling and walking facilities, followed by better public transport within Ballarat, issues of parking (especially in inner areas) and roads and congestion. There was a sentiment in the feedback that the transport system in Ballarat is suffering from increasing congestion and parking issues. Overall, the city is generally considered easy to get around but this is worsening over time and there is an aspiration for transport improvements.

The feedback and subsequent analysis identified that the Ballarat lifestyle cannot be maintained if the current pattern of travel continues with a larger population. As it gets harder to get around over time, the community want to have other options available to them. It is clear that the Ballarat community want to see a more sustainable transport future for Ballarat.



#### '10 Minute City' to Guide Decision-Making

Council's long-term land use plan, 'Ballarat Strategy' was developed following Ballarat Imagine. It identified the key concept of the '10 Minute City' to guide decision-making.

The '10 Minute City' concept in Ballarat reflects a general desire expressed by the community to maintain existing levels of access to destinations and services even when the city grows over time. Ballarat is currently a '10 Minute City'. At non-peak times it is possible to reach most areas from the centre of town within a 10 minute drive by car. Access to local shops, schools, services and facilities are also very good; this level of accessibility is valued by the community. The challenge over the next 25 years is to maintain that accessibility as the population swells by over 60,000 people and congestion inevitably increases, even with upgrades to existing infrastructure. Planning for a range of transport options is a key element to ensure Ballarat remains a '10 Minute City'.

The proposed actions from this STS will be crucial to supporting Ballarat as a '10 Minute City'.

<sup>1</sup> [www.ballarat.vic.gov.au/media/1726952/ballarat\\_imagine\\_summary\\_report\\_v5\\_final.pdf](http://www.ballarat.vic.gov.au/media/1726952/ballarat_imagine_summary_report_v5_final.pdf)



## 4 Policy Directions and Guiding Principles

This Sustainable Transport Strategy (STS) considers all forms of transport including walking, cycling, vehicle traffic, freight and commercial vehicles and the street network. It sets the future direction for Council's transport planning and provision.

The principles represent community feedback received through 'Ballarat Imagine' and the development of the 'Ballarat Strategy', as well as targeted input from key stakeholders, research and analysis of best practice. They also combine existing and refined Council policy positions as part of a single Council-wide cohesive strategy for sustainable transport. They seek to ensure balanced outcomes considering competing demands for space, funding, priority and effort.

- 1** **People first approach to priority:** Council will manage the transport network so as to promote sustainable transport alternatives, improve accessibility and inclusiveness, and benefit the walking economy.
- 2** **User friendly streets and grid network:** Council will consider streets as places where people live, work and play and provide access for all users as part of a safe, integrated and efficient transport system.
- 3** **A better public transport system:** Council will collaborate with key Agencies and stakeholders to improve public transport access, connectivity and convenience within, across and from Ballarat.
- 4** **Improve integration of land use and transport to deliver wide-ranging community benefits:** Council will encourage a pattern of land use that supports the viability of high-frequency public transport, and utilise the concept of the '10 Minute City' to support walking and cycling to key destinations and local neighbourhoods.
- 5** **Consider economic value when prioritising network efficiency:** Council will prioritise uses on certain key corridors to maximise supply chain efficiencies and economic activity, in alignment with the Ballarat's Road User Hierarchy. Key freight routes, for example, will be prioritised for business and commercial uses.
- 6** **Promote cultural change towards more sustainable transport choices:** Council will promote, educate and provide leadership on supporting walking, cycling and public transport initiatives to encourage change in perceptions and travel behaviour.
- 7** **Embrace technology and innovation as an enabler of better transport choice and accessibility:** Council will be open, proactive and flexible in supporting new and emerging ways to move – including technologies and business models for transport not yet mainstream, but offer the potential to benefit the community and better connect Ballarat.



## Principles help implement the Policy Direction of the overarching 'Ballarat Strategy'

The guiding principles are directly adapted from the policy directions included in City of Ballarat's long-term strategic land use plan 'Ballarat Strategy'. These principles have been developed in light of the following six key policy directions from 'Ballarat Strategy' specifically related to transport:

- Enable cultural change for a less car dependent community
- Support a high quality walking and cycling network to improve local accessibility
- Support improved connections to other cities and key jobs and business markets
- Improve the efficiency of moving freight
- Plan for future transport capacity and demand
- Plan for land uses that support viable public transport and a more productive city.

Further policy directions from 'Ballarat Strategy' indirectly related to transport are as follows:

- Plan for jobs in accessible locations
- Facilitate better access to local services and facilities
- Create highly connected and walkable communities
- Plan for a healthy community
- Diversify housing choices in well-served locations
- Plan for an ageing community
- Provide clarity on the opportunities for greenfield housing development
- Improve energy efficiency
- Improve resilience to the risks associated with climate change.

This Sustainable Transport Strategy provides clarity regarding how Ballarat is proposed to transition towards a more sustainable transport future.



## 5 Key Challenges



Ballarat is experiencing significant population growth and demographic change. The transport system must be resilient to change, and responsive to changing demand and expectations.

The main challenges include:

- **Population growth** - Ballarat is positioned amongst the top five growth areas in regional Victoria, with the population projected to increase by 60% to 160,000 people by 2040. Without intervention, congestion will inevitably worsen and the community will be seeking transport solutions to maintain easy access to important destinations and services.
- **Ageing population** - Ballarat's over 60's population is expected to almost double between now and 2031, to over 32,000 people.<sup>2</sup> This will have significant changes on travel behaviour, increasing reliance on public transport and walking for short trips.
- **Low density land use pattern** - Low density building forms and extensive heritage areas are a challenge to supporting a range of transport options, particularly investment in high-frequency public transport and related services.
- **High rates of car use, even for short trips** - Current rates of driving to key destinations are not sustainable over the long-term.
- **Low rates of walking to school** - In Australia the rate of walking to school has declined dramatically since the 1970s when 40% of children walked<sup>3</sup>. In 1994 it was 24% and it is now thought to be as low as 15%. 'Victoria Walks' argue the capacity for children to walk in their neighbourhood is extremely important to their independent mobility and general development. They note healthy behaviours as children often continue into adulthood<sup>4</sup>.
- **Low public transport usage** - In 2011, the Census indicated only 3% of Ballarat workers travel to work on public transport. Excluding commuters on the train, only 1.1% caught the bus, around 1% cycled and 3% walked. Almost 75% of people drove to work.
- **Increasing parking pressure** - particularly around key shopping areas and at railway stations. If the current trends continued to 2040, there would be demand for hectares of additional car-parking at Ballarat Station. This is obviously not realistic, so alternative modes of transport to the station will be required and must be considered now as part of a long-term shift in travel behaviour.
- **Traffic growth on key corridors** - including Geelong Road and other key arterials
- **Climate change** - the need to respond to climate change through reducing transport related emissions
- **Greater accessibility for communities without car access** - 8% of households in Ballarat do not have access to a car. Certain communities with relatively high levels of social and economic disadvantage also have the lowest levels of car ownership, meaning up to 13% of households in these areas are completely reliant on public transport, walking or cycling for all trips.

Whilst private cars provide the highest levels of mobility, transitioning to a more sustainable transport system which achieves a greater balance between cars and other modes such as walking, cycling and public transport will help address these challenges.

