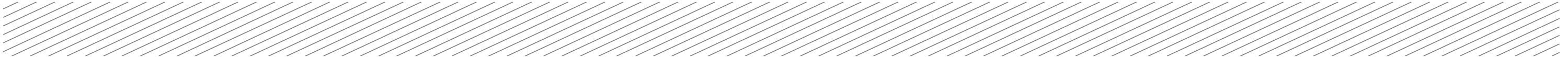


Project: Frankston Integrated Transport Strategy
Part III - Integrated Transport Strategy Paper

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Prepared for: Frankston City Council
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Frankston Integrated Transport Strategy

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Executive Summary

Purpose of this Study

The Frankston Integrated Transport Strategy (ITS) has been prepared on behalf of and in consultation with Frankston City Council (FCC). Work associated with the completion of this strategy included:

- Understanding the existing transport network;
- Community and stakeholder consultation;
- Understanding existing and future issues with the transport network;
- Development of action plans to address issues associated with the transport network; and
- Provide a tool to manage the development of the Frankston transport network to meet the needs and demands of the community and the environment.

This executive summary provides a summary of issues that were identified and actions that were developed to address these issues.

Issues

Issue identified have been categorised into key themes that will run through the ITS.

Frankston CAA and Surrounds	<ul style="list-style-type: none">• Increasing development and density• Public transport interchange• Parking and car access• Pedestrian and cycle access• Wayfinding and link to Waterfront
Demographic Changes	<ul style="list-style-type: none">• Ageing population• Population growth
Major Changes in Transport Infrastructure	<ul style="list-style-type: none">• Peninsula Link• Western Port Highway• Baxter rail electrification
Freight	<ul style="list-style-type: none">• Port of Hastings• Seaford / Carrum Downs Industrial Area
Integrating Transport and the Environment	<ul style="list-style-type: none">• Flora and fauna corridors• Significant roadside and railside vegetation• Minimising negative impacts of infrastructure• New vehicle technologies

Encouraging Greater Use of Sustainable Modes	<ul style="list-style-type: none">• Low use of sustainable modes• Bus service quality• Train services• Integration of bus and train services• Provision of pedestrian facilities• Provision of bicycle facilities• Behavioural change measures
Managing the road network	<ul style="list-style-type: none">• Parking• Road congestion• Local Area Traffic Management (LATM)
Transport Safety	<ul style="list-style-type: none">• Road safety• Community safety• Late night transport services
Recreational Trips	<ul style="list-style-type: none">• Summer peaks in transport demand• Increasing numbers of visitors

Actions

The Strategy has evolved into a series of action plans. Each plan responds to themes identified, and aims to address issues through a number of actions and sub-actions. These actions and sub-actions have been reproduced as part of this Executive Summary and included within the Action Table.

There are many components of the Frankston transport network that are managed by agencies other than Frankston City Council. In these instances, Council's role is to advocate to, and work collaboratively with these agencies to achieve desired outcomes. Therefore, please note that actions in this Strategy that require commitment from external agencies are not necessarily consistent with these agencies own strategic directions, but rather reflect the direction of Frankston City Council.

The Action Plans are related to a series of Key Performance Indicators (KPI's) that have been developed to ensure that Council can measure it's performance against the actions identified in this Strategy. Many actions will require partnerships with State and Federal Government agencies, as well as other external agencies in order to be achieved. In these instances, Council will continue to advocate for actions to be undertaken, and will monitor trends in transport data to identify actions of the highest priority.

The Key Performance Indicators for the Integrated Transport Strategy, and the sources of data to measure these Indicators are listed in the table below:

KPI	Source of Data to Measure KPI
An increase in trips made by walking from 11% (VISTA 2009*) to 14% of all trips by 2025	Census, VISTA (Victorian Government)
An increase in trips made by cycling from 0.7% (VISTA 2009*) to 1.5% of all trips by 2025	Census, VISTA (Victorian Government)
An increase in trips made by public transport from 3% (VISTA 2009*) to 4.5% of all trips by 2025	Census, VISTA (Victorian Government)
A decrease in trips made by motor vehicle from 85.2% (VISTA 2009*) to 80% of all trips by 2025	Census, VISTA (Victorian Government)

*VISTA 2009 data was chosen as it is the most recent and complete data set available given that it measures ALL trips. This explains why walking as a mode of transport is higher than historically measured, as it includes all walking trips, including trips such as walking to the next door neighbours house.

Cost ranges have been developed for each action and are outlined below. Please note that some actions will require planning and business case development prior to costings being finalised, so costings are only provided based on an estimate of cost at this point in time, considering current priorities at a Local and State level. Any changes in priority, or changes to scope of projects, may result in a change of cost.

Actions that require a Capital Works Budget submission or submission to State Government are subject to endorsement for inclusion in the relevant budget, and funding cannot be guaranteed.

Costs are provided in the following ranges:

\$ = up to \$5k

\$ \$ = up to \$50k

\$ \$ \$ = up to \$100k

\$ \$ \$ \$ = above \$100k



Action Table

Action Table					
Reference		Information	Priority	Cost	Potential Partners
Managing The ITS					
1-1	Set up an ITS Review Group that will be responsible for managing, implementing and monitoring the ITS		High		Council
	<i>Identify members of the group</i>	Core Work			
	<i>Prepare a charter setting out roles and responsibilities of the group</i>	Core Work			
	<i>Determine process for establishing Key Priorities on an annual basis</i>	Core Work			
	<i>Determine process for monitoring KPI's on an annual basis</i>	Core Work			
	<i>Elect a chairperson</i>	Core Work			
1-2	Monitor individual actions on a quarterly basis		N/A	Core Work	Council
1-3	Review and Update the ITS, including KPI's and KPI Targets Annually		N/A	Core Work	Council
Frankston CAA and Surrounds					
2-1	Advocate for sustainable transport options in medium to high density residential areas		High		VicRoads, Department of Transport, Public Transport Victoria Council
	<i>Prepare an Advocacy Plan and Program</i>	Core Work			
	<i>Implementation of Advocacy Plan</i>	Core Work			
2-2	Require medium and high density residential developments and significant commercial developments to incorporate Green Travel Plans (GTPs) as part of the planning process		High		Council
	<i>Develop guidelines for application of Green Travel Plans and tools to ensure that GTP's are part of the development process</i>	Core Work			
	<i>Develop a Developers Guide to Green Travel Plans document to assist developers in preparing these documents</i>	Core Work			
2-3	Advocate for implementation of improvements to the Transit Interchange		High		Council, Department of Transport, Public Transport Victoria, VicTrack
	<i>Prepare an Advocacy Plan and Program</i>	Core Work			
	<i>Implementation of Advocacy Plan</i>	Core Work			
2-4	Improve links between the interchange, CAA and Waterfront		High		Council
	<i>Prepare a Critical Links paper that will set out measures to strengthen linkages between the interchange, CAA and Waterfront</i>	Core Work			
	<i>Implement recommendations of the Critical Links Paper</i>	\$\$\$\$ Depending on the recommendations of the plan, this could have a high cost to implement – will require Capital Works budget submission for consideration by Council.			
2-5	Improve wayfinding in the CAA		Low		Council
	<i>Prepare a Wayfinding Monitoring and Implementation Plan</i>	Core Work			
	<i>Implement the Wayfinding, Monitoring and Implementation plan</i>	\$\$\$ Depending on the recommendations of the plan, this could have a moderate cost to implement – will require Capital Works budget submission for consideration by Council. May be developed incrementally alongside other streetscape improvement projects. External funding such as CAA funding will be sought.			
2-6	Implement the recommendations of the Frankston CAA Car Parking study		Low	\$\$ Low cost to implement - will require Capital Works budget submission for	Council, PTV

