**Integrated Transport Strategy**

**Community Engagement Summary**



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Bayside City Council

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# Overview

Council conducted a community engagement program to seek community sentiment with regard to transport and getting around Bayside.

Through a series of face to face and online engagement methods, Council received feedback from 276 individuals who provided insight into key transport issues around Bayside.

This information is being used to inform the development of the draft Integrated Transport Strategy which will be available for public comment from March 2018.

# Background

Council is developing an Integrated Transport Strategy to strengthen the relationship between community aspirations relating to transport and Council’s direction for transport planning and provision.

Population projections for Bayside indicate that that there will be a modest population growth in the next 10 – 15 years. This will result in increased pressure on our existing road network and parking provision if left unmanaged. To manage this growth Council has identified the need to shift community reliance from private vehicles to alternative modes of transport.

The Integrated Transport Strategy will strengthen the relationship between community aspirations relating to transport and Council’s direction for transport planning and provision.

The updated ITS will:

* Outline the community benefits and outcomes achieved as part of the delivery of the ITS to date;
* Be aligned with the Community Plan, Council Plan, Environmental Sustainability Framework and the Wellbeing for All Ages and Abilities Strategy;
* Refresh the original ITS guiding principles;
* Identify an approach to address community tensions, including a proposed guiding principle relating to ‘Parking and Access’;
* Identify new actions for implementation over the 5-year period from 2018/19 as part of an annual implementation plan; and
* Contain measurable indicators to enable performance reporting against community benefits/outcomes.

# Scope

## Stakeholders

Stakeholders identified and targeted for community input into this project were:

* Public transport users
* Schools/ school-aged children
* Cyclists
* Tourists/visitors to Bayside
* General Bayside residents
* Local environmental/friends of groups
* Older people & people with a disability
* PTV
* VicRoads
* Bicycle Network
* Vic Walks
* Traditional land custodians

## Related Council documents and consultations

Other recent/current projects where information relating to transport and community sentiment was obtained and fed into the development of the Integrated Transport Strategy:

Plans and Strategies:

* Community Plan
* Wellbeing for All Ages and Abilities Strategy

Transport specific:

* Bicycle Strategy
* Transport Advocacy Statement
* Travel to work Census data (released Oct 2017)
* Car Parking Precinct Plans for Major Activity Centres
* Bay Trail upgrades
* Advocacy Action Plan for bus routes & commuter parking (Southland and Cheltenham stations)
* Footpath Connectivity Project
* Traffic Management and Planning Policy
* Southland Railway Station Parking Restrictions
* Foreshore Carparking Strategy
* Bayside Walking Strategy

# Engagement process

## Engagement purpose

This community engagement process was designed to:

* Test Council’s understanding of key transport issues and community priority areas for advocacy;
* Explore community appetite around key projects with the Council Plan 2017-2021;
* Determine if the current Integrated Transport Strategy and its themes reflect community need and aspirations;
* Test community appetite on potential initiatives aimed at encouraging more people to walk and cycle;
* Understand how to support the community to change their behaviour and reduce their reliance on cars if they wish;
* Build awareness of the need to shift reliance from private vehicles to alternative modes of transport, particularly for short trips within the municipality; and
* Build awareness for the project and the need to maximise choice and convenience.

## Engagement methodology

The community engagement component took place after a thorough analysis of previous Council documentation and relevant desktop research. Following this community engagement stage, a Draft Integrated Transport Strategy will be developed and available to the community for public comment and feedback prior to being presented to Council for adoption.

This report focuses on the first round of community engagement.

### Analysis phase

Key inputs considered as part of the development of the draft Strategy are outlined below.

**Strategy and Policy Review**

* A review of current policy and initiatives relating to transport, land use, environmental sustainability, health and wellbeing and economic development; and
* A review of State legislation and State government plans, policies and strategies.

