City of Perth

transport strategy

Lord Mayor Foreword

Our Capital City is experiencing an exciting period of rapid growth and development. The City of Perth's resident population is expected to grow from 24,000 people in 2015 to approximately 40,000 people by 2036 . Major developments such as Elizabeth Quay, Perth City Link, Waterbank and the new Perth Stadium are expected to be fully completed within the next decade. These developments will create and deliver new business opportunities and increase the visitor, residential and worker population.

Looking to the future, sustainable accessibility into and within our Capital City is paramount for our ongoing prosperity, reducing our environmental footprint and improving the well-being of our community.

The City's Council decisions regarding infrastructure and the method by which we manage our transport network will directly influence people's behaviour. It is therefore imperative to make informed, evidence-based decisions, aligning with the City of Perth's Vision 2029+. We are committed to maintaining a sense of place we are proud to pass on to future generations.

We all seek a Capital City which is successful, sustainable, vibrant and underpinned by a world class transport system. This will ensure that Perth maintains and enhances its status as one of the most liveable cities in the world. Seamless and efficient travel within the City of Perth and wider metropolitan area are intrinsically linked to Perth's future economic performance, liveability and cultural activation.

Our strategy outlines actions the Council can undertake to improve the city's transport network. It also highlights a productive collaboration with the Federal and State Government to improve walking and cycling facilities, public transport services, road network management and data collection.

The development of targeted action plans for specific transport modes will be guided by our strategy, acting as the overarching framework for the City's capital works agenda. We have continued our commitment to infrastructure spending on walking and cycling, making these modes viable for more people. We aim to increase active travel trips within our Capital City from 6 per cent in 2011 to 15 per cent in 2031.

I would like to extend my thanks to the hundreds of local residents, businesses and workers who have helped shape our strategy and encourage you to take the time to read our strategy and acquaint yourself with how we intend to make Perth a truly accessible Capital City.

The Right Honourable the Lord Mayor
LISA-M. Scaffidi

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1 Introduction

1.1 Why develop a Transport Strategy?

The City of Perth Transport Strategy has been developed to articulate the City's long term aspirations for transport, and highlight how we will progress towards that future. It builds on the Strategic Community Plan: Vision 2029, taking the vision and guiding principles of that Plan and applying them to how we manage and plan for the city's transport systems.

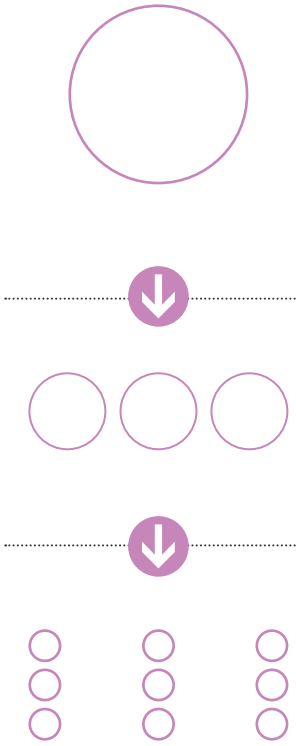
This inherently requires a collaborative and proactive approach to research, policy development, project design, and infrastructure delivery.
The City's Transport Strategy will:

- help guide how we work with other agencies;
- inform important issues we advocate for;
- initiate various actions relating to how the city's transport system can be improved;
- shape our capital works agenda over the coming years by guiding 'action plans' such as the City's Cycle Plan.

1.2 Structure of the Strategy

The Transport Strategy follows the structure of other City of Perth 'informing strategies', in establishing Focus Areas, related objectives and some context for the City's role in these fields. For each Focus Area a 'case for action' is provided, as well as a brief aspiration statement and reference to measures that will be developed over time.

Chapter 6 – Delivery highlights the specific, detailed actions that flow on from the objectives of the Strategy. The Transport Strategy will be reviewed every two years, alternating between a minor review (in 2018) and a major review (in 2020).



Focus Areas: There are 6 Focus Areas in the Transport Strategy that capture the major themes that our work will be structured around over the coming years

Objectives: There are several objectives within each Focus Area, which articulate our approach and priorities.

Actions: Corresponding with each Objective are a series of actions that specify what we will do, when and who we will partner with to achieve them.

2 Background

2.1 The City of Perth's role in transport planning and management

As the local government authority for Western Australia's capital, the City of Perth plays an important role in both delivering infrastructure projects and managing how the city's streets and public realm operate.

As in other Australian cities, the State Government plays a critical role in planning for and managing the major road / freeway network, in operating the various components of the public transport system, and also ensuring consistency across various local government authority areas. Table 1 highlights how the City needs to work with the relevant transport agencies within the transport portfolio.

Table 1: Role in transport planning and management

Organisation / Agency	Role and influence in the City of Perth	Relevant strategies and plans
City of Perth	Local Government authority responsible for the design, management and operation of the City's local street network, public realm and public assets (such as community facilities, car parks, etc.).	This Strategy, Urban Design Framework, Cycle Plan 2029, On-Street Parking Policy, Various land use policies governing parking and access requirements
Department of Transport (DoT)	WA Government department responsible for wider transport planning. Specific areas of influence in the City of Perth include management of the Perth Parking Policy, and development of the Central Area Transport Plan.	Central Area Transport Plan, Public Transport for Perth in 2031 (draft), Perth & Peel @ 3.5million (Draft), Transport @ 3.5 Million (draft), WA Bicycle Network Plan
Main Roads WA (MRWA)	WA Government agency responsible for the management of the major road network, as well as approval of changes to the road network and traffic signalling.	Central Area Transport Plan, Perth & Peel @ 3.5million (Draft), Transport @ 3.5 Million (draft), Policy for Cycling Infrastructure (2000)
Public Transport Authority (PTA)	WA Government agency responsible for the provision and operation of the public transport system, including rail, bus and ferry services as well as school bus and event specific public transport.	Central Area Transport Plan, Public Transport for Perth in 2031 (draft), Perth & Peel @ 3.5million (Draft), Transport @ 3.5 Million (draft), Accessibility Policy (2007)
Department of Planning (DoP)	WA Government department responsible for land use and spatial planning.	State Planning Strategy Directions 2031, Perth & Peel @ 3.5million (Draft), Central Sub-regional Planning Framework (Draft), Capital City Planning Framework (2013)
Metropolitan Redevelopment Authority (MRA)	WA Government authority responsible for the development of various land parcels, some within the City of Perth such as Elizabeth Quay, Perth City Link and Waterbank.	Various site / precinct plans and design guides.
Neighbouring Local Government Authorities	Local Government authorities with an important interface relationship with the City of Perth.	Various planning schemes, transport and urban design plans and policies, parking management approaches, etc.

2.2 The importance of efficient and sustainable transport

Sustainable accessibility is fundamental to the City of Perth's ongoing prosperity, our environmental footprint and the well-being of our communities. The decisions we make regarding transport infrastructure and the way we manage the transport network will influence people's behaviour, therefore our decisions must be informed, evidence based and align with the City of Perth's Guiding Principles (see Table 2) and the various aspirations set out in this Strategy.

2.3 Growth in the City of Perth

Given the capital city function of the City of Perth, its role as Perth's centre for jobs, cultural attractions, tourism and a growing residential hub, there is a specific need for transport planning within the central area to be proactive, informed and striving to achieve a vibrant, sustainable and liveable Perth.

As activity increases, it will become even more important to cater for growth with efficient and sustainable transport choices. People's ability to move around the City of Perth and wider metropolitan area is intrinsically tied to the economic and social performance of Perth, and the decisions made today will have long and lasting effects on people's transport behaviour into the future.

3 Our commitment to sustainable accessibility

3.0 Vision

The City of Perth's planning, design and management of the city's transport systems are coordinated to create a liveable, vibrant and sustainable Perth. Seamless, efficient and healthy transport options are considered essential for Perth's prosperity and wellbeing.

The City's Strategic Community Plan emphasised the requirement of proactive planning for a world class integrated transport system. The headline vision from the City's Strategic Community Plan is highlighted below:

- Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.
- Movement to and within the city is efficient and easy to use. The accessibility and connected nature of the movement network encourages people to walk and cycle.
- Excellent public transport services are the preferred choice of people coming into the city for all purposes. Mass transit systems such as light rail have been introduced to accommodate increased movement between major activity nodes in and around central Perth, including major medical facilities and universities.

Guiding Principle	Intent - from the Strategic Community Plan 2029+	Application to the Transport Strategy
Sustainable development	Perth must develop in a way that meets the needs of the present without compromising the needs of future generations, through the integration of environmental protection, social advancement and economic prosperity, to build a sustainable future for the city.	Access to and within the city will be prioritised for sustainable modes of transport.
Evidence based	Decisions must be based on evidence, be adaptable to change and continuously reviewed.	The City will lead the wider Perth transport industry in research and advancing our collective understanding of how the transport system is performing.
Strong leadership	The City will take a leadership role to ensure decisions consider the best possible outcome and be proactive in the global recognition of the City of Perth.	The City will be bold in progressing new and innovative ideas and leading other agencies in the transport portfolio.
People first	People will be given precedence in the city's public spaces and roads.	The people first approach will be embedded in policies and projects that apply to all transport modes, so as that Perth can be made truly walkable and more inviting for more people.
Minimum sufficient regulation	Minimal and flexible regulation will encourage and support a diverse, vibrant and progressive city.	The City will be an enabler not a blocker of new innovations that can improve sustainable and efficient transport in Perth.
Fair funding	Decisions will consider aspects of just funding across our rate base. Partnerships and joint ownership will be used to maximise desired outcomes.	The City will continue to seek funding partnerships for transport infrastructure improvements and programs. Investment decisions will be based on need and long term efficacy in achieving the City's transport vision.
Interagency collaboration	A resilient and sustainable capital city will require contributions and partnerships with stakeholders and collaboration with all levels of government.	The City will work closely with our partners in the State's transport and planning portfolios, academia and the private sector.

Table 2: Guiding Principles

4 Focus areas for delivery

The following Focus Areas have been identified to frame the City of Perth's work and advocacy in order to achieve our vision for Perth's transport system. Within each Focus Area are several Objectives. These Objectives are further articulated in the Implementation Plan, specifically regarding the deliverables that the City will undertake in order to achieve these different aspects of the Strategy.

Focus Area	Objectives
1. Integrated Planning	**1.** Lead an integrated approach to transport system planning in the City of Perth. **2.** Continue to cater for a more diverse business and residential community in the City of Perth. **3.** Seek to achieve significant safety improvements across all modes of transport in the City of Perth. **4.** Lead innovative research relating to how the city's transport systems are performing and contributing to Perth's economic, social and environmental wellbeing.
2. A Walkable City	**5.** Ensure that improving walkability is central to all transport design and management decisions in the City of Perth. **6.** Lead in the collection, management and use of data to improve our understanding of the City's pedestrian networks. **7.** Continue to apply an iterative design approach in testing public realm improvement and design ideas. **8.** Continue to promote active transport in the City of Perth through our marketing channels, engagement activities and events program.
3. A Cycling City	**9.** Continue to develop a connected cycling network. **10.** Lead and promote the development of high quality end of trip cycling facilities in the City of Perth. **11.** Be a leader in the development of innovative cycling infrastructure and support innovation that helps Perth become a more cycle-friendly city.
4. Next Generation Public Transport	**12.** Influence significant improvements and expansion of the city's passenger rail network. **13.** Advocate for improvements to the public transport network's legibility, frequency and connectivity. **14.** Support expanded public transport options for crossing and travelling along the Swan River. **15.** Support new transport service models and options that benefit the City of Perth community. **16.** Reduce the negative externalities of buses on City of Perth streets.
5. Progressive Traffic & Parking Management	**17.** Continue the 'to, not through' approach to designing and managing the traffic network. **18.** Continue to lead the car parking industry in achieving sustainable transport outcomes. **19.** Support environmental improvements and innovation in vehicle technology within the City of Perth.
6. Innovative Engagement, Knowledge & Data	**20.** Lead a culture of strong and innovative community engagement in Perth. **21.** Improve our knowledge base and evidence that supports decision making. **22.** Lead a collaborative approach to last kilometer freight.