Action Table					
Reference		Information	Priority	Cost	Potential Partners
				consideration by Council.	
2-7		Investigate feasibility of demand responsive pricing for parking	Medium	Core Work	Council, PTV
2-8		Develop a residential parking permit scheme in areas surrounding the CAA	Low		Council, PTV
		Monitor parking in residential areas on a regular basis		Core Work	
		Identify warrants for residential parking permit schemes		Core Work	
		Implement residential parking permit schemes where warranted		Core Work	
2-9		Explore opportunities to shift parking to areas surrounding the CAA	Low		Council
		Work with bus operators to devise a strategy to encourage commuters to catch the bus to Frankston Station		Core Work	
		Identify measures to encourage commuters to drive to stations other than Frankston		Core Work	
		Provide Park and Ride sites, where drivers can park and then catch a frequent shuttle bus into CAA		\$\$\$ Depending on recommendations of this project, this could result in a moderate cost to implement, which would require a Capital Works Budget submission for consideration by Council.. External funding from Public Transport Victoria may be sought depending on actions recommended	
		Investigate the feasibility of establishing seasonal remote parking sites with shuttle bus services which would be targeted at visitors		\$\$\$ Depending on recommendations of this project, this could result in a moderate cost to implement, which would require a Capital Works Budget submission for consideration by Council.. External funding from Public Transport Victoria may be sought depending on actions recommended	
2-10		Improve the CAA to make it more pedestrian friendly	High		Council, VicRoads
		Prepare a pedestrian and cycle plan for the CAA		Core Work	
		Implement the pedestrian and cycle plan		\$\$\$ Depending on the recommendations of this Implementation plan, this could have a moderate cost to implement – will require Capital Works budget submission for consideration by Council, potentially via the Bicycle Strategy. Funding from external agencies such as VicRoads Principal Bicycle Network (PBN) will be sought for routes identified on PBN.	
2-11		Improve bicycle facilities in the CAA	Medium		Council, VicRoads
		Prepare a CAA Bicycle Improvement and Implementation Plan		Core Work	
		Implement the CAA Bicycle Improvement and Implementation Plan		\$\$\$ Depending on the recommendations of this Implementation plan, this could have a moderate cost to implement – will require Capital Works budget submission for consideration by Council, potentially via the Bicycle Strategy. Funding from external agencies such as VicRoads Principal Bicycle Network (PBN) will be sought for routes identified on PBN.	
2-12		Carry out a full review of all disabled parking bays around the CAA	Medium		Council
		Review and document all disabled parking bays in the CAA		Core Work	
		Undertake a review of the statutory disabled parking provision for major uses		Core Work	
		Develop a monitoring program to measure demand for disabled parking in the municipality		Core Work	
		Develop warrants that can be used as indicators to increase disabled parking provisions		Core Work	
2-13		Ensure that the CAA component of the ITS and subsequent actions is informed by the Access and Mobility Study	High (completed 2012)		Council
		Advocate for members of the ITS Review Group to be included within any steering or reference group formed for the project		Core Work	

Action Table					
Reference		Information	Priority	Cost	Potential Partners
	Provide copies of the CAA component of the ITS (as a minimum) to DOT			Core Work	
	Review the CAA ITS actions against the Access & Mobility Study for Frankston CAA when complete and amend and updated actions if appropriate			Core Work	
Forecast Demographic Changes					
3-1	Cater for the transport needs of the elderly and the mobility impaired		Medium		Council
	Develop a mobility access strategy			Core Work	
	Implement the mobility access strategy			\$\$\$ Depending on the recommendations of the plan, this could have a moderate cost to implement – will require Capital Works budget submission for consideration by Council.	
3-2	Ensure that growth areas are designed to facilitate the use of sustainable transport modes		High		Council, Department of Transport, Public Transport Victoria, developers, VicRoads
	Develop a Growth Area Sustainable Transport Template Plan			Core Work	
	Implement a Growth Area Sustainable Transport Plan for each growth area			Core Work	
Major Changes in Transport Infrastructure					
4-1	Explore opportunities to relocate road space for sustainable modes following the opening of Peninsula Link		High		Council, VicRoads, PTV, DOT
	Obtain data from VicRoads’ monitoring of traffic conditions before and after the opening of Peninsula Link			Core Work	
	Assess data to identify potential sustainable travel improvements			\$\$\$ Depending on the results of the data, this may result in a moderate cost. Capital Works Budget Submissions will be developed where appropriate for consideration by Council. Funding will also be sought from external agencies such as Department of Transport, Public Transport Victoria and VicRoads.	
4-2	Ensure that the Peninsula Link shared-use path is integrated with surrounding networks		Medium		Council, DOT, VicRoads, DPCD
	Identify all bicycle and pedestrian routes in the vicinity of Peninsula Link and assess the sufficiency of proposed connections			Core Work	
	Prepare a programme and implement measures to close gaps between the existing network and the Peninsula Link shared-use path			\$\$\$\$ Depending on the results of the research, this may result in a high cost. Capital Works Budget Submissions will be developed where appropriate for consideration by Council, potentially via the Bicycle Strategy or CityWide Pathway Program. Funding will also be sought from external agencies such as Department of Transport and VicRoads Principal Bicycle Network program	
4-3	Advocate for the reclassification of Golf Links Road to arterial road status		Medium		VicRoads
	Formulate a proposal for the handover of responsibility for Golf Links Road to VicRoads			Core Work	
4-4	Monitor and provide input into the Western Port Highway planning study		Low		VicRoads
	Prepare an advocacy plan outlining Council input into the study			Core Work	
	Implement the advocacy plan and program			Core Work	
4-5	Advocate for electrification of the rail line between Frankston and Baxter		High		Public Transport Victoria
	Prepare an advocacy plan and program			Core Work	
	Implement the advocacy plan and program			Core Work	
Freight					
5-1	Advocate for freight to access the Port of Hastings via a railway line along Western Port Highway		Medium		VicRoads, Department

Action Table					
Reference		Information	Priority	Cost	Potential Partners
		Prepare an advocacy plan and program		Core Work	of Transport
		Implement the advocacy plan and program		Core Work	
5-2	Identify road-based freight priority routes		Medium	Core Work	VicRoads
5-3	Advocate for Ballarto Road to remain an Arterial Road		Medium		
		Undertake a study and prepare a Paper that documents reasons why it is inappropriate for Ballarto Road to be reclassified as a local road under the jurisdiction of Frankston City Council		Core Work	
5-4	Advocate for the upgrade of Rutherford Road / Lathams Road / Hall Road corridor		Medium		VicRoads
		Prepare a pursuit and advocacy plan to address Council's proposal to handover responsibility of this corridor to VicRoads and upgrade considerations		Core Work	
		Implement the advocacy plan		Core Work	
Integrating Transport and the Environment					
6-1	Facilitate adoption of new vehicle technologies		Low		
		Develop a formal process to assess new technologies or strategies		Core Work	
		Implement the new assessment process		\$\$ Low cost to implement measure. Will require Capital Works Budget Submission for consideration by Council. External funding will be sought	
6-2	Ensure transport projects are sensitive to the proposed biolinks network		Medium		VicRoads, Public Transport Victoria
		Develop an internal paper, based on Council's Biolink Network Strategy, to inform decisions on the provision of new infrastructure and maintenance requirements.		Core Work	
6-3	Ensure that the design of transport infrastructure minimises the impact on the environment		Low		VicRoads, Public Transport Victoria
		Develop an environmental checklist, providing a formal tool to encourage environmentally sensitive design		Core Work	
Encouraging Greater Use of Sustainable Modes					
7-1	Formulate and adopt a Travel Behavioural Change Policy		High		
		Develop a Travel Behaviour and Cultural Change Policy		Core Work	
7-2	Develop a Travel Behaviour and Cultural Change Action Plan		Medium		
		Develop a detailed Travel Behaviour and Cultural Change Action Plan		Core Work	
		Implement the detailed Travel Behaviour and Cultural Change Action Plan		\$\$ Depending on the recommendations of this Plan, this may result in a low cost. Capital Works Budget Submissions will be developed where appropriate for consideration by Council. Funding will also be sought from appropriate agencies such as Department of Transport and VicRoads.	
7-3	Encourage more organisations and schools to implement Green Travel Plans		Medium		
		Encourage more organisations and schools in the municipality to adopt and implement Green Travel Plans		Core Work	
		Develop a standard Green Travel Plan template(for organisations and developers) for use in the planning and application process for major new developments		Core Work	
		Promote the use of sustainable modes through the Council Staff Travel Plan		Core Work	
7-4	Promote the use of sustainable modes through information provision		Low		Metlink
		Establish a "Smart Movement Kiosk" within the CAA, including real-time public transport information		The Smart Movement Kiosk would need to be funded by State Government, which Council will advocate for.	
		Extend the coverage of the existing TravelSmart map so that it includes all parts of the municipality		\$ Minimal cost. This would require an operational budget submission	