<sup>2</sup> Victoria in Future 2014

<sup>3</sup> Victoria Walks

<sup>4</sup> [http://www.victoriawalks.org.au/benefits\\_children/](http://www.victoriawalks.org.au/benefits_children/)



## 6 Community Benefits

A sustainable transport system will benefit Ballarat in the following ways:



### Easier Local Living as Part of a '10 Minute City'

Better, safer and more easily to follow pedestrian and cycling networks will enable the community to replace an increasing proportion of short trips by car (particularly to schools and local shopping centres), with walking and cycling. Removing physical barriers and changing perceptions will make walking and cycling increasingly attractive to people of all ages, abilities and financial circumstances.



### Improved Health and Wellbeing

Australia is amongst the most obese developed nations and this obesity contributes to diseases, such as diabetes, cardiovascular disease, various cancers and osteoarthritis. Physical inactivity has been estimated to cost the Australian healthcare system \$1.5 billion annually, with the total financial cost of obesity in Australia in 2008 estimated to be \$8.3 billion<sup>5</sup>. Our sedentary lifestyles are now being referred to as the 'new smoking'.

Council has a role to play in enabling and encouraging walking, bike riding and the use of public transport, which can ensure a more active and healthy community. It can also help in managing some mental health issues and improve community life, social wellbeing and community safety.

Research suggests people who are more active are also more likely to make healthier food choices.<sup>6</sup> Other evidence suggests when people become more involved in their communities, social networks are strengthened. This increase in social interaction within the community results in much improved personal relationships and community health. More active transport can have widespread benefits.



### Increased Prosperity

Businesses and the wider economy benefit from more people walking and cycling as these people tend to spend longer at local shops. Research by the National Heart Foundation concluded people accessing shopping areas by bike and on foot spend more money than those who drive<sup>7</sup>. A sustainable transport system means Governments and consequently ratepayers, benefit from reduced infrastructure costs for the construction and maintenance of roads. Individuals also benefit from the

ability to have access to cheaper transport. The RACV estimated the annual cost of owning a medium sized car (such as a Toyota Camry) in 2014 was around \$11,000. The ability to access daily needs on foot or bike can significantly support the family budget.



### Transport Efficiency

Without intervention, congestion will continue to worsen in Ballarat as the population grows. Increases in congestion will motivate the community to make different decisions about which mode of transport offers the most efficient option for a particular trip. Car trips may not be the most convenient or preferred option for some trips, and the transport system must be ready to enable them to make alternative choices.

Enabling people to choose modes which make less of a contribution to congestion benefits all transport users through more efficient use of the network, as more road-space remains available for business and freight users to run their businesses and support the economy.



### Safer Travel

Encouraging safer travel by drivers, cyclists and pedestrians, and reducing the number of vehicle trips can reduce the number of accidents. Slower vehicle speeds and safer street environments can reduce the severity of injuries when crashes do occur. Integrated land use and transport projects, focussed on people and the triple bottom line, can achieve much safer travel in Ballarat.

A more accessible and integrated transport system, including focus on the walking environment, is particularly important for the most vulnerable road users including many seniors, children, people with a vision impairment or other disability – whom often rely on walking as their primary or only means of transport.



### Reduced Greenhouse Gases and Energy Use from Transport

Greenhouse gas emissions are the main source of air pollution, and they are causing atmospheric changes, which are now being directly linked to global warming, changes in rainfall, rising sea levels and increasing frequency of natural disasters. It is estimated 17% of Victorian greenhouse gas emissions are transport related. Cars contribute 80% of that total. Increasing the number of people walking and cycling will directly contribute to Ballarat's response to the climate change challenge.

<sup>5</sup> Access Economics (2008). The growing cost of obesity in 2008: three years on. Report by Access Economics Pty Ltd to Diabetes Australia

<sup>6</sup> Healthy Spaces and Places

<sup>7</sup> Heart Foundation (2011): Good for Business

<sup>8</sup> Our Environment, Our Future - Sustainability Action Statement (2006), Victorian Government Department of Sustainability & Environment, Melbourne, July 2006.



## 7 Wider Policy Context

Transport policy making in Ballarat is influenced by State and Federal Government policy and legislation. The Victorian Transport Integration Act 2010 is particularly relevant as it requires all decisions affecting the transport system be made within the same integrated decision-making framework and support the same objectives.

### Transport Integration Act 2010

The Transport Integration Act utilises a principles-based approach which focuses on a general requirement to “have regard to” the broad policy framework when making decisions, exercising powers or performing functions related to the transport system. It seeks to use an aspirational framework to drive change and achieve integrated transport and land use planning outcomes, and identifies the role of transport in affecting and influencing broader society outcomes. This Ballarat Sustainable Transport Strategy adopts a similar approach.

#### ➤ Social and Economic Inclusion

- Remove barriers
- Respond to user expectations
- Make transport more widely available
- Improve transport affordability
- Build capacity
- Engage and collaborate in planning and delivery
- Support others to take action on transport challenges
- Create a positive legacy



#### ➤ Economic Prosperity

- Better use of transport assets
- Improve access to work and education
- Support business clustering
- Provide value for money infrastructure and services
- Improve business access to markets
- Engage and collaborate in planning and delivery
- Keep transport costs down



#### ➤ Environmental Sustainability

- Reduce distances travelled to access people, places and goods
- Make transport activity more resource-efficient and reduce its environmental impacts
- Use environmentally sustainable transport more
- Make transport infrastructure more resource-efficient and reduce its environmental impacts
- Make transport resilient to climatic extremes



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

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

Both the Act and this STS establishes a policy framework for effective transport planning with a vision, objectives and principles, and prescribes that the transport system needs to be integrated and sustainable in economic, environmental and social terms – the Triple Bottom Line.

For further information, refer to the State Government's report *Transport and the Triple Bottom Line*<sup>9</sup>, which is a key reference document to the role and benefits of this STS

## Other Regional Policy

Central Highlands Regional Transport Strategy 2014 identified the region's transport challenges and prepared a vision and strategic objectives in response to these challenges, being:

In response to a number of strategic challenges at the time, the following aims were developed:

- Expand transport networks for growing areas
- Manage amenity impacts of freight
- Plan for a 'networked region' in transport and land use
- Provide efficient access to markets for the Regions production
- Support the needs of visitors to the Region
- Increase the resilience of the transport system under changing circumstances

The Ballarat Sustainable Transport Strategy will support the ongoing implementation of this plan.

## Ballarat Community and Council Policy

Ultimately, the success of the STS framework will depend on appropriate implementation and ongoing review to ensure that it achieves integrated and sustainable transport policy outcomes. The framework seeks to provide overarching guidance on how existing individual policies and strategies should be considered as part of an integrated transport network, and how future policy should adopt an integrated approach. The framework seeks to provide additional guidance and enable better integrated outcomes for the range of projects, initiatives and opportunities identified in the following existing policy sources:

- Council Plan 2013-2017 (includes community health and wellbeing priorities)
- Ballarat Strategy
- Municipal Strategic Statement
- Ballarat Road Transport Strategy 2007
- Ballarat Transport Connections Forum 2013
- Ballarat Bike Strategy 2008 and 2014-2019
- Positive Ageing Strategy (under review)
- Cultural Diversity Strategy 2009-2014
- Disability Access and Inclusion Plan (under review)
- Ballarat Transit City Development – Pedestrian and Way Finding Strategy 2007
- Ballarat West Precinct Structure Plan 2012

<sup>9</sup> [http://www.dtpi.vic.gov.au/\\_data/assets/pdf\\_file/0008/221876/Transport-and-the-triple-bottom-line-June-2012.pdf](http://www.dtpi.vic.gov.au/_data/assets/pdf_file/0008/221876/Transport-and-the-triple-bottom-line-June-2012.pdf).