Table 3: Focus areas for delivery and associated objectives

Focus Area 1: Integrated Planning

The Case for action

The complexities of transport planning in the City of Perth, and the range of factors influencing transport and being influenced by our transport decisions, requires us to take an integrated, collaborative and informed approach to our work in this area.

'Integrated' in this context is commonly referred to as both 'vertical' and 'horizontal':

- 'Vertical' integration refers to the need for the City to work closely with the State and Federal Governments, and recognises the need for close collaboration across these different tiers of government that influence urban transport decisions.
- 'Horizontal' refers to the various specialisms that are relevant to effective transport planning, specifically relating to different modes of transport, but also extending to land use planning, economics, economic development, public health and environmental planning, to name a few.

As a Focus Area of this Strategy, the City of Perth is highlighting the importance of getting both aspects of integrated planning right. A failure to do so would likely result in access to and within the City of Perth becoming more difficult, and also impact our ability to deliver projects that require collaborative involvement across multiple agencies.

Aspiration

The City of Perth develops as a vibrant, diverse city made up of places for people to work, live, meet and explore. Our planning of the city's transport systems is coordinated in a way that acknowledges the interdependencies of various modes, stakeholders and government agencies. A logical, legible and safe network of transport options caters for Perth's growing needs in sustainable and efficient ways.

Measures

- The extent to which agencies and stakeholders collaborate on transport and land use planning decisions.
- Qualitative feedback regarding the transport system and its legibility, ease of use and the adequacy of service levels/standards.

Objective 1: Lead an integrated approach to transport system planning in the City of Perth.

The City of Perth intends to continue being a leader in how we plan for, design and manage the various modes that make up the transport network.

At a local, street based level, this will involve continuing to seek solutions for all modes in our street improvement projects, such as the two-way streets program. As we convert selected one way streets to two-way operation, aspects improving the function of these streets for pedestrians, cyclists, public transport and private car users will be developed in a holistic, integrated way.

At a sub-regional level, there is a need for effective transport planning that progresses ideas and addresses issues that cross local government area boundaries. The City is committed to improving the ways in which it works with neighbouring local government authorities and will formalise this with the establishment of a transport planning working group focused on inner Perth.

Central to this will be the TransPriority approach which establishes the modes of transport that are prioritised on different streets in the City of Perth. Figure 1 highlights the City of Perth's preferred TransPriority network.

This approach of network planning accepts the limitations on the street network, and the inability to cater for all modes of transport to a high level of priority, on all streets. It therefore distributes priority across streets, and in practice would see priority measures such as dedicated road space and time at traffic signals, allocated to the respective modes accordingly.

At an operational level, there may be scope to broaden the use of Perth's public transport ticketing system – Smart Rider – so as to facilitate greater integration with new and emerging modes of transport. The City will support these measures that can lead to a seamless transport network in the city and promote greater public transport use.

Actions:

A1.1 Collaborate with the State Government transport portfolio and neighbouring Local Government authorities to embed the TransPriority approach to network planning and infrastructure decision making.

A1.2 Establish a transport planning working group made up of Local Government authorities within inner Perth.

Objective 2: Continue to cater for a more diverse business and residential community within the City of Perth.

Some of the most significant transport system improvements can be delivered through the way we manage and plan urban development. Diversifying the traditionally office and business focussed central city with more residential and mixed use development, opening up opportunities for more residents to live in the City of Perth, can potentially yield significant transport benefits. By increasing the number of people living within a walkable / cyclable distance from Perth's central employment area, and reducing the need for people to travel by car, the efficiency and sustainability of accessing the City of Perth can be significantly improved.

This objective is well aligned with the planning and project delivery undertaken by the State Government, specifically the MRA with respect to the Elizabeth Quay, Perth City Link and Waterbank developments. Ongoing collaboration between the State and the City will ensure development of the City's major assets is coordinated and integrated into the fabric of the City of Perth.

The City's planning scheme will be a major tool in implementing land use change over time. As transport accessibility improvements are planned and delivered, land use controls in areas that benefit from increased access will need to be revised and updated. This continual revision of land use controls in the context of changing transport service provision will be an ongoing element of the City's planning agenda.

Action:

A1.3 Progress the development of the Local Planning Strategy and update of the Strategic Community Plan to ensure the City's land use planning controls are designed to facilitate the city's ongoing sustainable development.

Objective 3: Seek to achieve significant safety improvements across all modes of transport in the City of Perth.

The safety of the City's street and public realm networks is critical to the functioning of the city and how the city is enjoyed by residents, workers and visitors. A safe street environment requires an integrated approach and a commitment to safety from the various stakeholders involved in transport planning, design and management.

The City commits to the State's 'Towards Zero' road safety vision, and supports an ongoing program of street and public realm improvement projects that can lead to positive road safety change over time.

Action

A1.4 Work with relevant agencies to implement measures that improve road safety throughout the City of Perth.

Objective 4: Lead innovative research relating to how the city's transport systems are performing and contributing to Perth's economic, social and environmental wellbeing.

The data that guides our decision making is critical not only for developing sound plans, but also tracking our progress and measuring the outcomes of the projects and policies that we implement. Research relating to how our transport decisions impact on the city's environment, economy and community can help ensure that the interventions we make are justified, balanced and have a solid evidence base.

Actions:

A1.5 Support the Department of Planning's Commercial and Industrial Land Use Audit, and investigate potential for this methodology to be applied in the City of Perth on a more regular basis.

A1.6 Gather evidence to better understand the relationship between the City's economy and its transport networks.

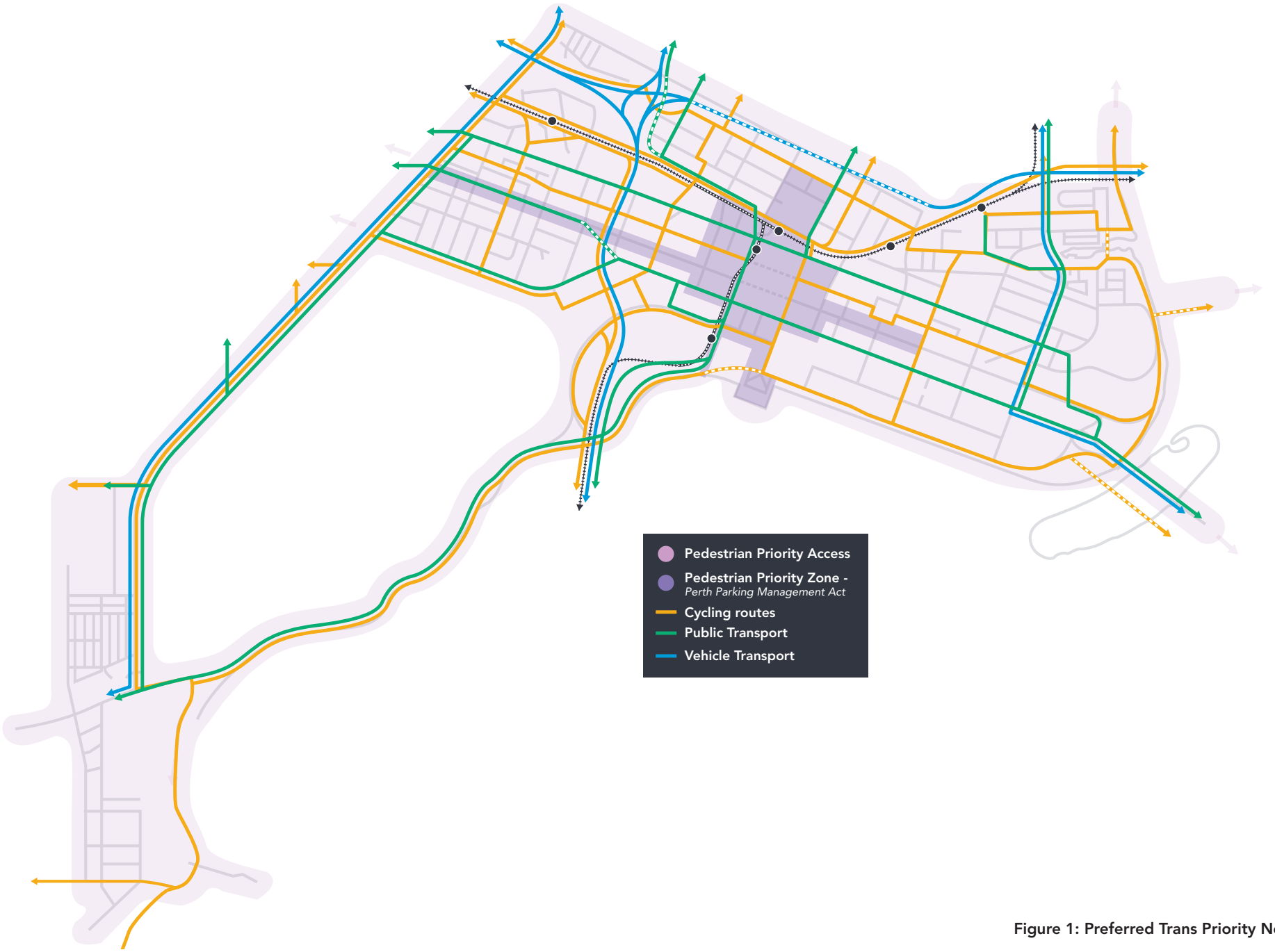


Figure 1: Preferred Trans Priority Network

Focus Area 2: A Walkable City

The Case for action

The City of Perth places a significant emphasis on developing a walkable city through the various work streams that influence the public realm. As many aspects of the walking environment are dependent on other agencies, we need to ensure that our objectives align regarding how we improve walkability in the street and public realm improvements that we implement.

Our understanding of how people use the walking environment is relatively limited in comparison with the data we have for other transport modes (specifically private car usage). This represents a disconnect between our ambition to create a walkable city and the data available to us to measure and plan for this. By improving the data we have on walking, we will be able to cater for pedestrians more effectively and implement projects that can deliver greater benefits for pedestrians.

The City of Perth has implemented iterative design approaches in recent years, which have tested design concepts in the public realm before committing to significant capital investment for permanent changes. The Museum Street upgrade in Northbridge employed this technique to great effect. There is scope to apply this iterative design methodology to other street enhancement projects in the future.

The reach and effectiveness of the City of Perth's marketing and communications channels, as well as our events program, provide us with a great platform from which to promote walking in the city. Delivering world class events can help demonstrate the value of our public places as people oriented environments, and can help catalyse more permanent walking improvement projects.

Figure 2 shows the City's preferred walking network, which is envisaged to extend across the whole of the local government area to provide high quality infrastructure that improves the public realm and general walking environment within the city.

Aspiration

Walking within the City of Perth will be easy, safe, enjoyable and convenient at all times of the day. Pedestrian access throughout our street and public realm networks will be prioritised so as to ensure that walking is the preferred way of getting around the central city area and areas of the city that are growing in activity. This approach can help achieve significant public health, environmental and economic benefits in the City of Perth.

Measures

- The number of people walking, measured at selected locations throughout the City of Perth.
- The quality of the walking environment, measured by:
  - audits and qualitative feedback from pedestrians; and
  - metrics relating to walking time, ease and safety.

Objective 5: Ensure that improving walkability is central to all transport design and management decisions in the City of Perth.

Walking is often impacted by decisions made to prioritise other modes of transport, for instance where traffic is given priority at intersections, pedestrians often face delays and the quality of the walking environment is deteriorated. Ensuring that our ambitions for walkability in the City of Perth are known and shared by our stakeholders is critical, so that we can progress with schemes that add to the viability and comfort of walking, and reduce the negative impacts of decisions. The importance of catering for walking, in terms of dedicated street space, providing time for walking at signalised intersections and providing frequent street crossing opportunities, will not be over looked or considered inferior within the City of Perth.