Action Table					
Reference		Information	Priority	Cost	Potential Partners
	Undertake campaigns and events to inform the community and promote existing bicycle, walking and public transport facilities			\$ Minimal cost. This would require an operational budget submission	
	Run workshops to promote sustainable transport both internally within Council and for external organisations			\$ Minimal cost. This would require an operational budget submission	
	Hold regular focus group sessions internally within Council and with the wider community to identify barriers impeding people from using sustainable transport			Core Work	
7-5	Advocate for improved bus frequency and extended services		High		Public Transport Victoria
	Prepare an advocacy plan and program for bus service improvements			Core Work	
	Implement the advocacy plan			Core Work	
7-6	Continue to upgrade bus stops to meet Disability Discrimination Act standards		High		
	Develop a programme of works to upgrade non-compliant bus stops, coordinating with the expansion of the footpath network			Core Work	
	Implement the scheduled works, initially targeting areas used more extensively by the elderly and/or disabled			Core Work	
7-7	Advocate for the implementation of a new loop bus route		High		Public Transport Victoria
	Prepare an advocacy plan and program			Core Work	
	Implement the advocacy plan			Core Work	
7-8	Advocate for improved train services		High		Public Transport Victoria, Metro Trains Melbourne
	Prepare an advocacy plan and program			Core Work	
	Implement the advocacy plan			Core Work	
7-9	Advocate for better coordination of bus and train services		High		, Public Transport Victoria, Metlink, Metro Trains Melbourne, Grenda Transit Management, Cranbourne Transit
	Prepare an advocacy plan and program			Core Work	
	Implement the advocacy plan			Core Work	
7-10	Develop a network of key transport hubs and stops		Low		Public Transport Victoria, Metlink, Metro Trains Melbourne, Grenda Transit Management, Cranbourne Transit
	Identify a hierarchy of key hubs and stops where features to improve integration can be rolled out			Core Work	
	Identify, implement and monitor features and facilities that can differentiate key stops within the network			\$\$\$ Depending on the results of the investigation, this could result in a moderate cost. Capital Works submissions will be developed for consideration by Council. External funding will be sought	
7-11	Review, update and implement the Frankston Bicycle Strategy		Medium		
	Review and update as necessary the Frankston Bicycle Strategy actions against current practices and standards			Core Work	
	Implement the updated actions of the Frankston Bicycle Strategy			\$\$\$\$ This could result in a high cost to Council, and a Capital Works budget submission will be required. Council has already adopted the Bicycle Strategy but funding is submitted to the Capital Works budget on a yearly basis for consideration by Council	
7-12	Investigate the provision of a bicycle hire scheme		Low	\$\$\$\$ This could result in a high cost, and a Capital Works budget submission will be required. External funding from Department of Transport and VicRoads will be sought.	
7-13	Continue to extend the footpath network		Medium		

Action Table						
Reference		Information	Priority	Cost	Potential Partners	
	Implement the Citywide Footpath Programme			\$\$\$\$		
	Identify pedestrian priority areas where high levels of pedestrian activity are expected and should be encouraged			This program is already submitted to Council on an annual basis in the Capital Works Program Core Work		
7-14	Advocate for additional pedestrian crossings of railways and major roads		High		Department of Transport	
	Prepare an advocacy plan to campaign for improved and additional pedestrian and cyclist crossing points			Core Work		
Managing the Road Network						
8-1	Increase education and enforcement to reduce parking on nature strips and footpaths		Low			
	Prepare and implement an education strategy to provide a reminder to residents that this practice is illegal (except for powered two wheelers)			Core Work		
	Prepare and implement an enforcement action plan demonstrating the targeting of illegal parking, and promote safe parking on footpaths by powered two wheelers			Core Work		
8-2	Develop a Local Area Traffic Management (LATM) 20 Year Program		Low	\$\$\$\$		
8-3	Advocate for an integrated transport network through Network Operating Plans SmartRoads		High	High cost to implement measure. This will require Capital Works Budget Submissions for consideration by Council over a 20 year period		
	Prepare an advocacy plan for the adoption of the SmartRoads programme within Frankston			Core Work	VicRoads	
8-4	Review the future configuration of McClelland Drive and McCormicks Road		Low		VicRoads	
	Commission a review of proposals to upgrade of McClelland Drive and McCormicks Road			\$\$\$\$		Designs for the deviation have been developed. Council would be required to purchase land and construct the deviation, and a Capital Works Budget Submission will be developed for consideration by Council
Transport Safety						
9-1	Adopt and implement the road safety strategy		Medium			
	Work towards the adoption of the TravelSafe Road Safety Strategy			\$\$		Additional staffing is required to implement this action. Moderate cost to implement Strategy. Operational and Capital Works submissions will be developed for consideration by Council.
9-2	Support and take action relating to other road safety strategies and programs		Medium			
	Develop a plan to support and proceed with state and international road safety strategies			\$\$		Additional staffing is required to implement this action.
	Identify a dedicated road safety role or position and appoint/ or allocate an appropriate Council officer to include this role			\$\$		This will require a submission to the Operational Budget
	Develop a road safety strategy to ensure that Council engineers are up to date with current road safety practices and strategies			\$\$		Additional staffing is required to implement this action.
	Prepare an advocacy plan to pursue the resolution of blackspot issues and priority			Core Work		
9-3	Continue to advocate for improved security for train users		Medium		Metro Trains Melbourne, Victoria Police	
	Prepare an advocacy plan for improved security			Core Work		

Action Table					
Reference		Information	Priority	Cost	Potential Partners
9-4	Advocate for extension of NightRider bus services to other parts of Frankston City		Medium		Public Transport Victoria
	Prepare an advocacy plan documenting potential improvements for Frankston residents			Core Work	
9-5	Continue to work with taxi operators to monitor the supply of late night taxis		Medium		Frankston Radio Cabs
	Set up a taxi forum on late night usage to understand the issues			Core Work	
	Identify measures to encourage safe use of late night taxis			Core Work	
9-6	Continue to support measures to improve behaviour and safety (perception and actual) in the CAA		Low		
	Develop a behaviour and safety plan for the Frankston CAA transport network			Core Work	
	Implement the behaviour and safety plan			Core Work	
Recreational Trips					
10-1	Promote sustainable modes of transport to visitors		Medium		Frankston Tourism Inc., Tourism Victoria
	Set up a ‘sustainable tourism’ forum and Council web page			Core Work	
	Identify areas where sustainable transport information can be combined with marketing areas			Core Work	
	Identify potential promotions that could encourage use of sustainable transport			Core Work	
10-2	Promote and advocate for Frankston branding and signage		Low		Frankston Tourism Inc.
	Develop a ‘Frankston brand’ that can be incorporated into the wayfinding strategy for the CAA			\$\$\$ Depending on the scope of this project, this could result in a moderate cost to implement. Operational and/or Capital Works submissions will be developed for consideration by Council. External funding will be sought.	
	Formulate an action plan strategy to expand the Frankston brand to beyond the municipality, targeting visitors at critical points along the journey			Core Work	

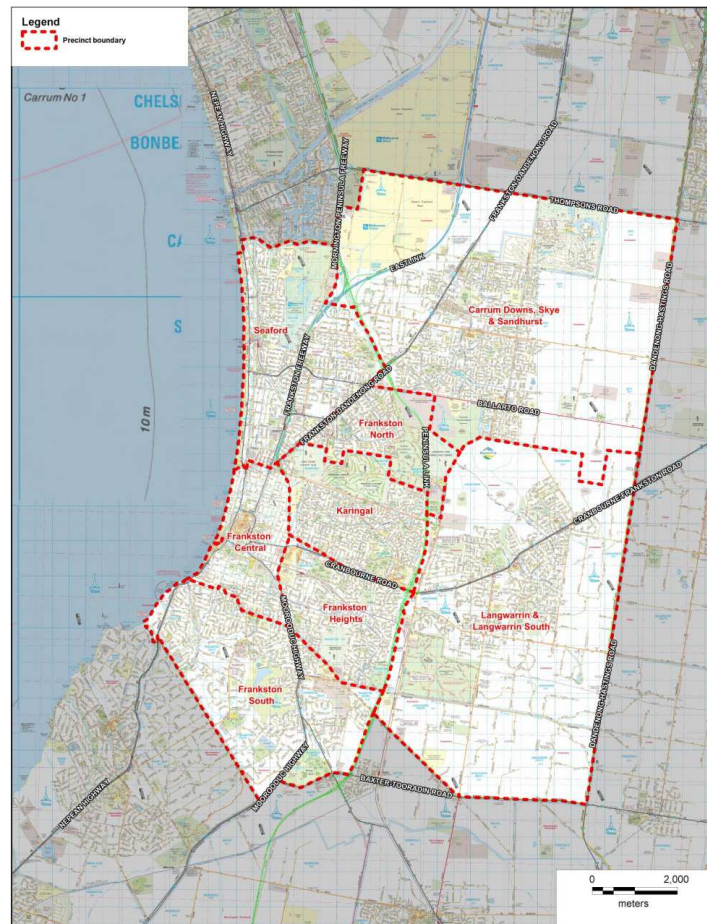
Table 1 | Action Table

Note costs are likely to change

1 Introduction

1.1 Project scope

The municipality of Frankston is situated approximately 40 kilometres south of Melbourne and covers an area of approximately 131 square kilometres, extending from Port Phillip Bay to Western Port Highway and the City of Casey. To the north are the municipalities of Kingston and Greater Dandenong whilst to the south is the municipality of Mornington Peninsula Shire.



Council's overall vision is of 'A sustainable regional capital on the Bay – vibrant, inclusive and a natural lifestyle choice'. Council has a range of strategies to achieve this vision, and the Frankston Integrated Transport Strategy has been developed to also reflect this vision.

The municipality is located partly within the urban growth boundary of Melbourne and has a range of characteristics from the Frankston Central Activities Area (CAA), through residential and industrial areas to unpopulated land particularly on the northern and western fringes.