## **Ballarat Imagine** Long-term Community Vision



## **Ballarat Strategy** Long Term Strategic Land Use Plan



## **Municipal Strategic Statement** Guiding principles of Ballarat Planning Scheme



## **Council Plan 2013 - 2017** (includes community health and wellbeing priorities)



The strategy is intended to complement, rather than replace, approved Council policies, plans and strategies. It will also provide a position statement for advocating on a number of State led projects and strategies impacting Ballarat. A full list of relevant State and Federal Government policy applicable to this Strategy is included in Appendix A.

Ballarat Sustainable Transport Strategy



Ballarat Road Transport Strategy 2007



Ballarat Bike Strategy 2008 and 2014



Positive Ageing Strategy (under review)



Cultural Diversity Strategy 2009 and 2014



Disability Access and Inclusion Plan (under review)



Ballarat Transit City Development – Pedestrian and Way Finding Strategy 2007





## 8 Proposed Approach to Implementation

### Roles and Responsibilities

In Ballarat, Council has most influence over land uses, walking, cycling, road space allocation in local streets, parking provision and land use aspects of transport. These components are where Council has direct powers to invest and manage infrastructure and shape planning outcomes.

In terms of implementing this STS, Council has direct responsibility for certain components:

- Some capital works projects including new and upgraded footpaths and trails
- Behaviour change programs including support for school programs
- Preparation of more detailed plans including structure plans, cycling and walking strategies, and policies for parking
- Co-ordinating stakeholder input to draft detailed “Action Plans” for each mode.

The State Government has responsibility for public transport and declared roads, so Council works collaboratively to support improvements to public transport and freight and arterial roads. In some cases Council can influence decision-making, in other circumstances multiple levels of Government and the private sector can contribute financially to benefit the Municipality.

### Policy Directions to Guide Decision-Making

It is not feasible or practical to build our way out of congestion. Instead, the STS focus on providing choices. Significant ongoing investment will continue in roads, but with significant emphasis on public transport, walking and cycling improvements to make these choices more convenient and appealing. The resulting transport system must, over the long-term, provide many more Ballarat residents with genuine transport choice for day-to-day journeys.

To be successful in encouraging more people to choose walking, cycling and public transport requires a combined focus on people, and infrastructure. Car parking policy can be one mechanism to encourage mode shift.

### Implementation Mechanisms

The STS is to be used in everyday decision-making, as well as influencing funding and prioritisation of projects through the Council Plan.

Where appropriate, certain elements may be included in an Amendment to the Ballarat Planning Scheme to ensure STS principles and outcomes are achieved through new development, in partnership with the development industry.







## Part B

### Principles to Guide Decision-Making





















The following Principles (and associated guidance) has been developed, outlining how City of Ballarat proposes to make decisions on transport related issues in an integrated and sustainable manner.




## Principle 1 - People First Approach to Priority

Council will manage the transport network so as to promote sustainable transport alternatives, improve accessibility and inclusiveness, and benefit the walking economy.


To support this principle, Council will consider the following in decision-making:

Guidance for Decision-Making		Key Benefits					
P1.1	Projects should contribute to the design and delivery of safe, continuous and legible principle walking and cycling networks						
P1.2	Prioritise opportunities to audit and improve walking and cycling options within key local catchments, removing physical barriers, addressing safety concerns, widening footpaths where required and providing better priority at intersections						
P1.3	Deliver local streets and public places that are more friendly for walking and cycling through better design of new suburbs, working with developers to improve existing suburbs and improving the design of Council capital works such as road upgrades						
P1.4	Parking controls for developments in the CBD and key activity centres should respond to the long-term aspiration for more people in these areas, attracted to more vibrant, higher amenity spaces						
P1.5	When seeking to manage congestion hot-spots, consider alternatives to infrastructure solutions, technology and opportunities for land use change						

Easier local living as part of a '10 Minute City' 

Improved health and wellbeing 

Increased prosperity 

Transport efficiency 

Safer travel 

Lower emissions and energy use from transport 



## Principle 2 - User Friendly Streets

**Council will regard streets as places where people live, work and play and provide access for all users as part of a safe, integrated and efficient transport system.**

Safety and accessibility are the two key fundamentals to any sustainable transport system. The safer and more accessible the system, the better the system is able to serve all people who live or visit Ballarat.

VicRoads and Council have been working together over several years on implementing the SmartRoads network management approach in Ballarat. SmartRoads provides a balance between competing interests of all road users (including cars, public transport, pedestrian and cyclists) for road space. A Road User Hierarchy for the arterial road network has been developed for Ballarat, to indicate priority road use by transport mode, place and time of day. Under the SmartRoads process, all users continue to have access to all roads, however, certain roads will be managed for different users at different times. A Network Operating Plan for Ballarat, identifying this priority is currently under development. It will form an integral base to decision-making going forward on how best to adapt the public road network with a focus on users, needs, and the benefits to the community.

To support this principle, Council will consider the following in decision-making:

Guidance for Decision-Making		Key Benefits					
P2.1	Encourage walking and cycling by promoting local streets, activity centres and shopping areas as people focussed places, by measures including reducing speed limits, allocating road space to pedestrians, improving footpath connections, landscape treatments, signal priority for pedestrians and traffic calming using an area based approach						
P2.2	Address safety concerns and perceptions within the urban environment that act as barriers to people choosing to walk, cycle or use public transport, including through better design, infrastructure, education and promotional mechanisms						
P2.3	Ensure cycling and walking networks are continuous, logical and legible to the centre of key destinations, and are maintained in accordance with latest standards						
P2.4	Consider road safety strategies that recognise a hierarchy of vulnerability in the following order of priority: pedestrians, cyclists, motor-cyclists and car drivers, which reflects Council's road user hierarchy						
P2.5	Support local communities which request local area traffic management measures to reduce vehicle speeds and improve local area safety and amenity, where appropriate and in the context of finite budgets and the need for network efficiency						
P2.6	Effective way-finding is crucial to assist residents and visitors move across Ballarat and access public transport and other transport services						

Easier local living as part of a '10 Minute City'

Improved health and wellbeing

Increased prosperity

Transport efficiency

Safer travel

Lower emissions and energy use from transport





























## Principle 3 - Create a Better Public Transport System

**Council will collaborate with key Agencies and stakeholders to improve public transport access, connectivity and convenience within, across and from Ballarat.**

A well connected, convenient and high-frequency public transport system can provide a viable transport option for a range of trips in Ballarat, including for those without access to a car, or people who choose to use their car less. Public transport covers a range of modes in Ballarat, particularly the bus and V-Line train, but also taxis and community transport. It provides cost effective transport options and can support environmental benefits.

Many components of the public transport system are the responsibility of the State Government, particularly Public Transport Victoria (PTV). It is therefore important for Council to work collaboratively with PTV on land use and other decisions which can justify improved services. Council also has a significant role to plan in improving the journey on local streets to access public transport stops at the start or end of a public transport journey, and influencing parking policy to influence demand and encourage a shift to more sustainable modes, especially in the CBD and other key destinations.