In order to coordinate the City's approach to improving the walking environment, a Walking Plan will be developed to:

- Target spending on capital works projects that improve walkability;
- Emphasise the importance of accessibility for people of all ages and abilities;
- Highlight improvements to walkability, such as reduced traffic signal cycle times, and the potential benefits of implementing these improvements;
- Focus stakeholder liaison on how walkability can be improved and the benefits of this approach; and
- Further develop and refine the City's research, planning and investment in achieving a walkable city.

Actions:

A2.1 Develop a Walking Plan to guide the City's investments in improving pedestrian amenity, comfort, safety, legibility, and the quality of the city's walking environment.

Objective 6: Lead in the collection, management and use of data to improve our understanding of the City's pedestrian networks.

Understanding and demonstrating where people walk within the City of Perth will help us cater for pedestrians in more appropriate ways. We need data to underpin our decisions affecting the walking environment, and there are many new and innovative techniques available to us that can potentially fill this current gap in our knowledge.

This will involve an ongoing research program aimed at further understanding the value of the city's walking environment and how it contributes to the city's economy, environment, health, social and cultural value. It will also involve further use of the Perth Pedestrian Model, in collaboration with the Department of Transport, so as to measure and forecast changes to the walking environment in the future.

Actions

A2.2 Investigate opportunities to improve how the City of Perth collects pedestrian / walking data.

A2.3 Undertake biannual quality audits and perception surveys to gather information on how the networks are functioning, and what people walking in Perth like and dislike.

Objective 7: Continue to apply an iterative design approach in testing public realm improvement and design ideas.

As the City of Perth seeks to improve various streetscapes through the annual capital works program, there will be opportunities to test design ideas by trialling changes and interventions. The recent Museum Street project proved the value in trialling a design for the purposes of community engagement and to measure the benefits and impacts of the new design before permanent implementation. This may enable cost savings or design improvements for future projects that employ a similar iterative design approach.

Action:

A2.4 Test innovative public realm ideas that may be able to improve walkability, and be open and flexible through an iterative design process.

Objective 8: Continue to promote active transport in the City of Perth through our marketing channels, engagement activities and events program.

Promoting active transport to and within the city to residents, workers, the wider population of Perth and to our visitors can potentially lead to fewer people driving to and within the City of Perth. Thus leading to more people oriented streets and reducing other negative externalities of excessive car use.

Community engagement and organised behaviour change programs can also assist in achieving sustainable transport outcomes such as an increase in people walking and cycling. The City has an opportunity to support the Department of Transport's Your Move program that will focus on central city workplaces in 2016/17.

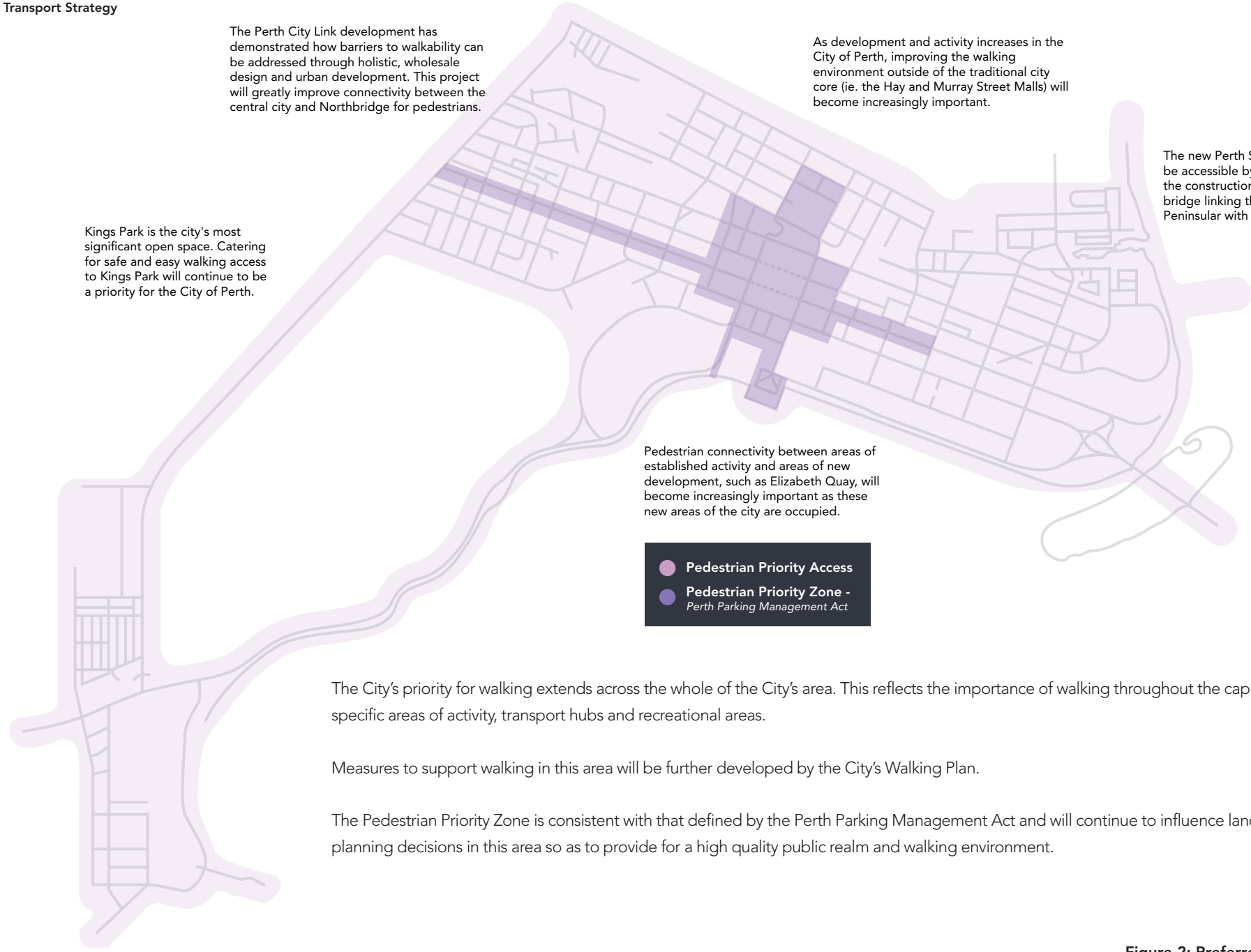
The events held within the City of Perth can also contribute to a greater understanding of walking and cycling and re-define the role of many of our streets for exclusive pedestrian use, even if only on a temporary basis.

Actions:

A2.5 Continue to cater for more events in the city that create pedestrianised and bicycle oriented areas and help refocus streets in the City of Perth as places for people.

A2.6 Leverage the reach of the City of Perth's communications and marketing channels to promote walking and cycling to and within the city.

A2.7 Support the Department of Transport's Your Move program in 2016/17 that will focus on central city workplaces.



The City's priority for walking extends across the whole of the City's area. This reflects the importance of walking throughout the capital city and between specific areas of activity, transport hubs and recreational areas.

Measures to support walking in this area will be further developed by the City's Walking Plan.

The Pedestrian Priority Zone is consistent with that defined by the Perth Parking Management Act and will continue to influence land use and transport planning decisions in this area so as to provide for a high quality public realm and walking environment.

Figure 2: Preferred Walking Network

Focus Area 3: A Cycling City

The Case for action

Since the adoption of Council's Cycle Plan in 2012, the City has been implementing various cycling infrastructure projects in order to enable and encourage much greater bicycle use to and within the city. Many of the routes identified in the Cycle Plan have been implemented in conjunction with other civil works, for instance the conversion of one-way streets to two-way operation, such as Barrack Street and Murray Street.

The City of Perth's role in providing cycling infrastructure is critical. By improving the safety and legibility of our streets for cycling, we are increasing the viability of cycling for a greater number of people. This in turn will encourage more people to cycle to and around the City of Perth, easing pressure on other modes of transport and delivering significant environmental and public health benefits.

As the TransPriority map (Figure 1) demonstrates, the aspirational cycling network is connected, continuous and logical. Achieving this network will require ongoing capital expenditure, partnering with other agencies and innovative design solutions.

Figure 3 shows the City's preferred cycling network, which highlights key east-west and north-south connections into the city from the peripheral shared path network.

Aspiration

The City of Perth will continue to invest in cycling, so as to create a network of paths and streets where people of all ages and abilities feel comfortable and enjoy cycling. This will be a fundamental component of enabling people's transport behaviour to be healthier, more efficient and more sustainable.

Measures

The number of people cycling, measured at selected locations throughout the City of Perth.

- The quality of our cycling streets and paths, measured by:
  - audits and qualitative feedback from people cycling; and
  - metrics relating to cycling time, ease of access and safety.

Objective 9: Continue to develop a connected cycling network

The City of Perth Cycle Plan was developed in 2012 and will continue to be our main reference for developing the cycling network. The preferred cycling network that has been incorporated into the TransPriority network reflects an updated aspirational cycling network that the City of Perth will continue to seek to achieve. Reviewing and refining the Cycle Plan will enable the City to ensure the projects we progress are tailored to improving this network and filling any gaps. The Cycle Plan update will establish a greater emphasis on the provision of separated cycling infrastructure in the City of Perth.

In the short term, there is a need to focus on historically neglected links that can help to complete the cycling network. These include the Causeway, north-south links through the central city, and the Kings Park Road corridor.

In addition to completing the cycling network, there is also a need to continuously review the existing network, especially links that have experienced significant growth in cycling numbers. The shared path network is a perfect example of infrastructure that has attracted significant use in recent years, and therefore we need to work with State agencies to review the design of these paths, their widths and intersections, to ensure they are catering for users in the best possible way.

The City's role as an advocate and champion for high quality cycling infrastructure can also bring about positive change within the city and throughout the metropolitan area. The City will continue to advocate to Main Roads WA and the Department of Transport for a progressive approach to cycling infrastructure standards and delivery that can assist the City in achieving world leading designs and network improvements.

Actions:

A3.1 Review the City of Perth Cycle Plan 2029 to ensure its scope and actions are up to date and relevant.

Objective 10: Lead and promote the development of high quality end of trip cycling facilities in the City of Perth.

As development in the City of Perth continues, it is critical that the needs of future residents and workers are catered for. To enable and encourage cycling, buildings need to provide certain facilities, such as secure bike parking, showers, change rooms and lockers. The better the facilities, the more likely people are to choose cycling. The growing use of e-bikes will also require consideration in the design and management of end of trip facilities.

Retrofitting existing buildings so as to provide end of trip facilities may also be possible, as a way of supporting cycling in the city's established building stock.

As the city functions as a hub for visitors that may not be accessing a workplace, there is likely to be a growing need for the provision of high quality, publically accessible end of trip facilities. This can help enable more people to cycle to the city for shopping, events and accessing other facilities and services.

Actions:

A3.2 Review the City's Planning Scheme controls for bicycle parking and end of trip facilities to ensure best practice is being achieved across the City of Perth.

A3.3 Gather evidence on how the City of Perth can support the provision of public end of trip facilities, and incentivise the private sector to implement end of trip facilities in existing buildings.

Objective 11: Be a leader in the development of innovative cycling infrastructure and support innovation that helps Perth become a more cycle-friendly city.

Bicycle planning and infrastructure design is a quickly evolving aspect of city transport planning, and we need to be at the front of this so as to ensure we are delivering sound and effective solutions. We also have the opportunity to learn from how other cities have implemented various bicycle infrastructure projects, as well as other cycling schemes such as the global trend for public bicycle hire systems.

Changes to legislation enabling cyclists to use footpaths presents a change that will need monitoring by the City, especially in areas that experience high pedestrian volumes such as the central city.