Reflecting this range of characteristics the transport network across the municipality varies in accessibility and quality. Aurecon were commissioned by Frankston City Council to undertake an Integrated Transport Strategy (will be referred to in this document as ITS) that covers the entire Frankston municipality. The area covered by the municipality is shown on Figure 1-1.

Figure 1-1: Frankston Municipality Map

The overall objective of the study is to:

Develop an Integrated Transport Strategy that will increase the efficiency and

effectiveness of the Frankston transport network to move people and goods via all modes of transport within and through the Frankston municipality, with a focus on integrating transport modes.

The development of this ITS provides an opportunity to ensure that the whole municipality is working towards achieving the best and most efficient transport network possible for both the current and future populations of the area.

Transport affects many aspects of quality of life. Walking, cycling and public transport can all contribute to the following desirable outcomes for a community:

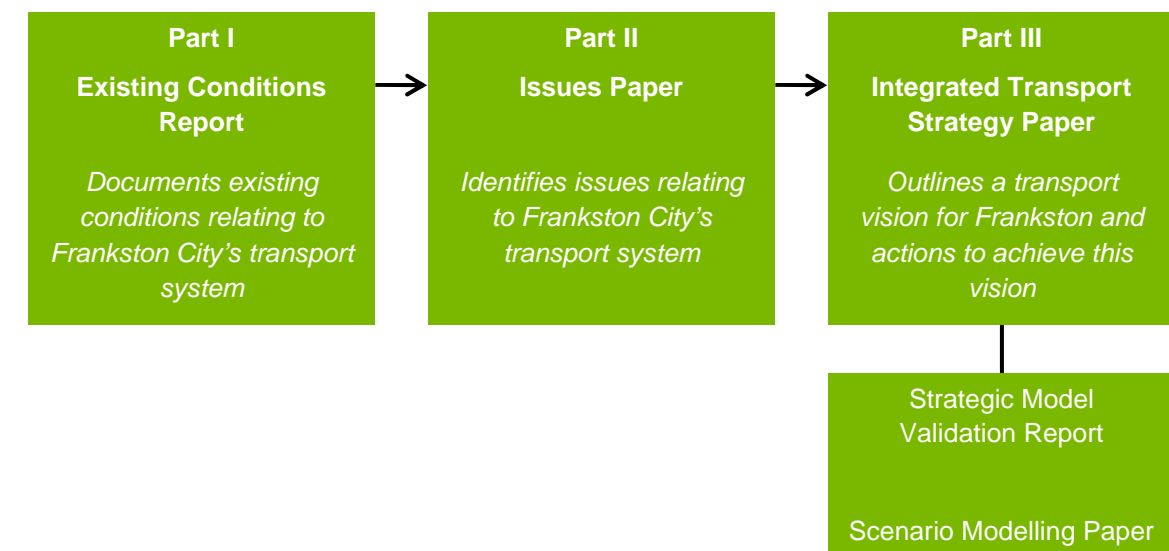
- Improved environmental sustainability
- Increased social connectedness
- A decrease in traffic congestion
- Lower road transportation costs
- Increased productivity for freight (as a result of less cars on the road)
- Improved liveability

The Australian Bureau of Statistics estimate that up to one-quarter of all greenhouse gases emitted in Australia come from the transport industry¹, which highlights the dramatic impact transport can have on improving environmental outcomes.

1.2 Structure of the Integrated Transport Strategy (ITS)

The Frankston ITS has been prepared by Aurecon on behalf of Frankston City Council. This strategy has been prepared in three main parts, which are shown in Figure 1-2 below. Each part has been documented in a report, with this document forming the report for Part III of the ITS. A number of supporting reports, pertaining to community engagement and strategic modelling, have also been prepared.

Figure 1-2: Development of the Frankston Integrated Transport Strategy



1.3 Integrated Transport Strategy Paper

As noted above, this document is the Integrated Transport Strategy Paper, which forms Part III of the ITS. It presents a vision for Frankston's transport system along with actions that will contribute to achieving this vision.

This report has 7 sections:

- Section 1 Introduction
- Section 2 Existing Transport Overview
- Section 3 Transport vision for Frankston City
- Section 4 Action plan
- Section 5 Prioritisation
- Section 6 Implementation
- Section 7 Strategic modelling

¹ Australian Bureau of Statistics (2001)
<http://www.abs.gov.au/AUSSTATS/abs@.nsf/0/7C10C76736F68A5FCA2575DF001CA9A2?opendocument>

2 Existing Transport Overview

2.1 Transport Network

Road Network

Frankston City has a comprehensive road network that encompasses the full road hierarchy from unsealed tracks to freeways

Freeways & toll ways - VicRoads Responsibility

- Mornington Peninsula Freeway / Frankston Freeway
- Eastlink
- Peninsula Link (under construction)

Arterial Routes - VicRoads Responsibility

- Dandenong- Frankston Road
- Cranbourne- Frankston Road / Cranbourne Road
- Moorooduc Highway
- Nepean Highway
- Davey Street / Hastings Road
- Fletcher Road
- Thompson Road
- Western Port Highway
- Ballarto Road

Major Council Routes - Council Responsibility

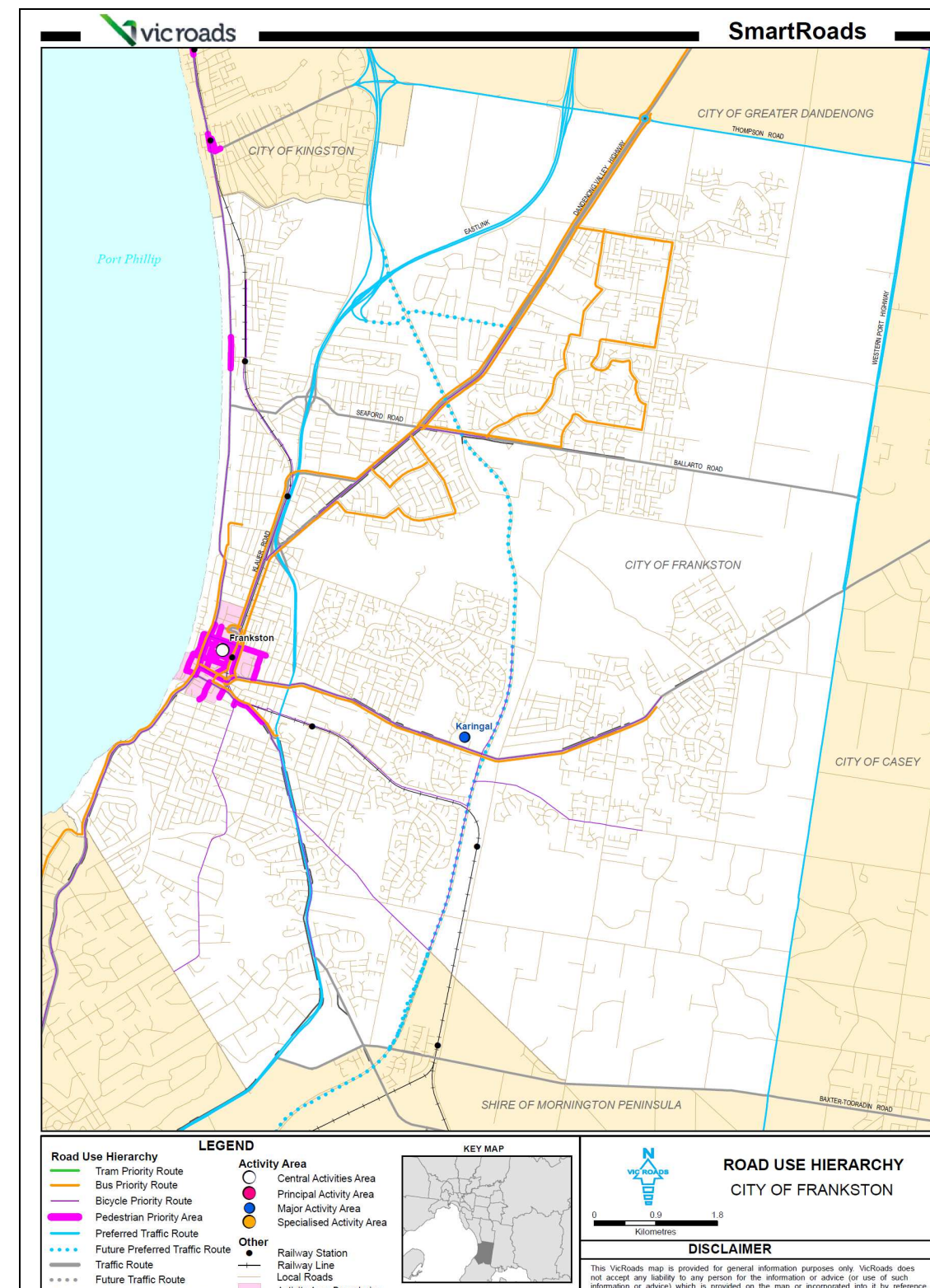
- | | | |
|-------------------|-----------------------|------------------|
| •Wedge Road | • Rutherford Road | • Beach Street |
| •Golf Links Road | • Stephenson's Road | • Robinsons Road |
| •McClelland Drive | • Brunel Road | • Yuille Street |
| •McComicks Road | • Hartnett Road | • Towerhill Road |
| •Hall Road | • Skye Road | • Overport Road |
| •Lathams Road | • Wells Road | • North Road |
| •Potts Road | • Overton Road | • Centre Road |
| | • Dandenong East Road | • Warandyte Road |

Local Roads - Council Responsibility

- Connector roads
- Local access streets

SmartRoads is a new approach to managing Melbourne's arterial road network that is currently being implemented by VicRoads. This approach recognises the limited road space available on arterial roads and the need to give priority to different modes at different times of the day. Priority modes have been identified on the local SmartRoads Network Operating Plans that have been developed for each of the municipalities in Melbourne. The current Network Operating Plan for Frankston City is shown on Figure 2-1.