To support decision-making for this principle, it is proposed Council will:

Guidance for Decision-Making		Key Benefits					
<b>P3.1</b>	The land use policy and initiatives identified in the overarching Ballarat Strategy are crucial to supporting long-term viability of high frequency public transport services.						
<b>P3.2</b>	Collaborative working with PTV and other relevant stakeholders is essential to improve public transport provision						
<b>P3.3</b>	The need for seamless integration between transport modes applies equally to walking, cycling and public transport as for motorised modes						
<b>P3.4</b>	When master-planning greenfield growth areas, consider the high frequency public transport network and local access to public transport						
<b>P3.5</b>	Long-term transport opportunities, including new railway stations, orbital road connections and regional park and ride opportunities may require short-term investigation of the need for land acquisition						
<b>P3.6</b>	New projects should value-add on existing commitments where possible, including the Ballarat Station Precinct Master Plan						
<b>P3.7</b>	On-road priority for public transport should be provided where required						

Easier local living as part of a '10 Minute City' 

Improved health and wellbeing 

Increased prosperity 

Transport efficiency 

Safer travel 

Lower emissions and energy use from transport 



















## Principle 4 - Improve Integration of Land Use and Transport to Deliver wide-ranging Community Benefits

**Council will encourage a pattern of land use that supports the viability of high-frequency public transport, and utilise the concept of the '10 Minute City' to support walking and cycling to key destinations and local neighbourhoods.**

As outlined in the Ballarat Strategy, integrated transport and land use planning are essential to managing the ever increasing demands on the transport network Ballarat. Walking, cycling and public transport improvements need to be targeted to link to key destinations. Integrating transport opportunities into the fabric of land use developments are the best way forward.

To support this principle, Council will consider the following in decision-making:

Guidance for Decision-Making		Key Benefits					
<b>P4.1</b>	Focus infill development along key corridors, as outlined in the over-arching Ballarat Strategy						
<b>P4.2</b>	Focus more intensive commercial, residential and mixed-use development in highly accessible areas such as the CBD, near activity centres and around railway stations, where potential users are best connected (subject to local character and heritage considerations)						
<b>P4.3</b>	Advocate for improved regional connections between key regional and metropolitan destinations, supporting access of both residents and those outside Ballarat to live, work and enjoy a more connected region						
<b>P4.4</b>	Incrementally reduce the amount of on-street long-stay car-parking within the CBD and around key activity centres, focussing on short-stay spaces and alternative use of space with higher economic and social potential						
<b>P4.5</b>	Pursue development contributions as an opportunity to integrate transport and land use for community benefits						


Easier local living as part of a '10 Minute City' 

Improved health and wellbeing 

Increased prosperity 

Transport efficiency 

Safer travel 

Lower emissions and energy use from transport 
















## Principle 5 - Consider Economic Value when Prioritising Network Efficiency


**Council will prioritise uses on certain key corridors to maximise supply chain efficiencies and economic activity, in alignment with the Ballarat's Road User Hierarchy.**

As outlined in the Ballarat Strategy, the movement of freight is crucial to the Ballarat economy. The efficiency of accessing markets and receiving goods has a significant impact on competitiveness of doing business from and with Ballarat. The greater the efficiency, the more competitive businesses can be, ultimately resulting in more jobs and greater productivity.


To support this principle, Council will consider the following in decision-making:


Guidance for Decision-Making		Key Benefits					
P5.1	Support the co-location of industries in areas proximate to transport gateways						
P5.2	Support the increasing use of technology in the transport and freight and logistics sectors to improve the more efficient use of current infrastructure						
P5.3	Continue to work with the State and Federal Governments, and private sector, to continue to improve high quality freight linkages between key businesses and markets						
P5.4	Consider the specific needs for freight distribution to retail and other smaller businesses in urban areas, when working with developers and planning for improvements to public areas						
P5.5	Prioritise freight and heavy vehicle traffic on key routes, in alignment with the Ballarat Road User Hierarchy.						

Easier local living as part of a '10 Minute City' 

Improved health and wellbeing 

Increased prosperity 

Transport efficiency 

Safer travel 

Lower emissions and energy use from transport 



## Principle 6 - Promote Cultural Change Towards More Sustainable Transport Choices

**Council will promote, educate and provide leadership on supporting walking, cycling and public transport initiatives to encourage change in perceptions and travel behaviour.**

To support this principle, Council will consider the following in decision-making:

Guidance for Decision-Making		Key Benefits					
<b>P6.1</b>	Advocate and collaborate with the community, private sector, State Government, adjacent shires and other key partners to influence decision-making and pursue funding opportunities for sustainable transport projects and programs.						
<b>P6.2</b>	Partner with schools, associations and other local or special interest groups to increase awareness and change perceptions of walking, cycling and public transport as convenient alternatives to the car, for some journeys.						
<b>P6.3</b>	Advocate and provide support for community led transport initiatives						
<b>P6.4</b>	Support greater provision of end-of-trip facilities to reduce barriers to active transport						

Easier local living as part of a '10 Minute City'

Improved health and wellbeing

Increased prosperity

Transport efficiency


























Safer travel


Lower emissions and energy use from transport

## Principle 7 - Embrace Technology and Innovation as an Enabler of Better Transport Choice and Accessibility

Council will be open, proactive and flexible in supporting new and emerging ways to move – including technologies and business models for transport not yet mainstream, but which offer the potential to benefit the community and better connect Ballarat.

To support this principle, Council will consider the following in decision-making:

Guidance for Decision-Making		Key Benefits					
P7.1	Be an early adopter of new and innovative technology based transport opportunities, to streamline Council operations						
P7.2	Support ride-share and technology based transport initiatives which would benefit the Ballarat community, including consideration of converting Council owned parking spaces for car-share opportunities						
P7.3	Embrace opportunities to pilot new technologies and new ways to travel						
P7.4	Collect a wider range of transport data which could enable better understanding of transport demand and desire, and more efficient network management						
P7.5	Make all relevant transport data collected and held by Council to be open-source and accessible in real-time to third parties						
P7.6	Partner with PTV and other relevant stakeholders to roll-out established transport information and efficiency technology, such as 'Bus Tracker' to Ballarat						

Easier local living as part of a '10 Minute City' 

Improved health and wellbeing 

Increased prosperity 

Transport efficiency 

Safer travel 

Lower emissions and energy use from transport 





## Part C

# Sustainable Transport Case Studies for Ballarat

Concepts for how Ballarat could transition towards a more sustainable transport system



## Action Plans are yet to be Developed

Action Plans for specific topics such as walking, cycling, roads and freight and neighbourhoods will be developed over the coming period, in conjunction with key stakeholders. These plans will include detailed range of Actions proposed to be undertaken over the life of the STS. At this stage, detailed Action Plans have not been developed as it is vital there be extensive community input developing those plans.

## Ideas invited on a Sustainable Transport Future for Ballarat

Instead, at this preliminary stage, a number of potential game-changing concepts have been developed as Case Studies of what role sustainable transport could have in Ballarat. They have been identified by Council, stakeholders and community members as offering the potential to lead an integrated transition towards a more sustainable transport system.

Please note, the concepts are intended to generate debate and discussion amongst the community. They are not fully developed ideas, and have not been subject to feasibility or other robust assessment at this time. Their potential role in Ballarat will be subject to change in response to community feedback and other analysis. Other new and innovative ideas are likely to emerge through consultation.