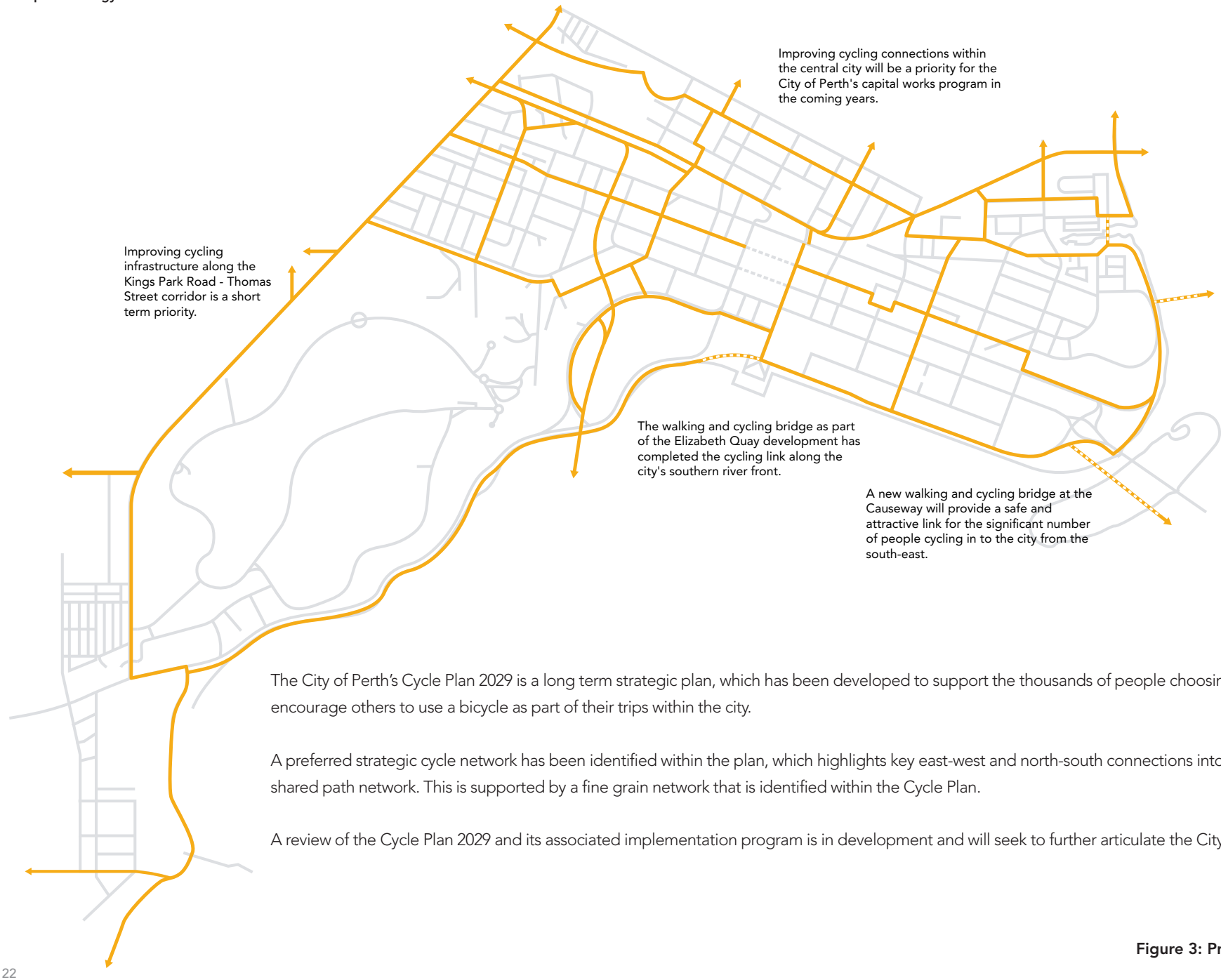
Innovation in bicycle technology is also presenting new opportunities and challenges relevant to the planning and delivery of our cycling networks. Electric bicycles may increase the viability of cycling for many people, as they can help reduce impediments such as long distances, hilly terrain and excessive heat. Our network design will need to respond to the different requirements of electric bicycles so as to support their uptake and facilitate more people cycling.

Bicycle share programs have been implemented in many cities with the aim of improving local accessibility by bike. The City undertook a feasibility study into this concept in 2016, which provides some guidance for the City's advocacy and actions. In summary, following the feasibility study, the City undertook discussions with the State Government transport portfolio and Road Safety Commission regarding mandatory helmet legislation as this issue is likely to impact on the viability of bike sharing in Perth. Discussions will continue, although in the short term, it is unlikely that the City of Perth will invest in a bicycle share program.

Actions:

A3.4 Continue to review how Perth's cycling network is developing in the context of work being progressed by other cities, and how we can better learn from international best practice.

A3.5 Ensure that the suitability of the cycling network is constantly reviewed in light of technological advancements in bicycle design, such as electric bicycles, and feedback received from cyclists.



The City of Perth's Cycle Plan 2029 is a long term strategic plan, which has been developed to support the thousands of people choosing to cycle at present, as well as encourage others to use a bicycle as part of their trips within the city.

A preferred strategic cycle network has been identified within the plan, which highlights key east-west and north-south connections into the city from the peripheral shared path network. This is supported by a fine grain network that is identified within the Cycle Plan.

A review of the Cycle Plan 2029 and its associated implementation program is in development and will seek to further articulate the City's future aspirations for cycling.

Figure 3: Preferred Cycling Network

Focus Area 4: Next Generation Public Transport

The Case for action

As Perth's primary employment centre, and with a growing night-time and cultural role, the city requires an efficient, legible and frequent public transport system to enable reliable access. Significant projects such as the Mandurah rail line, various station upgrades and sinking the city section of the Fremantle line have all proven that when rail services are improved (i.e. new infrastructure added to the network, frequencies improved, amenity improved, etc.), we see boosts in people choosing public transport.

The Forrestfield-Airport Rail link will boost the public transport system's effectiveness further still, and fundamentally change how people travel between the city and the airport. Beyond this, there will be more mass transit infrastructure required and improved capacity and frequency on the existing network to ensure access to and throughout the City of Perth can continue in an efficient and sustainable manner. Improvements to the public transport network in the scale of underground or metro rail systems have the ability to enhance the way the City functions, it's liveability, it's productivity, and the viability of ongoing growth in the central city area.

On-road public transport services will play a major role in providing a finer grain of accessibility than the rail network can, and in linking places along our road corridors. The historical development of Perth's bus network puts us in good stead to leverage these routes and evolve them to the next level, improving the viability and attractiveness of our most important public transport streets. The success of the 950 bus route is an example of this.

On some routes this will mean continuing the process of creating legible bus routing, to avoid circuitous and confusing networks. On other routes, this will mean a much more wholesale change, with light rail replacing bus services on some corridors and significantly improving the public transport offering for the Perth community. These approaches are aligned with the City's emphasis on pedestrian priority, as public transport users become pedestrians at the start and end of their journey. Improving the amenity, safety and quality of the walking environment can therefore contribute to the attractiveness of public transport for more people.

Improving public transport options along and across the Swan River will be important as development continues to bring more houses, jobs and other attractions to the river front. Where river transport can out-perform land based public transport options, it should be seriously considered as an alternative within the public transport portfolio.

Innovation within the transport sector, especially relating to car sharing and on-demand transport options, will require the City of Perth to be open in our policy positions and flexible enough to accommodate proposals that assist in creating a more accessible Perth.

Figure 5 shows the City's preferred public transport network, which has the potential to greatly enhance the city's growth potential and its liveability, productivity and sustainability over the long term.

Objective 12: Influence significant improvements and expansion of the city's passenger rail network.

Aspiration

Seamless travel by public transport is characteristic of daily life in the City of Perth, not just for trips to work but for most trips irrespective of the time of day. We recognise that a highly functioning public transport system is critical to the economic, social and environmental well-being of Perth. Elevating Perth's public transport with a 'next generation' package of improvements will ensure that the city and Metropolitan Perth's growth can continue in sustainable and productive ways.

Measures

- Public transport patronage data.
- Journey to work statistics (Census data).
- Other city access metrics.

Mass transit will need to play a greater role in catering for Perth's transport needs in the long term. Proactive, innovative planning supported by a solid evidence base can help realise this essential infrastructure, and the City of Perth is well placed to collaborate around this planning and research. Areas within the city that will require improved mass transit service include East Perth, West Perth and the UWA / QEII precinct.

This planning will be framed within the long term growth of the City of Perth and central area. Within this context, infrastructure such as underground or metro rail systems that can significantly boost accessibility will require close examination. The potential of this 'next generation' public transport offering in Perth has the potential to complement the central area's continued growth as a highly productive and liveable place.

As areas surrounding rail stations benefit from improved accessibility, there will be a need to ensure that the land surrounding them accommodates the most appropriate uses, at the most appropriate densities and scale. In this respect, the City of Perth can ensure the planning controls governing land surrounding them is structured to yield the best results. This will also involve liaison with the Department of Planning, MRA and other stakeholders to ensure that land use planning complements any planned public transport accessibility improvements in the City of Perth.

The City of Perth can also progress ideas and concepts for new approaches to funding public transport infrastructure based on international best practice, and in light of strain on the State's ability to solely finance such projects.

Actions:

A4.1 Advocate for additions to Perth's rail network, including planning for underground links with the City of Perth that can significantly improve public transport accessibility to and within the city.

A4.2 Lead research into the wider economic benefits of underground rail extensions, specifically regarding the potential to leverage any land value uplift that may result from such infrastructure.

A4.3 Investigate new funding models for the development of public transport infrastructure.

Objective 13: Advocate for improvements to the public transport network's legibility, frequency and connectivity.

We have an opportunity to restructure the city's public transport system, improving both its appeal and its ability to cater for movement in our growing city. This approach is conceptually highlighted in Figure 4, and can follow recent projects in Auckland, New Zealand, and Houston, Texas USA, in taking a fresh look at the city's public transport system, especially the bus network.

The City supports a wholesale review of the metropolitan bus network, including the CAT services, so as to improve the legibility of the network, integrating light rail, rapid bus and new rail routes, and minimising issues that are currently being experienced in the City of Perth. Through routing buses and rationalising services will be important in this context, as will be the consideration of the best locations for the city's bus stations in the long term.

Evolving the public transport modes on our main Public Transport corridors is a key aspect of this strategy, as we recognise the limitations of the current bus based system to provide the capacity, amenity and quality that Perth needs. An example of this transition will be the replacement of some bus services in the central city with other higher capacity, higher frequency modes such as light rail, bus rapid transit and metro or underground rail. The City of Perth can bring a unique skill set to facilitating these changes and assisting them progress, including public realm and urban design, transport and land use planning, as well as economic development and community engagement.

Extending the time that high frequency public transport operates, for example beyond 6pm on weekdays, will assist growth and diversification of the central city economy. By improving the quality of public transport services provided after traditional working hours, residents, workers and visitors will have more confidence to use public transport for accessing the city.

The City supports innovations that improve people's understanding of the public transport network. Real time information at stops and stations and improved journey planning apps and software can help make travel by public transport more attractive to more people.

Actions:

A4.4 Use the preferred public transport network (as defined on the TransPriority map) to guide priority measures supporting the city's on-road public transport network.

A4.5 Promote a transition from the current bus network to a multi-modal, connected public transport system that includes light rail, rapid bus, rail and metro/underground rail services.

Objective 14: Support expanded public transport options for crossing and travelling along the Swan River.

Development along the Swan River has significantly increased in recent years, and within the coming decade sites such as Elizabeth Quay, Waterbank in East Perth and the new Perth Stadium will be complete and operating. Ferry patronage figures between Elizabeth Quay and South Perth have already shown steady growth since the commencement of services from the terminal. This brings with it new opportunities to use the river for transport purposes.

Action:

A4.6 Support greater use of water based transport as development along the Swan River increases.

Objective 15: Support new transport service models and options that benefit the City of Perth community.