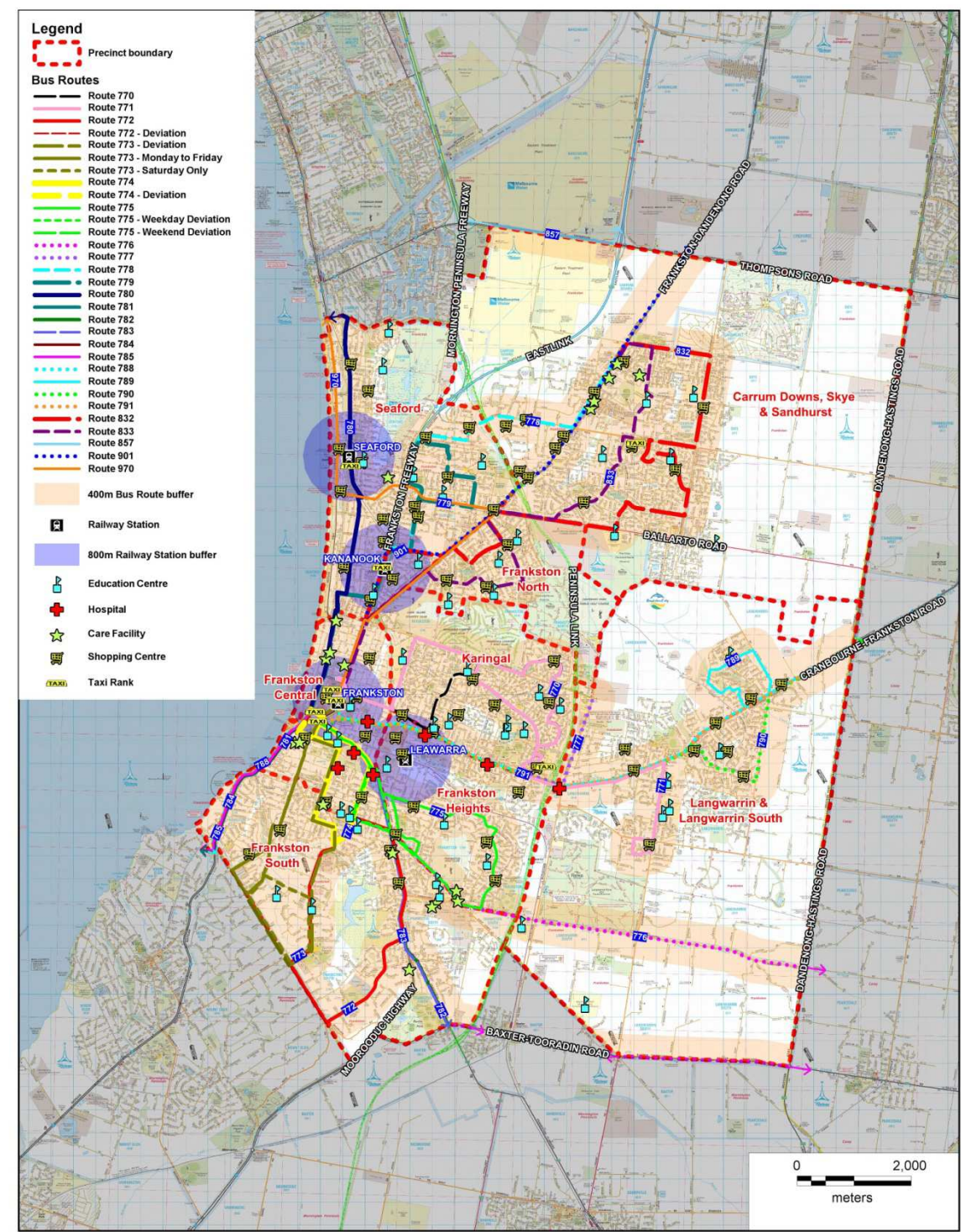
Figure 2-1: SmartRoads Network Operating Plan (currently under development)



Public transport and taxis

The main hub for public transport services in Frankston City is at the Frankston Transit Interchange, which has a train station, a taxi rank and a bus interchange which serves almost all of the bus routes in Frankston City. A summary of the public transport network is set out below and is shown on Figure 2-2.

Figure 2-2: Public Transport Network



Rail

- 1 metropolitan line with 3 stations within the municipality
- 1 diesel line with 3 operating stations within the municipality

Buses

- 25 metropolitan bus routes serving Frankston City
- 1 Night Rider service
- 1 Smart Bus service
- Reasonable coverage for access to routes in most developed areas of Frankston
- Poor coverage in more rural areas
- Relatively infrequent services

Taxi Services

- Operated by Frankston Radio Cabs
- Main taxi rank located on Young Street as part of the Frankston Transit Interchange
- 1 safe taxi rank near the intersection of Davey Street and Young Street

Bicycles and pedestrians

Existing bicycle and walking paths are shown on Figure 2-3.

Figure 2-3: Existing Bicycle Network



The existing bicycle network in Frankston City is approximately 55km in length, comprising both on-road and off-road facilities. The four key bicycle routes in the municipality are:

- Seaford Wetlands Path
- Bay Trail (includes Baxter Trail)
- Nepean Highway
- Frankston - Cranbourne Road

Pedestrian facilities within the municipality vary, reflecting the diverse nature of urban development in Frankston City. In some areas there is a good level of pedestrian connectivity with footpaths provided along most roads whilst in other areas no footpaths are provided at all, reflecting the more rural nature of some areas of the municipality. Pedestrian connectivity can also be limited due to the severance caused by high trafficked arterial routes and train lines.

2.2 Demographics and existing travel patterns

An analysis of both the existing and future demographic characteristics of Frankston City was undertaken, using 2006 Census data, forecast.id population forecasts and Victoria in Future 2008 forecasts. Existing travel patterns were also reviewed, undertaken using data from the Victorian Integrated Survey of Travel and Activity 2007 (VISTA 07). Key findings are shown in Table 2-1.

Table 2-1: Key findings of demographics and existing travel patterns review

Demographics	Existing travel patterns
Population growth <ul style="list-style-type: none">• The population of Frankston City is currently growing, however this growth is predicted to gradually slow• Carrum Downs, Skye & Sandhurst is predicted to accommodate particularly high population growth, especially between 2006 and 2021	<ul style="list-style-type: none">• Most trips in Frankston City both start and end within the municipality• There are also significant numbers of trips to and from neighbouring municipalities, especially Mornington Peninsula Shire, although the number of trips to the City of Casey is relatively low• Residents of Frankston City generally travel further each day than the metropolitan Melbourne average; however their total travel time each day is similar to the metropolitan Melbourne average• Work journeys made by residents of Frankston City by public transport are, on average, significantly longer (both in terms of distance and time) than the metropolitan Melbourne average - this may be due to commuting by train from Frankston to the Melbourne CBD• A higher proportion of workers in Frankston City commute by car, with lower proportions commuting by public transport and by foot, relative to the Melbourne average• The mode share for cars in Frankston City is higher than the metropolitan Melbourne mode share• During weekends, the mode share of public transport in Frankston City is negligible
Ageing population <ul style="list-style-type: none">• The proportion of the population aged 65 years and over is predicted to increase significantly from 13% in 2006 to 16% in 2021 and 19% in 2031• There is predicted to be a particular concentration of older people in Frankston South	
Economic status <ul style="list-style-type: none">• Areas of relative socio-economic disadvantage are generally concentrated in the Frankston Central precinct and its surrounds	
Motor vehicle ownership <ul style="list-style-type: none">• 8% of households in Frankston City do not have a motor vehicle, with this proportion highest in the Frankston Central precinct	

2.3 Road safety

A review of crash statistics from VicRoads’ CrashStats database was completed. This database was queried to obtain information on all casualty crashes in Frankston City for the period covering five calendar years from 2004 to 2008 inclusive. Some of the key findings of this review were that:

- There were 33 fatal crashes (resulting in 36 deaths) and 807 serious injury crashes recorded in Frankston City
- Fatal and serious crashes comprise approximately 48% of recorded casualty crashes in Frankston City, which is higher than the figure of 39% for metropolitan Melbourne
- ‘Rear end’ crashes are the most common (approximately 23% of all crashes) followed by ‘off path on straight crashes’ (21%) - both of these types make up a higher proportion of recorded crashes in Frankston City relative to metropolitan Melbourne
- There are eighteen sites in the municipality that recorded 10 or more casualty crashes during the five year period, with all but one of these sites being an intersection
- The site with the highest number of crashes is the Frankston Freeway / Cranbourne Road intersection, which predominantly recorded rear end crashes

2.4 Policy context

There are a large number of both state and local policies that are related to transport in Frankston City. An overview of government transport and planning policies that are relevant to transport in Frankston City was completed, with a listing of these policies shown in Table 2-2 below.