**Community Plan 2025**

In 2016, Council conducted a process to engage and listen to the needs and aspirations of the Bayside community, with the aim of understanding what the community believes is needed to make Bayside a better place. More than 1,200 people across a broad range of ages and backgrounds participated in developing the Community Plan through surveys, face-to-face engagement and online forums. This consultation provided valuable insights into what residents’ value and what is needed to improve the liveability of Bayside. A total of 223 respondents provided feedback which related transport related themes. This feedback has been reviewed as part of the development of the draft ITS.

### Community Engagement phase

During the Community Engagement phase, from 27 October until 26 November 2017, the following activities were undertaken:

|  |  |
| --- | --- |
| Details | Activity |
| Oct-Nov 2017 | **Signage**Signage promoting the project and ways in which community could get involved, located at:* Bay Trail (Middle Brighton Baths)
* Brighton Beach Train Station
* Sandringham Train Station
* Beaumaris Concourse
 |
| 27 Oct – 26 Nov 2017126 participants | **Online Engagement (Have Your Say website)**The project was promoted online via the Have Your Say website: [www.yoursay.bayside.vic.gov.au](http://www.yoursay.bayside.vic.gov.au) and allowed people to comment on travel modes. Individual pages were created for each mode of travel: walking, public transport, cycling, and car travel/parking |
| Oct-Nov 2017 | **Other promotion/communications*** News articles on Bayside City Council website
* Social media posts and advertising
* Incentive to participate: $100 Visa card
* Emails to Council’s database (3,500 recipients)
 |
| Nov 2017150 participants | **Listening Posts**Four listening posts were held across the municipality during November 2017 to seek face-to-face feedback from the community on what they felt were the most pressing transport issues within Bayside which need to be addressed by the draft ITS. * Beaumaris Concourse: 8/11/17, 10am-12pm (40 participants)
* Brighton Beach Station: 15/11/17, 4-6.30pm (21 participants)
* Church Street, Brighton: 24/11/17 09:30am-midday (37 participants)
* Sandringham Station: 16/11/17, 4-6pm (52 participants)
 |

# Participant profile

A total of 126 people provided direct feedback via the Have Your Say website as part of this process. Additionally, 338 people were classed as informed participants who are those people that either clicked through and looked at various transport project pages or downloaded documents from them.

Information about the participants is represented in the table below and depicts responses from a good cross-section of the community.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Demographic | Bayside2016 Census | Number of HYS Participants (%) |
| Gender | Male | 47.6% | 48 (52% of known) |
| Female | 52.4% | 44 (48% of known) |
| Unknown | - | 64 |
| Other identity | - | 1 |
| Age | 15-24 | 11.5% | 3 (3% of known) |
| 25-39 | 13.6% | 21 (21% of known) |
| 40-49 | 16% | 24 (25% of known) |
| 50-59 | 14.% | 20 (20% of known) |
| 60-69 | 11.5% | 22 (22% of known) |
| 70-84 | 9.9% | 9 (9% of known) |
| 85+ | 3.7% | 0 |
|  | Undisclosed | - | 58 |
| Suburb | Beaumaris | 13.5% | 23 (15%) |
| Black Rock | 6.5% | 22 (14%) |
| Brighton | 24.1% | 23 (15%) |
| Brighton East | 15.9% | 13 (8%) |
| Cheltenham | 3.7% | 15 (9%) |
| Hampton | 13.6% | 23 (15%) |
| Hampton East | 5.0% | 4 (2%) |
| Highett | 7.2% | 10 (6%) |
| Sandringham | 10.5% | 19 (12%) |
|  | Outside Bayside | - | 6 (4%) |

Comprehensive demographic data was not collected for those who participated in face-to-face engagement activities.