The coming decades will bring with them significant change to the public and private transport sectors. Demand for traditional forms of public transport is likely to increase, as the mass-transit task increases along with the growth of metropolitan Perth. But it is the new and innovative transport choices currently not provided in Perth that may have potential to bring about significant changes in how our communities think about and use the transport options available to them. Social and cultural change will also impact transport behaviour, as has been experienced in many cities that provide genuine choice for people to access transport mobility without owning a vehicle.

Car sharing is a perfect example of an innovative public transport option that has the potential to have a major positive impact in Perth. Research from other cities indicates that the economic value of successful car share programs is significant, in that they reduce people's need to invest in their own car whilst still providing them with vehicles for the few, niche trips for which a car is essential.

On-demand transport is another area of city mobility that is rapidly changing. Technology, and people's demands for quality and ease, have spurred the creation of new forms of on-demand transport with different structures to the traditional taxi or charter vehicle models.

From the City of Perth's perspective, on-demand transport currently plays a critical role in helping people access the city, especially outside of the hours that other public transport services operate. It is therefore critical that any regulation of on-demand transport contributes to the efficacy of this evolving sector, and does not prohibit innovation and positive change.

The City supports the State Government's on-demand transport green paper process and will seek to be involved in any policy development regarding on-demand transport in the future.

Action:

A4.7 Develop a car share policy for the city that highlights the various ways in which the City will facilitate car sharing.

Objective 16: Reduce the negative externalities of buses on City of Perth streets.

As Perth's on-road public transport system has evolved as a network of bus routes, we are now starting to experience noise and amenity issues resulting from an over reliance on some streets within the wider bus network. The cumulative impact of many bus routes funnelling into one street, such as the Terraces corridor through the city, has the benefit of providing good public transport accessibility, however the dis-benefit created by noise, pollution and visual bulk is also significant, and worthy of attention.

A cleaner bus fleet, a reorganised bus network, and the transition to other modes such as light rail in the City of Perth can all contribute to reducing these negative externalities whilst maintaining or improving public transport accessibility.

Actions:

A4.8 Advocate for the Transperth bus fleet to be comprised of predominately clean, quiet and low emission vehicles.

A4.9 Advocate for bus routes and stops to be rationalised where possible to avoid the over provision of services on some city streets.

Current radial PT network

- Most routes terminate in the central city (very few pass through).
- This requires significant amounts of central city land for termini, bus layover areas, etc.
- Creates a very mono-centric network. Accessibility by PT in the central core is good, but poor elsewhere, even immediately outside the core.
- Creates a very illegible network, not well suited to new or infrequent PT users.
- Fails to recognise the growing central city core.

An improved radial PT network

- More services pass through the central core.
- One route can cater for trips to and from the city, improving legibility and reducing the 'empty bus' factor.
- Reduced need for central city land for termini, lay over areas, etc
- Still very mono-centric, however accessibility along the major corridors improves.

A connected PT network

- A grid-like pattern is created, enabling much more seamless travel around the network.
- Improves accessibility to a wider area, supporting the commercial and residential growth beyond the traditional city core.
- Higher frequencies mean that transferring between services is easy.
- The network can be communicated as an integrated system, and can become much more viable for everyday trips, not just the journey to work.

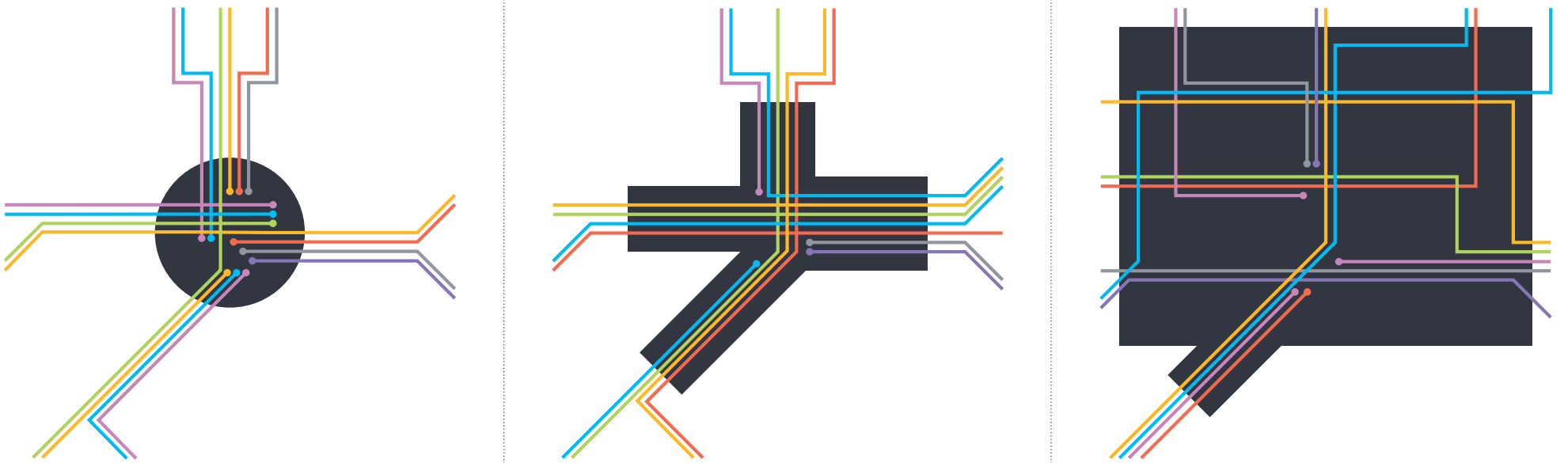
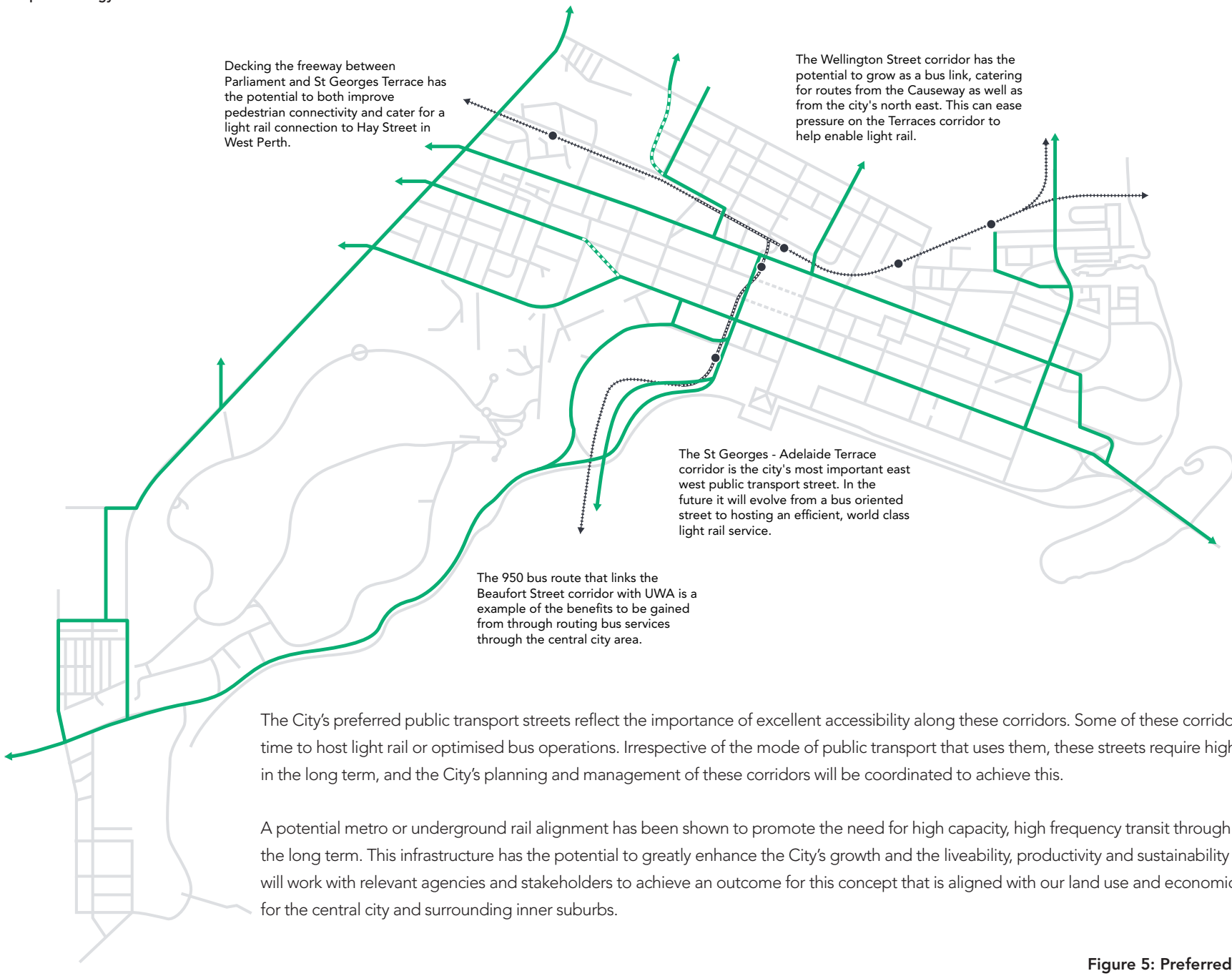


Figure 4: Transitioning to a connected PT network



The City's preferred public transport streets reflect the importance of excellent accessibility along these corridors. Some of these corridors may evolve over time to host light rail or optimised bus operations. Irrespective of the mode of public transport that uses them, these streets require high quality public transport in the long term, and the City's planning and management of these corridors will be coordinated to achieve this.

A potential metro or underground rail alignment has been shown to promote the need for high capacity, high frequency transit through this section of the city in the long term. This infrastructure has the potential to greatly enhance the City's growth and the liveability, productivity and sustainability in the long term. The City will work with relevant agencies and stakeholders to achieve an outcome for this concept that is aligned with our land use and economic development aspirations for the central city and surrounding inner suburbs.

Figure 5: Preferred Public Transport Network

Focus Area 5: Progressive Traffic & Parking Management

The Case for action

The development of metropolitan Perth's road and freeway infrastructure has played a major role in shaping Perth to date, and cars will continue to play a role in moving people around Perth in the future. However, the ill-effects of a car-dependent city are significant, and these negative externalities must be considered in policy and infrastructure decisions at all levels of government.

The principle of 'induced demand' is a fundamental aspect of transport planning that requires greater consideration in the development of metropolitan road and freeway projects. It relates to the cyclical nature of road/freeway capacity expansion; more capacity inevitably makes driving more attractive, leading to more people driving for more trips. The lesson from this is that congestion cannot be addressed by building more road capacity, and therefore the claim that road expansion projects can 'solve congestion' is largely baseless and counterproductive. Fiscal measures that more appropriately price car use will likely play a larger role in our future management of congestion, and deserve consideration in greater depth within the transport portfolio.

Vehicle parking has historically been a fundamental aspect of city access. There will continue to be a need for car parks to some extent in the City of Perth, however our management of these existing assets and consideration of any new car parking will need to be guided by the wider implications of parking supply and demand. Motorcycle and scooter parking, as well as catering for smaller and more space efficient cars, are areas of parking management for our on and off street assets that will present opportunities to encourage more space efficient transport.

Advancements in vehicle technology may enable significant improvements to the environmental performance of the wider community's vehicle fleet, by way of electric vehicles. The City of Perth, through our car parking management strategies, is well placed to enable a greater take up of electric vehicles and support this transition to a more efficient transport system. Autonomous vehicle technology is likely to progress significantly over the term of this Strategy, and it is therefore essential that the City of Perth is open and collaborative in assessing the merits and potential dis-benefits of advancements in this area.

Aspiration

The City of Perth is a place where cars can be used for the niche tasks to which they are suited, but are not a pre-requisite to citizenship, or access to and within the city. We do not adopt an 'anti-car' approach, but rather manage traffic and car parking in a way that recognises the role of cars in the wider transport equation, and reflects the negative externalities of excessive car use.