Table 2-2: Transport and planning policies reviewed in Part I - Existing Conditions Report

Council plans, strategies and policies		State government plans, strategies and policies
<ul style="list-style-type: none">• Frankston City Council Plan 2010-2014• Frankston 2025 Community Vision• Frankston City Economic Strategy• Recreation Strategy 2009-2014• Frankston Road Safety Strategy 2001• TravelSafe 10-20 - Frankston City’s Road Safety Plan 2010-2020• Environmental Strategy 1998• Greenhouse Strategy• Municipal Public Health and Wellbeing Plan 2009-2013	<ul style="list-style-type: none">• Frankston City Open Space Strategy• Frankston TAFE to Bay Structure Plan, 2005• Frankston Municipal Transport Plan 1997• Frankston / Mornington Peninsula Bus Review• Frankston Bicycle Strategy• Mornington Peninsula Access and Mobility Study• Frankston CAD Car Parking Study• Frankston Local Areas Traffic Strategy	<ul style="list-style-type: none">• Melbourne 2030• Melbourne @ 5 Million• Victorian Transport Plan• Transport Integration Act 2010• Victorian Cycling Strategy• Freight Futures• Arrive Alive 2008 - 2017

Note: As a new state government has been elected since the preparation of the Existing Conditions Report, many of the state policies listed may no longer represent government policy.

diagrammatically shows how the Frankston ITS relates to other key policies and strategies, with summaries of the major themes and objectives that inform the primary policies and strategies.

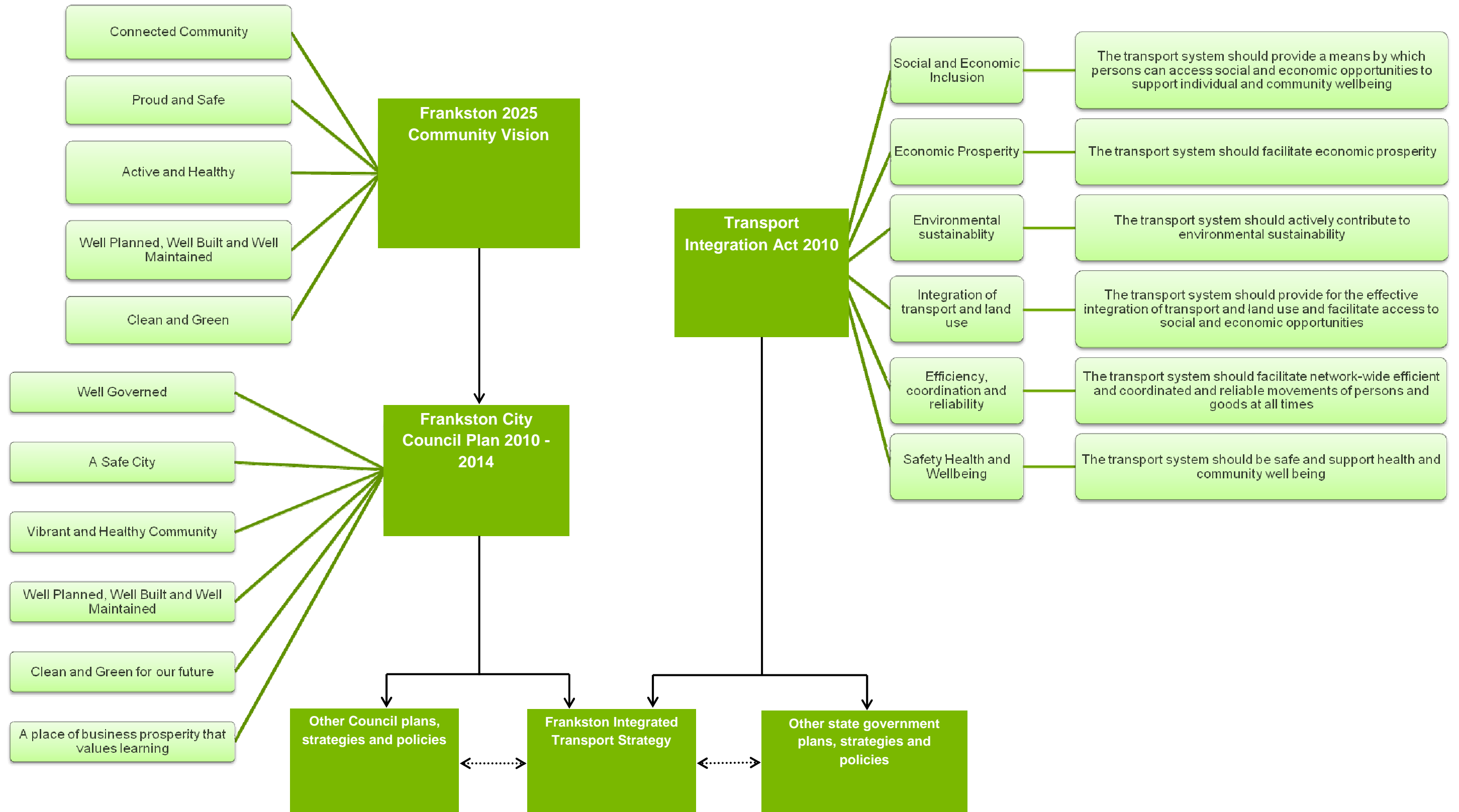


Figure 2-4: Policy Map that Informs the Integrated Transport Strategy

2.5 Frankston Transport Issues

Issues relating to transport in Frankston City were identified via a number of means:

- Three consultation workshops (with Council officers, transport stakeholders and community members)
- Community survey undertaken by Frankston City Council
- Discussions and meetings with Council officers and external parties
- Background research
- Site inspections

All of the issues that were identified were then documented in Part II - Issues Paper of the ITS. As a large number of issues were identified, a thematic approach was used to provide a framework for organising them. Nine key themes were identified and issues were classified into each theme, as shown Figure 2-5 and 2-6.