# Engagement findings

Improvements to public transport in Bayside was the most prominent transport theme raised by respondents. This was followed by feedback relating to walking and cycling, general parking and commuter parking provision at train stations. The table below provides a summary of the transport related themes raised by respondents.

|  |  |  |
| --- | --- | --- |
|  |  | Identified Transport Themes |
|  | **Feedback Mechanism** | **Walking & Cycling** | **Public Transport** | **Safety** | **General Parking** | **Commuter Parking** | **Congestion** |
| No. of respondents  | **Community Plan Feedback (2016)** | 76 | 89 | 11 | 46 | 18 | 2 |
| **Listening Posts** | 19 | 53 | 25 | 41 | 18 | 22 |
| **Have Your Say****Walking** | 18 | 1 | 0 | 0 | 0 | 0 |
| **Have Your Say****Cycling** | 45 | 0 | 0 | 0 | 0 | 0 |
| **Have Your Say****Public Transport** | 12 | 59 | 5 | 7 | 9 | 1 |
| **Have Your Say Car Travel** | 2 | 3 | 3 | 5 | 3 | 7 |
| **Total** | 172 | 205 | 44 | 99 | 48 | 32 |

##  Public Transport

Further analysis of the feedback received in relation to public transport identified limited bus service frequencies with Bayside as the most pressing public transport issue that needs to be addressed by the draft ITS. This is understandable given that most bus services within the municipality are local bus services (not part of the Principal Public Transport Network) with reduced service frequencies running at 30 minute intervals during both peak hours and throughout the day and generally less frequently over weekends.

Improved coordination between buses and trains was identified as the next most pressing public transport issue (36 mentions). It is recognised that there is a need for better coordination between buses and trains to reduce delays and travel times in order to make public transport a more attractive option of in terms of accessing train stations within Bayside as part of an onward journey. Improved bus-rail connectivity would also assist in reducing commuter parking pressure within the vicinity of train stations.

The third most pressing issue identified relating to public transport in Bayside was the provision of commuter car parking at train stations. The State government is responsible for the provision of commuter parking at train stations. Whilst some commuter car parking is provided at train stations, it is recognised that there is a deficiency in the level of parking available with most commuter car parks typically full before 8am on a weekday. Not only does this discourage many commuters from catching the train, it also forces them to seek alternative parking in and around residential streets impacting on residential amenity.

## Walking and Cycling

The majority of feedback received in relation to walking and cycling identified the need for specific infrastructure improvements aimed at creating a safer environment for pedestrians and cyclists. Some of the common themes that emerged from the feedback included the need to separate cyclists and pedestrian on the Bay Trail (18 mentions), the provision of more crossing opportunities for pedestrians, particularly on busy roads (16 mentions) and the provision of more on-road and off-road bicycle infrastructure (21 mentions).

### Council’s role in supporting walking and cycling

Council asked the question, both online and face to face: *What could Council do to encourage you to cycle and walk more around Bayside?*

Key Council initiatives that would support more walking and cycling were identified as:

* More bicycle parking;
* Improved cycle paths;
* More frequent public transport; and
* More parking around train stations.

## General Parking

Feedback received in relation to parking focused on a number topics. The availability of parking within activity centres and an increase in the number of multi-unit developments leading to an increased demand for on-street parking were the most cited issues. Other feedback focused on parked vehicles in narrow residential streets causing perceived safety issues and on-street parking provision being occupied by tradespeople working at nearby developments.

## Safety

Feedback relating to safety mainly focused on community concerns associated with excessive vehicle speeds. However, most respondents did not identify a specific location where they felt speeding traffic was an issue. Other feedback relating to safety included too many trucks using Beach Road, divers being distracted when driving, buses operating along narrow residential streets and the need for more traffic signals at intersections.

### Reduced speed limits to enhance safety

Council asked the question online: *Would you support the reduction of speed limits within some local Bayside streets to provide a safer environment for pedestrians, cyclists and other road users?* 17 people responded to this question online. 15 supported reduced speed limits and 2 did not.

# Reflections on engagement process

The engagement process was effective however there were some lessons learnt. For example, positioning a listening station at the exit of a train station as people arrive at their destination (e.g., coming home after work) is less effective than positioning the listening station at the arrivals section. When people are exiting the train station they are often in a hurry and are less interested in engaging. But because people often have to wait for their train to arrive they are much more interested in engaging in this space.

# Next Steps

Information from this phase of the project will be used to inform the draft Integrated Transport Strategy. The draft Strategy will be released for public exhibition in March 2018 for a period of four weeks. Further community feedback received will then be incorporated into the Strategy and presented to Council for adoption mid 2018.