Measures

- Traffic volumes.
- Traffic speeds.
- Car parking data.

Objective 17: Continue the 'to, not through' approach to designing and managing the traffic network.

Catering for vehicle access to the city will remain an important requirement for the City of Perth and our partners involved in managing the city's roads. The emphasis on catering for trips to the city, and discouraging trips through it, has been a policy objective of the City of Perth since the adoption of the Urban Design Framework in 2010, and has been reinforced in this Strategy. The theory underpinning this approach relates to the sensitivity of the central city area, and the importance of our streets for uses other than moving vehicles, for instance walking, cycling and public transport priority. The TransPriority network highlights the preferred traffic routes, and the design of this traffic network deliberately focussing on the highway and major road network and avoiding the central city area.

The result of this, and the tangible outputs of discouraging through traffic, will focus on reduced traffic speed limits, reallocating space from cars to people, public transport and cycling on selected streets, and ensuring the city's network of traffic lights are optimised for the modes carrying the greatest priority (see Figure 1).

There are other tools available to us in achieving this objective, such as travel demand management, including fiscal measures to price the use of roads at certain times of the day. The basics of this approach are sound, in that road user charging can help to more effectively manage the finite amount of road space available, in a similar way that other utilities and services cost more when demand is high and supply is low. However this area of policy requires close consideration, and the City will collaborate with State agencies on this concept given the wide reaching implications of any scheme on the wider Perth community.

The City supports greater recognition of the wider, long term implications of road building on car use, specifically induced demand, in the State and Federal Government's transport infrastructure planning.

Actions:

A5.1 Investigate ways to align the State's traffic network planning with the City's Preferred Traffic Routes (on the TransPriority network).

A5.2 Manage traffic speeds so as to improve safety, urban amenity and create more people oriented streets.

A5.3 Support relevant State agencies in the development of an effective road user charging scheme for Perth, to help manage the use of selected parts of the road and freeway network.

Objective 18: Continue to lead the car parking industry in achieving sustainable transport outcomes.

The effect of car parking management strategies on transport behaviour can be significant, as the availability and cost of parking will induce or deter car trips to the city depending on the balance that is found. As a major car parking operator, the City of Perth can lead the industry in achieving transport outcomes that benefit the city's economy, environment and social wellbeing. This also requires the City to acknowledge the sub-regional impact that parking policies and pricing can have on neighbouring areas.

The City's on-street parking policy, which guides our management of the on-street parking restrictions, pricing, loading and taxi zones, and other kerb-side uses, will be updated to reflect ongoing change occurring on the city's streets. As the demands for space in our streets increases, there is likely to be a net reduction in the supply of on-street car parking.

This transition will require innovative management by the City of Perth to ensure our streets are improved and our existing parking assets are used more effectively. As highlighted in Objective 15, the City aims to facilitate initiatives such as car sharing that can relieve pressure on parking stock and make better use of our existing assets.

The Perth Parking Policy is one of our most valuable tools for guiding off street commercial parking decisions and usage, and aims to:

- Improve Perth's air quality;
- Reduce traffic congestion;
- Improve pedestrian safety;
- Free up short term shopper parking; and
- Create an environment that is both economically and environmentally healthy.

Residential car parking is primarily managed via the City's Planning Scheme, and to support the broader remit of this Strategy, there will be a need for residential parking controls to be continuously reviewed and updated in the future. As public transport access to and within the City of Perth improves, more areas will be viable for residents to live without a car, and therefore will not require dedicated car parking. Our planning policies guiding residential car parking will need to consider this to ensure the development that is approved today is suitable for the future city context.

Revenue from car parking represents a significant element of the City of Perth's operating model. In order to maintain revenue and enable the City to provide the facilities, infrastructure and amenities that the city needs, a long term view of how income is generated will need to be taken. The City acknowledges the likely need to diversify the City's revenue base in the context of planned transport behaviour change, vehicle innovation and other social, as well as cultural changes impacting car ownership and use.

Actions:

A5.4 Support the State Government in ensuring the Perth Parking Policy and Perth Parking Management Act continues to achieve its objectives.
A5.5 Update the City of Perth On-Street Parking Policy.
A5.6 Investigate the value of the City of Perth's off street parking facilities and opportunities to diversify the City's revenue base.
A5.7 Review the residential car parking requirements within the City's Planning Scheme.

Objective 19: Support environmental improvements and innovation in vehicle technology and management within the City of Perth.

Vehicle technology continues to advance at a rapid rate, with the electric vehicles and autonomous vehicles being a focus of major investment by car makers, emerging energy companies, and the wider technology industry. These innovations, as well as advances in vehicle management technologies (such as intelligent transport systems), will have significant impacts on the way public and private transport operates in busy urban environments.

Electric vehicle technology has the potential to make motorised travel significantly cleaner, relative to the current petrol and diesel motors that dominate the vehicle fleet. Therefore improved air quality and reduced noise pollution are potential benefits, especially for dense urban centres such as the City of Perth. Greater use of electric vehicles in the public transport fleet – especially the bus fleet – also has the potential to improve the amenity and quality of our street environment.

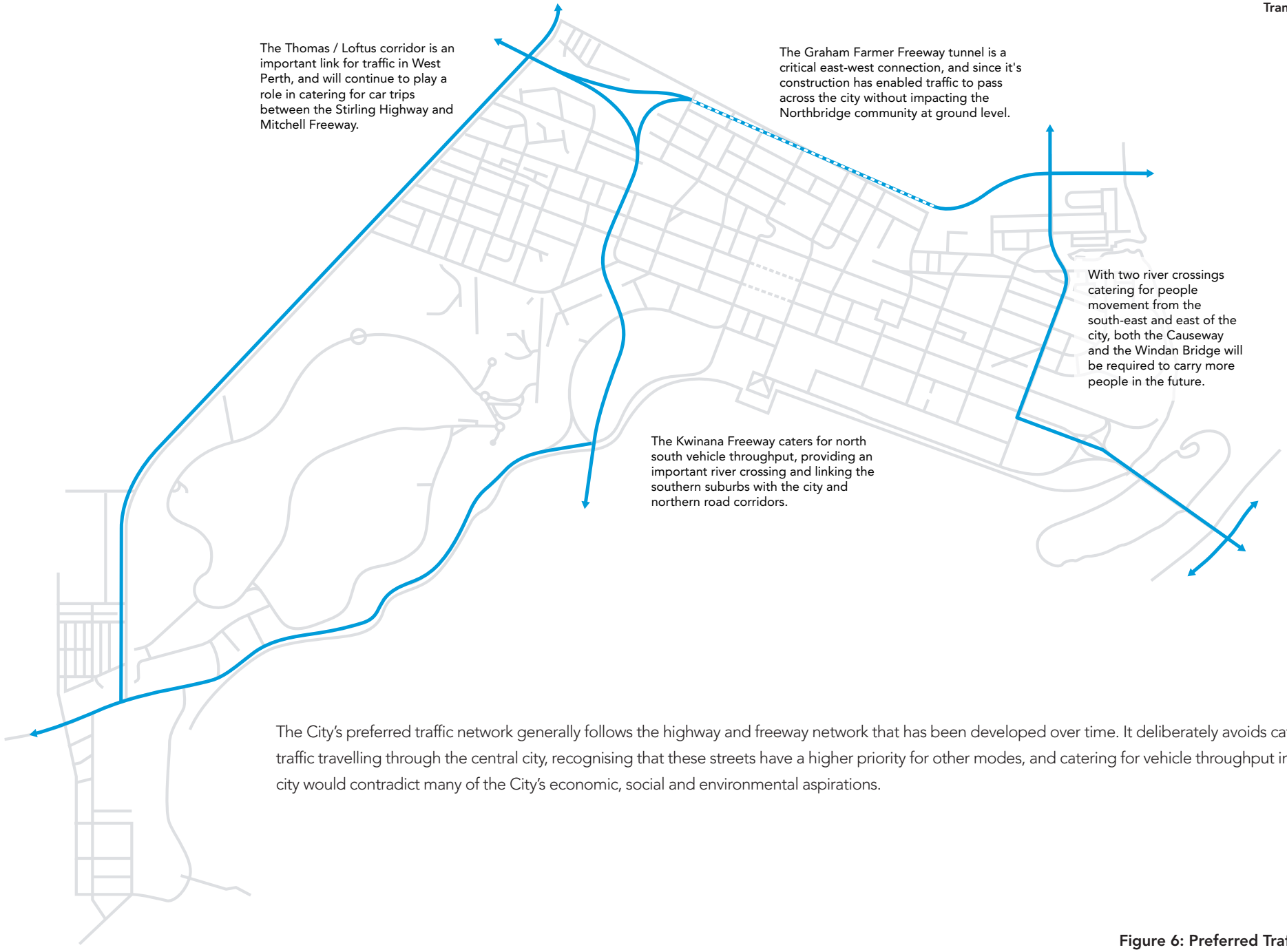
Autonomous or driverless vehicle technology is an aspect of transport planning that we know much less about, given the very recent and largely un-tested developments in this area. Our role is therefore to monitor developments and ensure that the City of Perth's street environments and wider transport networks are improved, not deteriorated, by any autonomous vehicle technology that is implemented. The basic principles of urban transport planning will require vehicles, regardless of the technology driving them, to be sensitive to the dynamism of busy street environments. This means that people will remain the top priority on our streets, with vehicle use managed so it does not deteriorate the economic, environmental and social functions of our streets and public places.

Actions:

A5.8 Investigate ways to better cater for motorcycle and scooter parking on street and in our off street parking assets to encourage a shift to more space efficient transport.

A5.9 Continue to monitor the use of electric vehicles in Perth and support their wider uptake by providing dedicated electric vehicle parking in the City of Perth's off street car parks.

A5.10 Work with other agencies, researchers and innovators to monitor developments in the autonomous vehicle sector, and ensure any developments in this area are consistent with the overall intent and Guiding Principles of this Strategy.



The City's preferred traffic network generally follows the highway and freeway network that has been developed over time. It deliberately avoids catering for traffic travelling through the central city, recognising that these streets have a higher priority for other modes, and catering for vehicle throughput in the central city would contradict many of the City's economic, social and environmental aspirations.

Figure 6: Preferred Traffic Network

Focus Area 6: Innovative Knowledge, Engagement & Data

The case for action

As the capital city's local government authority, the City of Perth is the interface to the public sector for a significant number of residents, businesses and visitors. Given this, the City can play a key role in engaging with the community regarding how the city is developed and how infrastructure is planned and coordinated. This can help generate and capture public input and ideas, facilitate robust conversations about the city's future, and improve the community's influence over transport decisions.

Like many other public authorities the City of Perth gathers and uses a vast amount of data to undertake the various functions that make up our core business. Within the transport planning sphere, data relating to how people travel to and around our city, and where and when activity is occurring in the public realm, is critical to the effectiveness and relevance of our planning and design work.

Improving our knowledge base is a theme that runs through the various Focus Areas of this Strategy, but we have isolated it here to emphasise the importance of how we report on and share our data and information.

Our understanding of the city's freight and delivery patterns is a specific area in which we will be seeking to improve, initially by boosting our knowledge of this sector, as well as how we collaborate with stakeholders and industry experts. The delivery of goods to the central city, often referred to as the 'last km' freight task, will require specific attention so as to enable business to prosper and to cater for our growing population. Innovative solutions to this task are likely to be an area that we can learn from other cities and jurisdictions.

Aspiration

The City of Perth becomes a centre of excellence in our management of data and our urban research program. We collaborate with other cities to advance our understanding of shared issues and explore common opportunities. Our data systems are integrated, and we are open in how we share data and knowledge with the community and our stakeholders. We lead other public sector agencies in gathering feedback from our community and stakeholders and embedding this in our planning and project development processes.

Measures

- Number of data releases, reports and publications.