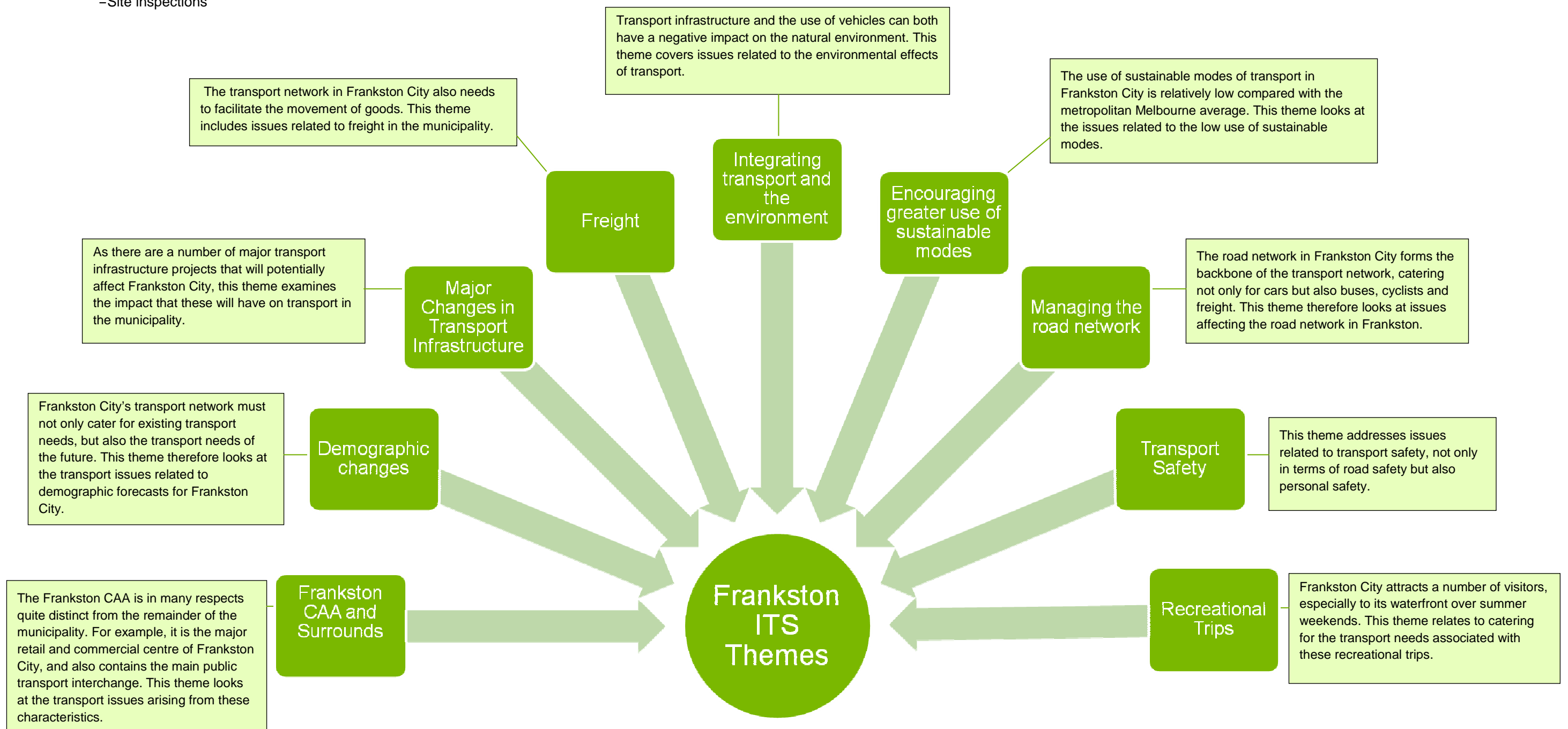


Figure 2-5: Nine Key Themes that will Comprise the ITS

Key themes	Issues	Relevant precincts								Relevant modes						
		Langwarrin & Langwarrin South	Karingal	Carrum Downs, Skye & Sandhurst	Frankston Central	Frankston Heights	Seaford	Frankston North	Frankston South	Buses	Trains	Taxis	Pedestrians	Cyclists	Private motorised	Freight
1 Frankston CAD and surrounds	1A Increasing development and density				✓					✓	✓	✓	✓	✓	✓	
	1B Public Transport Interchange				✓					✓	✓	✓	✓	✓	✓	
	1C Parking and car access				✓										✓	
	1D Pedestrian and cyclist access				✓								✓	✓		
	1E Wayfinding and link to waterfront				✓								✓			
2 Forecast demographic changes	2A Ageing population	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	2B Population growth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
3 Major changes in transport infrastructure	3A Peninsula Link	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓
	3B Western Port Highway	✓		✓											✓	✓
	3C Baxter rail electrification	✓			✓	✓				✓	✓				✓	
4 Freight	4A Port of Hastings	✓		✓							✓				✓	✓
	4B Seaford / Carrum Downs industrial area			✓			✓								✓	✓
5 Integrating transport and the environment	5A Flora and fauna corridors	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	5B Significant roadside and railside vegetation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	5C Minimising negative impacts of infrastructure	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	5D New vehicle technologies	✓	✓	✓	✓	✓	✓	✓	✓						✓	
6 Encouraging greater use of sustainable modes	6A Low use of sustainable modes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		
	6B Bus service quality	✓	✓	✓	✓	✓	✓	✓	✓	✓						
	6C Train service	✓			✓	✓	✓				✓					
	6D Integration of bus and train services				✓		✓			✓	✓					
	6E Provision of pedestrian facilities	✓	✓	✓	✓	✓	✓	✓	✓				✓			
	6F Provision of bicycle facilities	✓	✓	✓	✓	✓	✓	✓	✓					✓		
	6G Behavioural change measures	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
7 Managing the road network	7A Parking	✓	✓	✓	✓	✓	✓	✓	✓						✓	
	7B Road congestion	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓	
	7C Local Area Traffic Management (LATM)	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	
8 Transport safety	8A Road safety	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	
	8B Community safety				✓					✓	✓	✓	✓			
	8C Late night transport services				✓					✓		✓				
9 Recreational trips	9A Summer peaks in transport demand				✓		✓			✓					✓	
	9B Increasing numbers of visitors				✓		✓			✓					✓	

Figure 2-6: Key Themes and Issues

3 Transport vision for Frankston City

3.1 Objectives

In order to define a vision for Frankston City’s transport system, six objectives for the Frankston Integrated Transport Strategy have been identified. These six ITS objectives are shown in Figure 3-1 below.

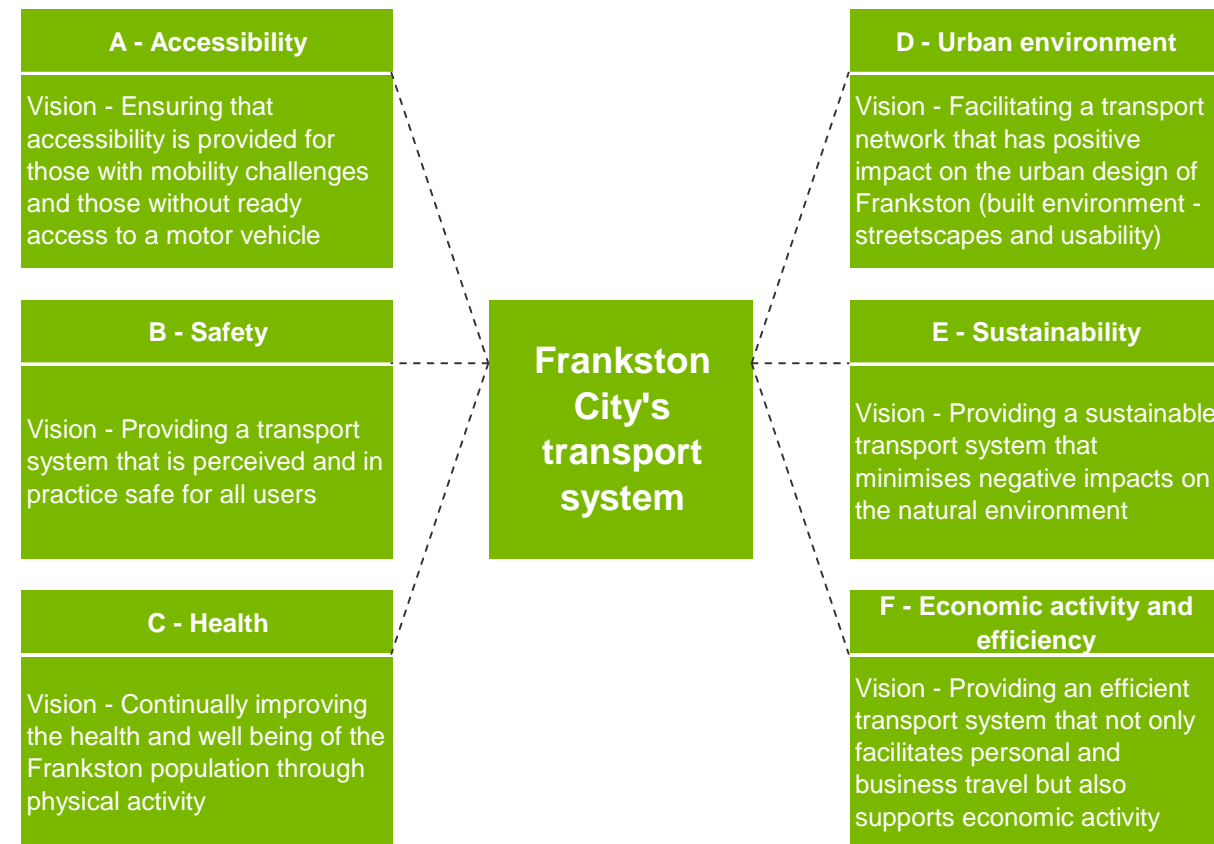


Figure 3-1: Frankston Integrated Transport Strategy objectives

3.1.1 Links to wider policy context

The Frankston ITS objectives have been framed so that they are consistent with wider Council and state government objectives. This means that working towards the Frankston ITS objectives will also assist in achieving the wider objectives for Frankston City as outlined in the Council Plan and Frankston 2025.

In addition, consistency between the Frankston ITS objectives and the Transport Integration Act transport system objectives will help to ensure that Council fulfils its obligation to have regard to the transport system objectives.

Table 3-1 shows the clear links between the Frankston ITS objectives, relevant Council Plan strategic objectives and Transport Integration Act transport system objectives.