The key concepts include:

- **The Ballarat Bicycle Network** – a logical, cohesive, legible and user focussed network to support everyday cyclists enjoy the convenience of cycling for everyday trips
- **Visitor Cycling Links** – providing enjoyable, educational and safe cycling circuits linking key tourist sites and visitor destinations with the Ballarat Station and CBD
- **Ballarat Bike Share** – share bikes as an integrated part of the new “Visitor Cycling Links” connecting the Ballarat CBD with key tourist destinations such as M.A.D.E, Sovereign Hill, Lake Wendouree, Ballarat Botanical Gardens and Victoria Park
- **Public Transport Spine Network** – high frequency public transport corridors
- **The “People First Project” for Ballarat’s CBD** – bringing the people focus back to the management of key CBD areas, particularly Sturt Street. Reducing vehicle speeds, re-connecting the central Sturt Street gardens for visitors and residents alike, laneway activation and a guiding philosophy that people are the future of the CBD
- **Neighbourhood Links Program** – supporting local communities to better connect with local neighbourhood centres by walking and bike, integrated with a Principal Pedestrian Network
- **Promote and support education, training and related initiatives** – to reduce barriers and improve safety
- **Monitoring change** – collect relevant and comprehensive baseline data on non-motorised trips in Ballarat.

## Case Study 1 - Ballarat Bicycle Network

A user focussed cycling network linking key destinations and activity centres, clearly and legibly signed, which is safe for the whole family to utilise.



### Overview

There is currently a range of “cycling networks” in Ballarat. These networks include:

- Municipal Bicycle Network and Principal Bicycle Network - developed by Council and VicRoads, focussed on infrastructure priorities on the road network
- Networks identified in the Ballarat Cycling Strategy (2014) – focussed on recreational cycling users
- Networks defined in earlier strategies and tourism cycling proposals – such as long-range cycling tourism journeys across the Municipality and for sports training
- Personal networks – utilised by individual riders and riding groups, based on their knowledge of quiet routes and enjoyable connections across Ballarat.

Each network is useful for a particular purpose. However, they are generally presented as guides for types of infrastructure available, possible or desirable across the road and trail networks. This infrastructure - based approach is highly useful for Agencies investing in cycling facilities and infrastructure and improving safety, however they are largely irrelevant to actual cycling users of those networks who simply want to be able to follow a safe, legible and convenient cycling connection to their destination, with confidence that it will get them to where they want to go.

Through a user focussed approach, the Ballarat Bicycle Network (BBN) could fully integrate State, local and regional networks so funding opportunities could provide maximum benefit to everyday cycling users. The BBN could aggregate and interpret existing plans and strategies, providing a cohesive and logical way forward for a cycling network in Ballarat.

### Key Features of the BBN

- Development of the network would be incremental – it is a long-term opportunity
- Priority actions would include way-finding signage and better use of existing infrastructure
- Providing safe and continuous connections between key destinations would be the short-term priority.

The BBN would be managed as an integrated and crucial part of the Ballarat transport network. Principles applying to all other modes, such as providing for seamless interchange with other modes, should apply to this network

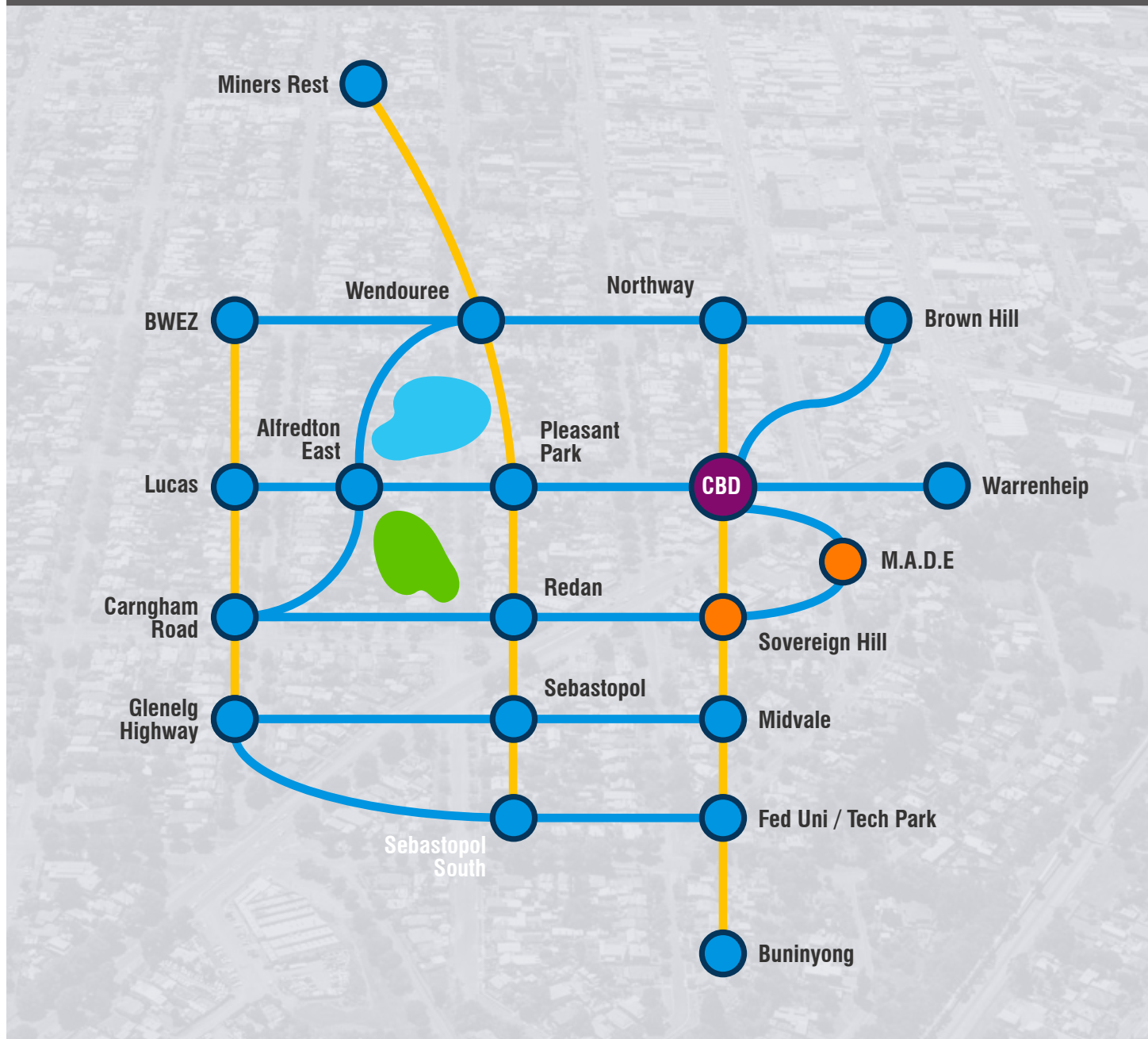


Ultimately, the BBN would be used to revise the currently adopted Municipal Bicycle Network. Where particular priority is required on a road-section of the network, it could be included as a VicRoads Bicycle Priority Route (BPR), which is being developed across Metropolitan Melbourne allowing for a joint Local – State approach to implementation and decision-making.

Many of the routes already exist, but there is a lack of clarity and certainty regarding these cycling connections. A user in Sebastopol needs clear signage of how to reach the CBD along a safe, convenient and logical cycling route. Users and stakeholders need to be closely involved in developing the BBN as they are best placed to ensure it is a popular and usable network.

At a strategic level, the BBN could connect key activity centres as follows:

## Ballarat Bicycle Network (Draft)



## Case Study 2 - Visitor Cycling Links

**Providing enjoyable, educational and safe cycling circuits linking key tourist sites and visitor destinations with the Ballarat Station and CBD.**



### Overview

The overarching Ballarat Strategy identified the need to improve the overall visitor experience to Ballarat and improve connections between key sites. Visitor Cycling Links offer the potential to achieve these outcomes.