Objective 20: Lead a culture of strong and innovative community engagement in Perth.

The City has a strong history of effective community engagement which can be built upon for future projects and planning activities. Innovation in this space is rapid, with new engagement tools capable of improving the reach and quality of the City's engagement constantly being developed.

Actions:

A6.1 Implement innovative community engagement tools that can improve the reach and quality of input to the City's projects and planning activities.

Objective 21: Improve our knowledge base and evidence that supports decision making.

There is scope for the City of Perth to develop new techniques and explore new opportunities for collecting and analysing data that can assist in our transport and urban planning decisions. This will involve partnering with universities and other stakeholders to improve our understanding of how the city's transport systems are performing and can be improved.

The City will regularly report and publish transport data and statistics that can help the public and our stakeholders understand transport trends.

Actions:

A6.2 Continue to seek out opportunities to improve the quality and types of data we collect regarding people and freight movement in the City of Perth.

A6.3 Partner with research institutions and other stakeholders that can improve our understanding of the city's transport networks and trial new ideas, technologies and concepts.

Objective 22: Lead a collaborative approach to last kilometer freight

The City of Perth has a relatively poor understanding of how last km freight operates in different parts of the city, the differing needs of businesses and freight operators, and how different levels of government may be able to help improve current and future issues. Given this, we need to be collaborative and tap in to the expertise of our stakeholders, freight and delivery operators, their customers, and others in the industry. Servicing businesses and residents in the city will become an increasingly difficult task without an innovative and collaborative approach to this important transport function. There is scope for the City of Perth to learn how other cities are managing the last km freight task, to build on best practice and apply it to Perth's local context.

Actions:

A6.4 Develop a 'last km' freight working group, made up of industry experts, government and stakeholder representatives, to progress policy improvements for central city freight and service transport.

A6.5 Update the City of Perth's 'Servicing the City' strategy following collaboration with the above mentioned working group.

5 Targets

5.1 Journey to Work

As one of the most consistent and solid measures of transport to the City of Perth, the Census Journey to Work data set is a logical starting point for developing targets for future transport behaviour.

The below targets have been developed based on past trends in the City's journey to work data, and extrapolated to align with the ambitions of this strategy. These targets can be realised by:

- Inner urban growth of housing and employment. This will naturally induce more walking, cycling and public transport trips within the inner city area;
- Sustained investment in the public transport network. Capacity, frequency and coverage improvements will bring with them increases in patronage and better serve the needs of commuters; and
- Continued policy and infrastructure spending on walking and cycling. Making these modes more viable for more people will yield increases in the number of people walking and cycling to work.

Figure 7: Journey to Work Targets (total trips)

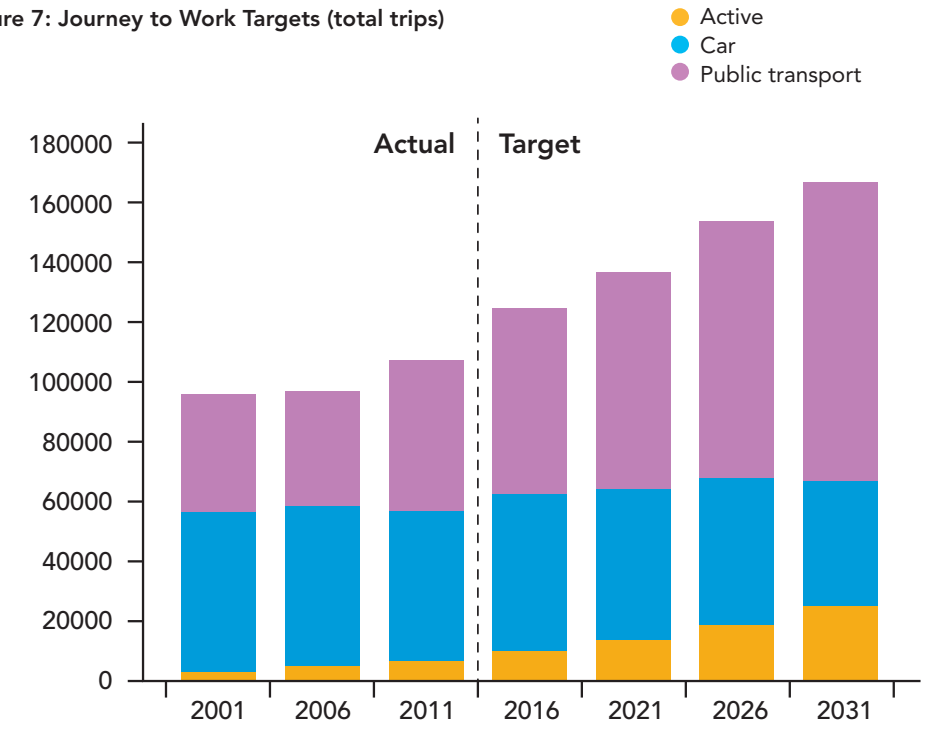


Figure 8: Journey to Work Targets (%)

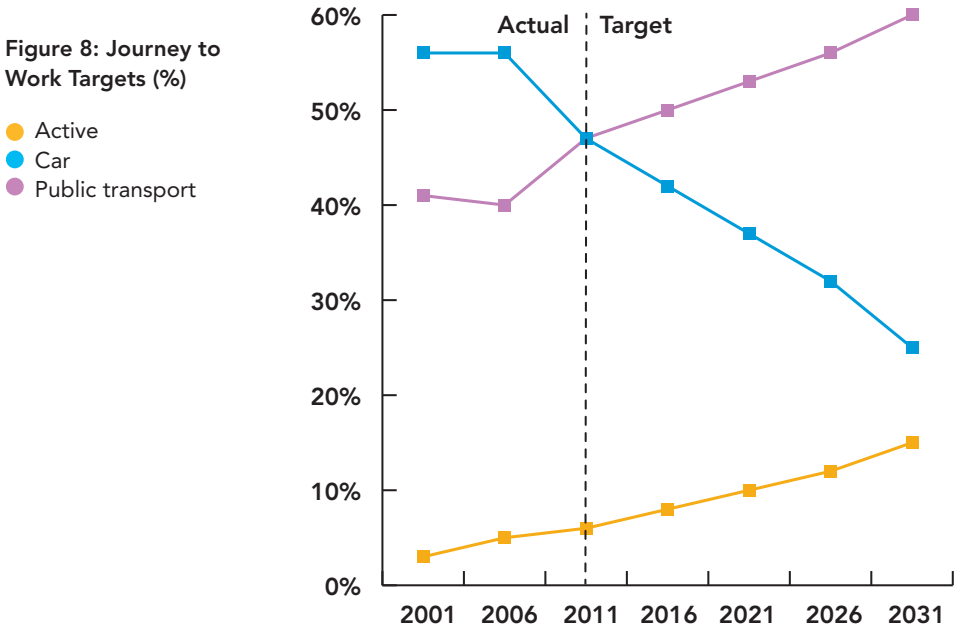
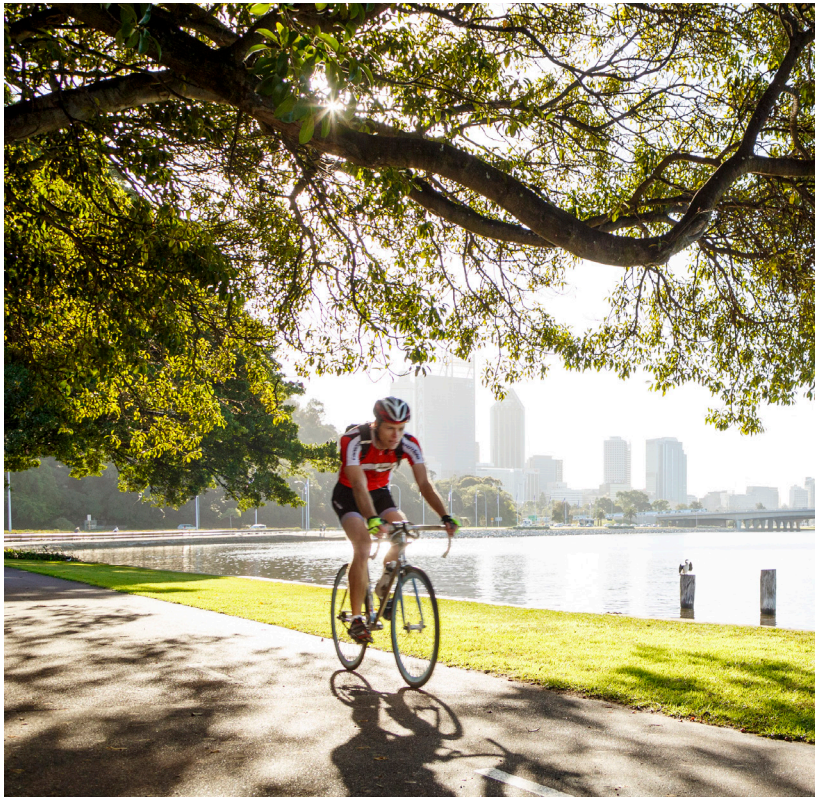


Table 4: Journey to Work Targets (%)

	Actual			Target			
	2001	2006	2011	2016	2021	2026	2031
Active	3%	5%	6%	8%	10%	12%	15%
Car	56%	56%	47%	42%	37%	32%	25%
Public transport	41%	40%	47%	50%	53%	56%	60%

5.2 Other transport statistics

As is highlighted throughout this Strategy, the City of Perth will seek to improve the types and quality of data that we collect in relation to the performance of the city's transport systems. As the Transport Strategy is reviewed and updated every 2 years, these statistics will be compiled and drawn on to inform the targets that we are working towards.



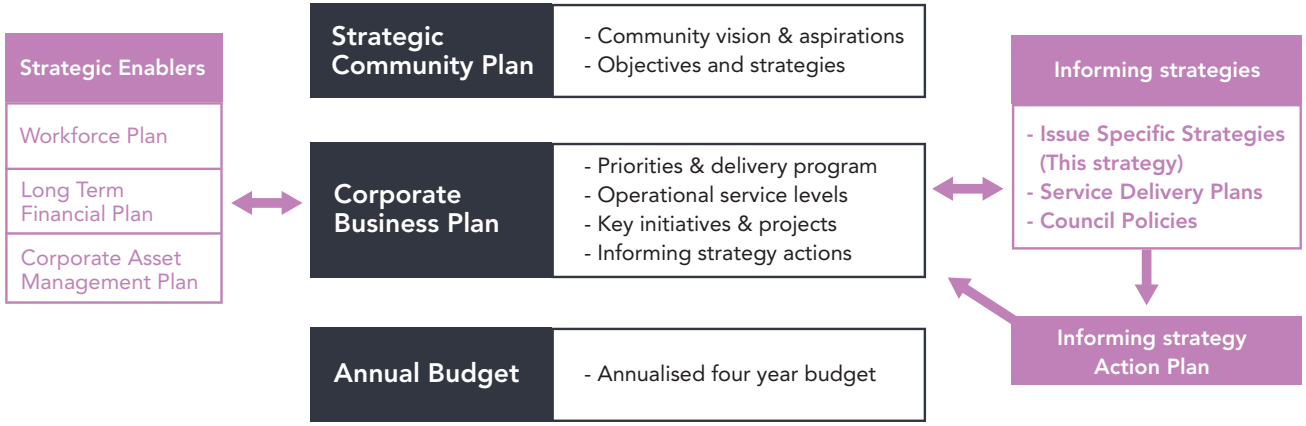
6 Delivery

6.1 Organisational context

The City of Perth's Transport Strategy works in conjunction with a suite of strategic and operational documents that guide the integration of transport planning across the range of specialisms that can influence transport in the city.

The City of Perth adopts an Integrated Planning Approach. The City of Perth's Integrated Planning and Reporting Framework (IPRF) is outlined in Figure 9, showing the interaction between the plans and the influence of the informing strategies. The intent of the IPRF is to ensure the priorities and services provided by the City of Perth are aligned with our community's needs and aspirations.

Figure 9: Integrated Planning and Report Framework (IPRF)



The Strategic Community Plan, Vision 2029+, is the City's long term direction that expresses the community's vision for the future together with the strategies to address planned community outcomes.

This drives the City of Perth's Corporate Business Plan, which is the detailed implementation plan for services, key projects and capital investments over the next four years. The actions to activate the City's Informing Strategies are key components of the City's Corporate Business Plan.

The Transport Strategy is one of these Informing Strategies, identifying and shaping environmental priorities, projects, programs and service delivery to meet the outcomes of the Strategic Community Plan. The City's key strategic enablers show how we are equipped to deliver on the commitments made in the Corporate Business Plan.

These strategic enablers are:

- Long Term Financial Plan-This plan allows for appropriate decision making with emphasis on financial sustainability.
- Workforce Plan-This plan identifies the workforce requirements needed for current and future operations.
- Corporate Asset Management Plan-This plan provides guidance on service provision to inform the City's financial and key service needs.

The City's Annual Budget is based on the projected costing of year one of the Corporate Business Plan, with opportunity to review during the mid-year budget review processes.

The aspirations, objectives, and strategies for delivery detailed in this Transport Strategy will guide its implementation, giving shape and purpose to a Detailed Two-Year Transport Strategy Implementation Plan, in which the City's commitments are prioritised, resources allocated, and partnerships and responsibilities identified. The Detailed Two-Year Action Plan is reviewed annually in line with the City's Annual Budget.

The Transport Strategy will be reviewed in alignment with developments in the Strategic Community Plan. It will be reviewed every two years, alternating between a minor review (updating as needed) and a major review (seeking community input and retesting the vision).

Figure 9 in addition to the following list, outlines the interface of the Transport Strategy with other City of Perth strategic and operational documents with special relevance for transport.

Strategic direction

Strategic Community Plan Vision 2029+

- Corporate Business Plan
- Annual Budget

Strategic enablers:

- Long Term Financial Plan
- Workforce Plan
- Corporate Asset Management Plan
- Organisational Development Plan

Other local strategic influencers:

- Planning Strategy (in development)
- Economic Development Strategy
- Waste Strategy 2014 - 2024+
- Urban Design Framework
- Lighting Strategy
- Environment Strategy and Implementation Plan
- Urban Forest Plan
- Public Health and Wellbeing Plan 2014 - 2016

6.2 The Capital City Act

It is clear that many of the macro issues relating to transport and land use planning will require a collaborative approach to planning and project delivery. The City of Perth Act recognises the role that our organisation has in the social, economic, cultural and civic development of Perth as a capital city. This endorsement provides our mandate to lead in the management of various streets, parking, investment in cycling and walking infrastructure, promotion of better transport choices, advocacy for integrated planning and decision making.

The Capital City Act will improve inter-agency collaboration in the transport and land use planning space, to ensure alignment on the vision for Perth's future, and the steps we need to take in achieving it.

6.3 Implementation Plan

The following tables demonstrate the actions that will be undertaken in order to meet the objectives of this Strategy. They highlight the partners we will work with and the timescales that these actions are scheduled to be progressed within.

Focus area 1: Integrated Planning

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 1 - Lead an integrated approach to transport system planning in the City of Perth.	A1.1 Collaborate with the State Government transport portfolio and neighbouring Local Government authorities to embed the TransPriority approach to network planning and infrastructure decision making.	• DoT • PTA • MRWA	●		
	A1.2 Establish a transport planning working group made up of Local Government authorities within inner Perth.	• Neighbouring LGA's	●		
Objective 2 - Continue to cater for a more diverse business and residential community in the City of Perth.	A1.3 Progress the development of the Local Planning Strategy and update of the Strategic Community Plan to ensure the City's land use planning controls are designed to facilitate the city's ongoing sustainable development.	• DoP	●		
Objective 3 - Seek to achieve significant safety improvements across all modes of transport in the City of Perth.	A1.4 Work with relevant agencies to implement measures that improve road safety throughout the City of Perth.	• Road Safety Commission • MRWA • DoT • PTA	●	●	●
Objective 4 - Lead innovative research relating to how the city's transport systems are performing and contributing to Perth's economic, social and environmental wellbeing.	A1.5 Support the Department of Planning's Commercial and Industrial Land Use Audit, and investigate potential for this methodology to be applied in the City of Perth on a more regular basis.	• DoP • MRA	●		
	A1.6 Gather evidence to better understand the relationship between the city's economy and its transport networks.	• DoP • DoT • Treasury • Universities • Private Sector	●	●	●

Focus area 2: A walkable city

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 5 - Ensure that improving walkability is central to all transport design and management decisions in the City of Perth.	A2.1 Develop a Walking Plan to guide the City's investments in improving pedestrian amenity, safety, legibility and the quality of the city's walking environment.	• DoT • PTA • MRWA • MRA • BGPA	●		
Objective 6 - Lead in the collection, management and use of data to improve our understanding of the city's pedestrian networks.	A2.2 Investigate opportunities to improve how the City of Perth collects pedestrian / walking data.	• Universities • Private Sector	●	●	●
	A2.3 Undertake biannual quality audits and perception surveys to gather information on how the networks are functioning, and what people walking in Perth like and dislike.				●
Objective 7 - Continue to apply an iterative design approach in testing public realm improvement and design ideas.	A2.4 Test innovative public realm ideas that may be able to improve walkability, and be open and flexible through an iterative design process.		●	●	●
Objective 8 - Continue to promote active transport in the City of Perth through our marketing channels, engagement activities and events program.	A2.5 Continue to cater for more events in the city that create pedestrianised and bicycle oriented areas and help refocus streets in the City of Perth as places for people.	• MRA	●	●	●
	A2.6 Leverage the reach of the City of Perth's communications and marketing channels to promote walking and cycling to and within the city.		●	●	●
	A2.7 Support the Department of Transport's Your Move program in 2016/17 that will focus on central city workplaces.	• DoT	●		

Focus area 3: A cycling city

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 9 - Continue to develop a connected cycling network.	A3.1 Review the City of Perth Cycle Plan 2029 to ensure its scope and actions are up to date and relevant.	• DoT • Neighbouring LGA's • BGPA	●		
Objective 10 - Lead and promote the development of high quality end of trip cycling facilities in the City of Perth.	A3.2 Review the City's Planning Scheme controls for bicycle parking and end of trip facilities to ensure best practice is being achieved across the City of Perth.	• DoT • DoP	●		
	A3.3 Gather evidence on how the City of Perth can support the provision of public end of trip facilities, and incentivise the private sector to implement end of trip facilities in existing buildings.	• DoT	●	●	●
Objective 11 - Be a leader in the development of innovative cycling infrastructure and support innovation that helps Perth become a more cycle-friendly city.	A3.4 Continue to review how Perth's cycling network is developing in the context of work being progressed by other cities, and how we can better learn from international best practice.	• DoT	●	●	●
	A3.5 Ensure that the suitability of the cycling network is constantly reviewed in light of technological advancements in bicycle design, such as electric bicycles, and feedback received from cyclists.	• DoT • MRWA	●	●	●

Focus area 4: Next generation public transport

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 12 - Influence significant improvements and expansion of the city's passenger rail network.	A4.1 Advocate for additions to Perth's rail network, including planning for underground links with the City of Perth that can significantly improve public transport accessibility to and within the city.	• DoT • PTA • MRWA • Neighbouring LGAs	●	●	●
	A4.2 Lead research into the wider economic benefits of underground rail extensions, specifically regarding the potential to leverage any land value uplift that may result from such infrastructure.	• DoT • PTA • Private sector	●	●	
	A4.3 Investigate new funding models for the development of public transport infrastructure.	• DoT • Treasury • DoP	●	●	
Objective 13 - Advocate for improvements to the public transport network's legibility, frequency and connectivity.	A4.4 Use the preferred public transport network (as defined on the TransPriority map) to guide priority measures supporting the city's on-road public transport network.	• DoT • PTA • MRWA	●	●	●
	A4.5 Promote a transition from the current bus network to a multi-modal, connected public transport system that includes light rail, rapid bus, rail and metro/underground rail services.	• DoT • PTA		●	●
Objective 14 - Support expanded public transport options for crossing and travelling along the Swan River.	A4.6 Support greater use of water based transport as development along the Swan River increases.	• Private Sector • DoT • PTA		●	●
Objective 15 - Support new transport service models and options that benefit the City of Perth community.	A4.7 Develop a car share policy for the city that highlights the various ways in which the City will facilitate car sharing.	• DoT • PTA	●		
Objective 16 - Reduce the negative externalities of buses on City of Perth streets.	A4.8 Advocate for the Transperth bus fleet to be comprised of predominately clean, quiet and low emission vehicles.	• PTA	●		
	A4.9 Advocate for bus routes to be rationalised where possible to avoid the over provision of services on some city streets.	• PTA	●	●	●

Focus area 5: Progressive traffic and parking management

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 17 - Continue the 'to, not through' approach to designing and managing the traffic network.	A5.1 Investigate ways to align the State's traffic network planning with the City's Preferred Traffic Routes (on the TransPriority network).	• DoT • MRWA • Federal Gov	●	●	●
	A5.2 Manage traffic speeds so as to improve safety, urban amenity and create more people oriented streets.	• DoT • MRWA			●
	A5.3 Support relevant State agencies in the development of an effective road user charging scheme for Perth, to help manage the use of selected parts of the road and freeway network.	• MRWA • DoT • PTA		●	●
Objective 18 - Continue to lead the car parking industry in achieving sustainable transport outcomes.	A5.4 Support the State Government in ensuring the Perth Parking Policy and Perth Parking Management Act continues to achieve its objectives.	• MRWA	●	●	●
	A5.5 Update the City of Perth On-Street Parking Policy.	• MRWA • DoT • Federal Gov	●		
	A5.6 Investigate the value of the City of Perth's off street parking facilities and opportunities to diversify the City's revenue base.	• MRWA • DoT	●	●	
	A5.7 Review the residential car parking requirements within the City's Planning Scheme.	• DoP • MRA	●		
Objective 19 - Support environmental improvements and innovation in vehicle technology within the City of Perth.	A5.8 Investigate ways to better cater for motorcycle and scooter parking on street and in our off street parking assets to encourage a shift to more space efficient transport.	• DoP • MRA	●	●	
	A5.9 Continue to monitor the use of electric vehicles in Perth and support their wider uptake by providing dedicated electric vehicle parking in the City of Perth's off street car parks.	• DoP • MRA	●	●	●
	A5.10 Work with other agencies, researchers and innovators to monitor developments in the autonomous vehicle sector, and ensure any developments in this area are consistent with the overall intent and Guiding Principles of this Strategy.	• DoP	●	●	●

Focus area 6: Innovative knowledge, engagement & data

Objective	Action	Partners	2016/17	2017/18	Future Projects
Objective 20 – Lead a culture of strong and innovative community engagement in Perth.	A6.1 Implement innovative community engagement tools that can improve the reach and quality of input to the City's projects and planning activities.	• Private sector	●	●	●
Objective 21 - Improve our knowledge base and evidence that supports decision making.	A6.2 Continue to seek out opportunities to improve the quality and types of data we collect regarding people and freight movement in the City of Perth.	• DoT • PTA • MRWA	●		●
	A6.3 Partner with research institutions and other stakeholders that can improve our understanding of the city's transport networks and trial new ideas, technologies and concepts.	• Universities • RAC • Committee for Perth • Neighbouring LGAs	●	●	●
Objective 22 - Lead a collaborative approach to last km freight.	A6.4 Develop a 'last km' freight working group, made up of industry experts, government and stakeholder representatives, to progress policy improvements for central city freight and service transport.	• DoP • MRA		●	
	A6.5 Update the City of Perth's 'Servicing the City' strategy following collaboration with the above mentioned working group.	• DoP • MRA			●

List of figures and tables