The concept involves defining, upgrading where required and promoting cycling links from the Ballarat CBD / Visitor Information Centre / Ballarat Railway Station to key destinations, such as Sovereign Hill. In addition, there are opportunities for enabling and better supporting bikes on trains and buses.

### The Eureka Link

A day-trip to Sovereign Hill could involve a leisurely 15 minute ride from the CBD along the existing off-road Bunny Rail Trail to M.A.D.E. Visitors experience the site of the Eureka Stockade, and become familiar with the landscape, architecture and character of Ballarat East as the site of this historical milestone. A further 10 Minute ride on quiet streets and trails leads to Sovereign Hill. After a half day at this key destination, a leisurely 15 minute ride back to the CBD completes the journey.

The cycling link could be undertaken by school groups as part of an expanded educational experience of Ballarat, and would provide new and convenient transport options without a car, or who have arrived by train.

### Lakes and Gardens Circuit

Similarly, defined and safe connections from the CBD to Lake Wendouree and Victoria Park would provide visitors without a car to experience some of Ballarat's greatest natural and cultural attractions. Following a morning on the Eureka Link, the Lakes and Gardens Circuit could enable those same visitors to also experience the Ballarat Botanical Gardens and War Memorial. Instead of visiting just one of Ballarat's key attractions as part of a day-trip, the visitors could have experienced four or five.

➤ Opportunities to encourage better access to key tourist sites





## Case Study 3 - Ballarat Bike Share

Share bikes to provide low cost connections between the Ballarat CBD and key tourist destinations such as M.A.D.E, Sovereign Hill, Lake Wendouree, Ballarat Botanical Gardens and Victoria Park.



### Overview

Share bikes could be an integrated part of the new “Visitor Cycling Links” connecting the Ballarat CBD with key tourist destinations such as M.A.D.E, Sovereign Hill, Lake Wendouree, Ballarat Botanical Gardens and Victoria Park.

As an integrated component of the Visitor Cycling Links, share bikes available at key points in the CBD and at key destinations on those routes would offer a very high quality visitor experience. The opportunity to arrive in Ballarat by train, jump on a bike to experience the best that Ballarat has to offer is an exciting opportunity. If properly branded and promoted, it is an opportunity to support the perception of Ballarat as a progressive, contemporary visitor destination. Docking stations within the Eureka Heritage Precinct (including Museum of Australian Democracy at Eureka - M.A.D.E and Sovereign Hill); Lakes and Gardens Precinct (Lake Wendouree, Ballarat Botanical Gardens, Arch of Victory and Victoria Park); Ballarat Heritage and Arts Precinct (based in and around the CBD); are worthy of consideration.

Share bikes could be an integrated element to new safe and enjoyable bicycle route linking the key heritage sites. Interpretation could inform the visitors of the story of Ballarat, providing context before arriving at each of Ballarat’s key historic locations. The journey to key Ballarat destinations becomes part of the experience, rather than a difficult and confusing part of the trip.

The bike share scheme, integrated with the Visitor Cycling Links, could be an important new addition to the Ballarat experience.

### Tourist and Visitor Focussed Scheme

Bike share schemes originated in Europe in the 1960’s, and are now operating in more than 700 cities worldwide. Brisbane and Melbourne have implemented bike share schemes over recent years. Both schemes are focussed on a mix of commuter and tourist users. In Ballarat, large-scale uptake of bike share for commuters and local residents is unlikely over the short-medium term. Those residents keen to ride would be expected to prefer to use their own bikes, and the low density distribution of jobs across the city makes point to point use unlikely. Significant growth in the population, and much higher densities of jobs in particular locations would be required to make widespread use viable. However, there is significant opportunity for bike share to form part of the visitor experience to Ballarat, over the short-term.

## Case Study 4 - Frequent Public Transport Corridors

**High frequency public transport spine network, focussed on key corridors linking activity centres, jobs and neighbourhoods. Land use change along this network will support public transport services to become increasingly frequent over time.**



### Overview

Maintaining the current level of car reliance in Ballarat is not sustainable over the long-term. If cars are required for trips at the rate they are today, with around 60,000 more people by 2040, there will be significant issues with congestion, pollution and socio-economic impacts of the rising cost of fuel, capacity issues of road space and parking, and ongoing contribution to climate change. Public transport is a critically important way the community can continue to grow and enjoy the flexibility of moving around Ballarat in an efficient and convenient way, whilst minimising the social, environmental and economic costs. The community will increasingly demand better and more frequent public transport.

### Ballarat needs a High Frequency Public Transport Corridors between Key Centres

The bus network in Ballarat provides an important social service to the community. Its current route structure services a wide geographic catchment, but its timetabling and route choice limits its attractiveness to a relatively small cohort in the community. Given the relatively cheap cost of parking, most people in Ballarat choose to use a private car for their day-to-day needs if they are able. Those who rely on the public transport system indicate its frequency and convenience falls short of their expectations, and far short of offering a viable alternative to the car.

As outlined in the 'Ballarat Strategy', City of Ballarat is seeking to support the viability of high frequency public transport corridors, through land use change – and the support for more people living in 'Convenience Living' corridors within 200m of frequent public transport. In partnership with PTV, the service frequency could be increased in stages over the medium to long-term. The proposed approach seeks to work towards convenient frequencies on corridors between key nodes, supported by a system of feeder bus routes from more suburban destinations. The concept would remove the need for a timetable on key routes, providing confidence to the community that they can just walk up to a bus stop and a service will be just a few minutes away. Similarly, interchanging in this model is seamless as the frequency provides for minimal time spent waiting for a connecting service. Better co-ordination of timetables between bus and train services further improves convenience for users.

High numbers of buses operating on key links in a congested environment will justify appropriate on-road priority such as bus lanes, departure side stops, and signal priority. This is required to ensure public transport remains an attractive choice for customers, and will improve reliability and travel times. Upgraded stop infrastructure and safe pedestrian access (road crossings and path surface) will also be required.

## Case Study 5 - CBD as a 'Place for People'

**People focussed management of public areas of the CBD areas, particularly reducing vehicle speeds and improving accessibility, re-connecting the central Sturt Street gardens for visitors and residents alike, laneway activation and a guiding philosophy that people are the future of the CBD**



Continue implementation of the Ballarat CBD Strategy

The Ballarat CBD Strategy: Making Ballarat Central was adopted in 2010. It contains an extensive implementation plan of walking, cycling and public realm improvements for the CBD area. The STS fully supports the ongoing implementation of this existing strategy, and will help delivery of individual elements as part of wider integrated 'people first' approach to decision-making.

As an example, the CBD Strategy identified the following action items for the Sturt Street Boulevard (refer CBD Strategy p54), which continue to be strongly supported by the principles of the STS:

- Develop Sturt Street as the principal boulevard for the CBD, increasing amenity, safety and access particularly for pedestrians and cyclists.
- Reduce Sturt Street to two lanes in each direction, remove turning lanes wherever possible and construct outstands to reduce pedestrian crossing widths at intersections and midblocks.
- In the longer term, dedicate one traffic lane in each direction to bus only.
- Provide marked bicycle lane along the road, with a substantial safety zone behind on-street car parking.
- Introduce additional mid-block north-south pedestrian crossings as indicated on the Precinct Map.
- Ensure road intersection designs along Sturt Street incorporate the ability to cross between sections of the central Gardens in an east / west direction.
- Investigate the potential for a 'scramble crossing' at Armstrong Street, following closure of the southern section of this street with the creation of the Town Hall Plaza.

- Develop an expanded program of temporary events in the Gardens such as small markets, installations or exhibitions (e.g.using the rotunda).
- Reduce speed limit in Sturt Street between Grenville and Doveton Streets to 40 km to improve pedestrian and cyclist safety.

The additional value of the STS is in reinforcing the integration of specific projects recommended in the strategy, with the principles and policy directions of the new 'Ballarat Strategy' land use plan. It helps to place specific concepts and ideas into a wider framework that considers all modes and associated land use changes needed to make the options viable.

Examples of relevant concepts (on page 29) recommended in the adopted CBD Strategy: Making Ballarat Central.

### Collect and Monitor People Focussed Data on the CBD

In the early 1990's, City of Melbourne conducted its ground-breaking survey of Public Spaces and Public Life. It documented levels of street activation, outdoor dining chairs and tables, resting and waiting spaces and a range of other "people" focussed metrics. It also measured the number of people living in the CBD, students, street art and culture which are indicators of overall vibrancy. Ongoing monitoring of such measures in Ballarat would allow greater understanding of how the CBD is changing in response to the CBD Strategy and other works of Council and the community. A similar monitoring regime for Ballarat should be developed and pursued on an ongoing basis to measure how the city is progressing and changing over time, towards the more vibrant city the community identified in Ballarat Imagine they want it to be.



## Sturt Street Boulevard Concept Illustration



Existing view from  
Albert Street  
looking west along  
Sturt Street



Indicative concept only  
Source: CBD Strategy: Making Ballarat Central (2010), p63

## Town Hall Plaza Concept Illustration



Existing view from  
Sturt Street  
looking south along  
Armstrong Street



Indicative concept only  
Source: CBD Strategy: Making Ballarat Central (2010), p63

## Case Study 6 - Neighbourhood Links Program

**Partnering with local communities to develop safer routes to key local destinations within 10 minutes walking or cycling**



### Overview

As outlined in the overarching Ballarat Strategy, Neighbourhood Links are safe routes to key local destinations within 10 minutes walking or cycling. The concept is similar in philosophy to the safer routes to schools program, but focusses not only on schools and children, but all members of the community, and the full range of local destinations.

The Neighbourhood Links program would rely on the following:

- Quiet routes already exist around most destinations, on which walking and cycling offers a safe and convenient access route. Better promotion, education and awareness of these existing routes will be the initial priority.
- Where short sections of routes require interaction with traffic, designation of shared walking / cycling routes on footpaths may be appropriate. Significant investment in separated bike lanes is not realistic given the relatively low usage expected on local routes over the short-medium term.
- Partnership between Council and a local group or association is essential for any improvement in neighbourhood links to entice additional users.
- Initially, schools will be invited to participate in pilot projects to better connect their campuses with homes, and increase rates of walking and cycling to school.

Integration of local links within a Principal Pedestrian Network will provide cross-municipality connectivity. The approach will enable a strong focus on walking, recognising that the needs of those who walk for recreation/health/leisure often need to be separated from those who can walk for transport, as they generally have different infrastructure needs and are frequently different people. Walking as a mode of transport needs to have the same level of planning that is undertaken for all other modes. With a growing, ageing and diversifying community, specific focus on walking as a transport mode will be critically important

Pursuing improved legibility and safety of local access routes is an important component of increasing the share of short trips (<5km) made by walking or bike rather than car. Changing perceptions of convenient ways to make these types of trips is crucial to shifting travel behaviour.

## Case Study 7 - Support Education and Training to Reduce Barriers and Improve Safety

Education and training are a critical component of any integrated strategy to support cycling.



### Overview

Education and training are central to any integrated strategy to support cycling. Historically, providing new infrastructure has not on its own led to a significant rise in the rates of cycling in Ballarat. A more integrated approach is required to improve safety and amenity for cyclists, whilst at the same time improving confidence and changing perceptions of how easy, enjoyable and convenient it is to ride.

There are a range of existing programs in Victoria which provide great case-studies of the types of programs that could be pursued in Ballarat. These programs include:

- The Happiness Cycle – school based education program that encourages students to ride to school and in their daily lives
- Cycology for Women – operates in Geelong to improve cycling skills and confidence for adults
- CycleWise Cycling Confidence Course – operates in Melbourne to reduce cycling barriers.
- Some councils directly run Cycling Education Programs. City of Stonnington, for example, provides its residents free bicycle maintenance courses and practical cycling skills courses for riders.
- Courses are designed for residents wishing to develop their cycling skills, knowledge and improve their overall riding confidence. All programs are conducted by qualified and experienced cycling instructors.
- The Bicycle Maintenance Program covers bike safety and maintenance information relevant to all riders and their bikes.
- The Cycling Skills Program is designed to assist less experienced or beginner riders with essential bike handling skills such as braking and using gears efficiently. The session also demonstrates methods for safely riding on cycling trails and shared paths.
- The Commuter Cyclist Program is designed for more experienced riders and covers intermediate cycling skills such as riding in bike lanes, negotiating traffic scenarios and improving overall riding technique. The session includes practical demonstrations for riding safely in dedicated bike lanes and tips to ensure riders are legally compliant when cycling.

In conjunction with key Stakeholders, it is proposed that Ballarat identify key opportunities to educate and promote cycling in the city.

## Case Study 8 - Monitoring Change

Recognising and recording change is critical to supporting the ongoing investment and support for cycling projects and initiatives. It enables much more informed decision-making.



### Overview

Collect relevant and comprehensive baseline data on non-motorised trips in Ballarat.

Recognising and recording change is critical to supporting the ongoing investment and support for cycling projects and initiatives. It enables much more informed decision-making.

Since 2011, City of Ballarat has participated in Super Tuesday bicycle counts. These counts have identified the growing popularity of cycling in Ballarat, which is not yet reflected in the most recent census data from 2011. It is important cycling related data continue to be collected on at least an annual basis, and published for community use and benchmarking purposes.

In addition to raw counts, additional measures of cycling perceptions, safety and convenience is highly desirable to provide a better insight into the real status of cycling across the Municipality.



## Next Steps

Next steps are to work with key stakeholders and the community to finalise the principles and policy directions, then collaboratively develop Action Plans detailing integrated transport initiatives.

A final Sustainable Transport Strategy is expected to be considered by Council mid-2015, with Action Plans developed - including Action Plans is planned to be considered by Council in late 2015.

➤ **Sustainable Transport Strategy: Discussion Paper**  
Considered by Council 2014



➤ **Interviews and Community / Stakeholder Workshops**  
February to April 2015



➤ **Draft (Green Paper) [this document]**  
May 2015



➤ **Develop Transport Actions Plans**  
(projects for implementation)  
Mid 2015 onwards

➤ **Pilot Projects**  
Implementation

➤ Road and Freight

➤ Walking

➤ Cycling

➤ Others



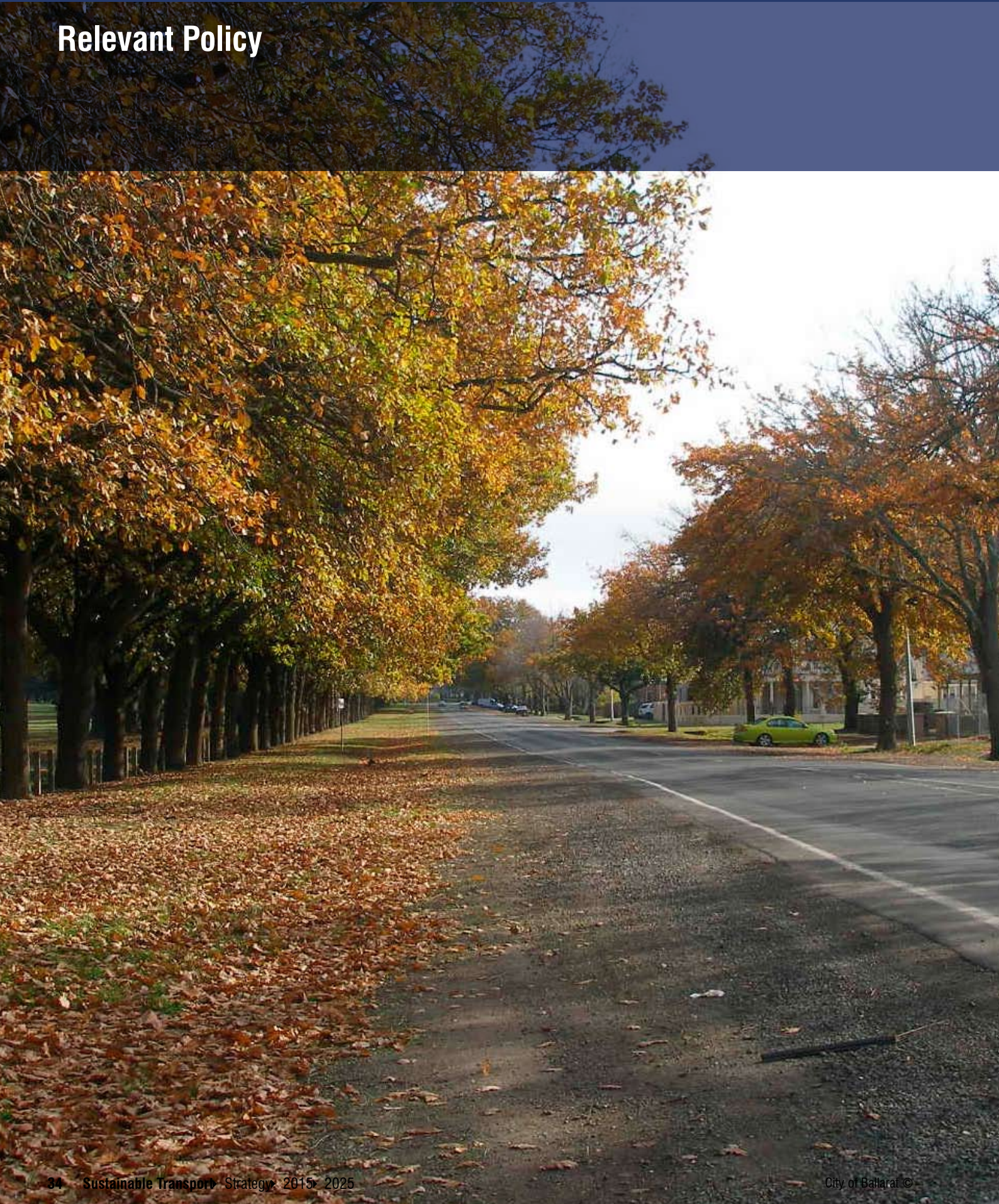
➤ **Final Sustainable Transport Strategy (White Paper)**





## Appendix A

### Relevant Policy





Policy / Strategy / Legislation	Context
<b>Federal</b>	
National Road Safety Strategy 2011- 2020	The Safe System approach requires a holistic view of the road transport system. There are opportunities to improve overall safety, and in some cases avoid the need for expensive remedial treatments, by considering the road safety implications of land use planning decisions (Page 51)
National Charter of Integrated Land Use and Transport Planning 2003	Integrated Transport Planning at all levels of government (Page 9)
National Cycling Strategy 2011-2016	Implementation responsibility at all levels of government – particularly local (Page 21 & 22)
National Guidelines for Transport System Management in Australia 2006: Volume 2 – Strategic Transport Planning and Development	Guidelines for all levels of government in strategic transport planning and development of transport systems (Page 7)
<b>State</b>	
Victorian Road Safety Strategy 2013-2022	Road safety strategy that aims to reduce road fatalities and injuries, as well as deliver improvements to the road transport system.
Cycling Into the Future 2013-2023	Aims to inform local council's strategic directions.
Transport Integration Act 2010	Brings together all the elements of the transport portfolio under the one statute and establishes a policy framework of a vision, objectives and decision-making principles to underpin all activities undertaken in the transport system
Victoria Planning Provisions	All people and corporations must comply with the scheme. Sets out policies, strategies and requirements for council and private land owners for the use, development and protections of land as well future strategic planning
Department of Transport Plan 2010	The DOT Plan: 2010 update Strategic Framework sets the short term priorities for the transport portfolio and demonstrates their alignment to the objectives in the Transport Integration Act and the action priorities in The Victorian Transport Plan
Transport Legislation Amendment Act 2011	Established Public Transport Victoria in 2012 – new statutory authority responsible for planning, coordinating and integrating transport services throughout Victoria. Combines Metlink, Transport Ticketing Authority and Public transport Division of Department of Transport
Regional Growth Plans	Assess the growth potential, land supply, employment precincts and housing needs in identified regional growth areas including Ballarat
Regional Strategic Plans	Establishes a long term vision for regional Victoria, supports the on-going place based regional plans and aims to improve the governance and processes across regional Victoria

# Appendix A

## Policy / Strategy / Legislation

## Context

### State

Transport Connections Program	Victorian Government initiative that supports local people and organisations to work together to improve local transport and access to services for transport disadvantaged communities
Central Highlands Regional Transport Strategy 2014	The Central Highlands Regional Transport Strategy is an evidence-based strategy that provides a tool for implementation of the transport frameworks established by the Central Highland's Regional Strategic Plan and Regional Growth Plan
National Guidelines for Transport System Management in Australia 2006: Volume 2 – Strategic Transport Planning and Development	Guidelines for all levels of government in strategic transport planning and development of transport systems (Page 7)

### Local

Council Plan 2013-2017	Opportunity Improved access to active and sustainable transport options Priorities Ensuring integrated transport planning; developing infrastructure that supports active transport including ongoing improvements to on-road and off-road path network
Municipal Health Plan	For the period 2013-2017 the City of Ballarat applied to the Secretary of the Department of Health for a formal exemption from producing a Municipal Public Health & Wellbeing Plan. The Council has as an alternative produced a fully integrated Council Plan which addresses health and wellbeing priorities across all departments
Local Planning Policy Framework (MSS and (LPPs)	Sets out the municipal strategic statement which guides future planning as well as outlines local planning policies and administers them through a statutory process
Other relevant Council Strategies	<ul style="list-style-type: none"> <li>- Ballarat Activities Centres Strategy</li> <li>- Ballarat Bicycle Strategy</li> <li>- Ballarat Open Space Strategy</li> <li>- Ballarat Pedestrian Wayfinding Strategy Report (2007)</li> <li>- Ballarat Recreation Strategy</li> <li>- Ballarat Road Transport Strategy (2007)</li> <li>- Ballarat Strategy</li> <li>- Ballarat Station Precinct Master Plan</li> <li>- Central Business District Strategy</li> <li>- Economic Development Strategy</li> <li>- Health and Wellbeing Strategy</li> <li>- Industrial Land Use Strategy</li> <li>- Positive Ageing Strategy</li> <li>- Rural Land Use Strategy</li> <li>- City of Ballarat Community Road Safety Strategic Plan 2014-2017</li> </ul>





## **Sustainable Transport ▶ Strategy 2015 ▶ 2025**



## Sustainable Transport ▶ Strategy 2015 ▶ 2025