Table 3-1: Objectives for the transport system in Frankston City

Council Plan strategic objectives	Frankton Integrated Transport Strategy objectives	Transport Integration Act - transport system objectives
2 – A safe city	A – Accessibility	Social and economic inclusion
	B - Safety	Safety and health and wellbeing
3 - Vibrant and healthy community	C - Health	
4 – Well planned, well-built and well maintained	D - Urban environment	Integration of transport and land use
5 - Clean and green for our future	E - Sustainability	Environmental sustainability
6 - A place of business prosperity that values learning	F - Economic activity and efficiency	Efficiency, coordination and reliability
		Economic prosperity

3.1.2 Key Performance Indicators

A number of Key Performance Indicators have been developed for this Strategy, to ensure that Council can measure its performance against the actions identified in this Strategy. Many actions will require partnerships with State and Federal Government agencies, as well as other external agencies in order to be achieved. In these instances, Council will continue to advocate for actions to be undertaken, and will monitor trends in transport data to identify actions of the highest priority.

KPI’s will be monitored via a number of data sources. Some of these sources, such as Census data, are only measured every few years. As such, Council has developed a large data set that will sit behind these KPI’s and be monitored on a more regular basis to ensure progress towards these Indicators.

The Key Performance Indicators for the Integrated Transport Strategy, and the sources of data to measure these Indicators are listed in the table below:

KPI	Source of Data to Measure KPI
An increase in trips made by walking from 11% (VISTA 2009*) to 14% of all trips by 2025	Census, VISTA (Victorian Government)
An increase in trips made by cycling from 0.7% (VISTA 2009*) to 1.5% of all trips by 2025	Census, VISTA (Victorian Government)
An increase in trips made by public transport from 3% (VISTA 2009*) to 4.5% of all trips by 2025	Census, VISTA (Victorian Government)
A decrease in trips made by motor vehicle from 85.2% (VISTA 2009*) to 80% of all trips by 2025	Census, VISTA (Victorian Government)

*VISTA 2009 data was chosen as it is the most recent and complete data set available given that it measures ALL trips. This explains why walking as a mode of transport is higher than historically measured, as it includes all walking trips, including trips such as walking to the next door neighbours house.

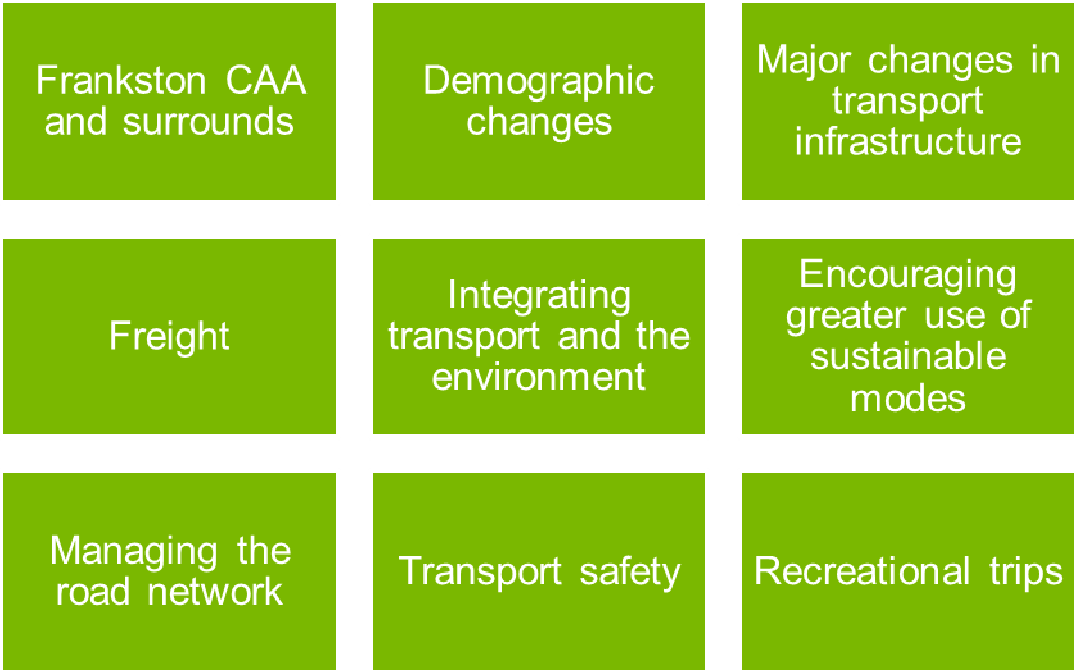
4 Action Plans



Action Plan Introduction

4.1 Introduction

The action plans have been developed to respond to the general themes of issues that were identified during the course of this study. The themes are:



In addition a tenth action plan has been added which was included to ensure that the ITS, its aspirations and action plans are pursued and remain appropriate to deliver a future transport network that can support the community of Frankston.



4.2 Action Plan Format

Each action plan comprises three major components:

- An Issue Summary
- An Objective
- Actions

Issue Summary

The Issue Summary is a list of the major issues that have been identified to be most closely connected to each theme and are set out originally in Figure 2-6 of this study.

Theme Objective

For each theme an overall objective has been developed between Aurecon and Frankston City Council

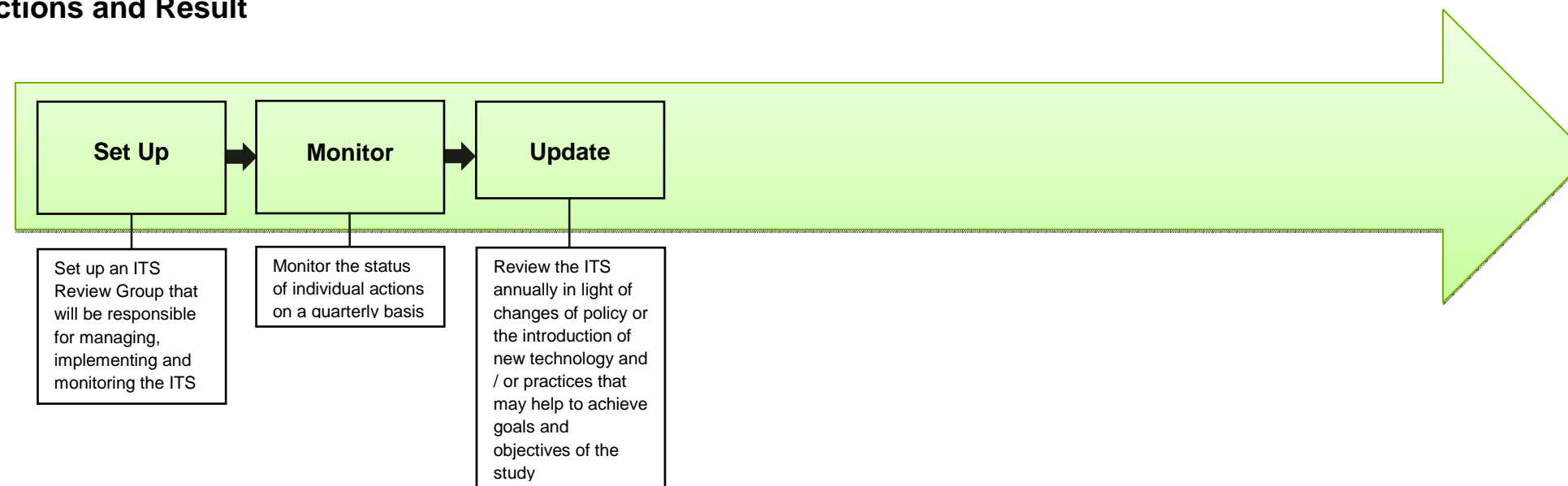


Actions

Each Action Plan contains a series of action headings which are broken down into one or more actions. Details of individual actions are provided within sections behind each action plan. This more detailed action breakdown includes, Potential Partners; priority, as assessed within Section 5 of the ITS; and potential sources of funding.

Managing the ITS

Actions and Result



Ensure that Actions within the ITS are pursued and the status of actions and issues are reviewed regularly and transparently

Action 1-1: Set Up ITS Review Group

It is important that the progression of the ITS is managed. To ensure that this is done both at the start of the strategy period and in future years it is considered that at specific group should be formed to implement and manage actions.

Therefore action 1-11 will comprise the following:

- Identify who should be included within the ITS Review Group and from which sections of Council
- Prepare a charter setting out the role and responsibilities of the ITS Review Group
- Determine the process for establishing Key Priorities on an annual basis
- Determine the process for monitoring KPI's on an annual basis
- Identify the head of the group (this could change annually)

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	High

Action 1-2: Monitoring of Actions

One of the roles of the ITS Review group will be to undertake quarterly monitoring of status of actions set out within the ITS. This quarterly review will identify whether actions are:

- Complete
- Ongoing
- Partially Complete
- Planned for next quarter
- Awaiting funding

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	N/A

Action 1-3: Review and Update ITS, including KPI's and Key Priorities Annually

The ITS is intended to be a living document for the prescribed time period. However it is recognized that policy and approaches to transport planning and indeed technologies that support transport networks are continuously evolving it is therefore important that the ITS is reviewed annually. This review will identify more major changes to the Action Plans of the ITS and may include recommendations for additional actions.

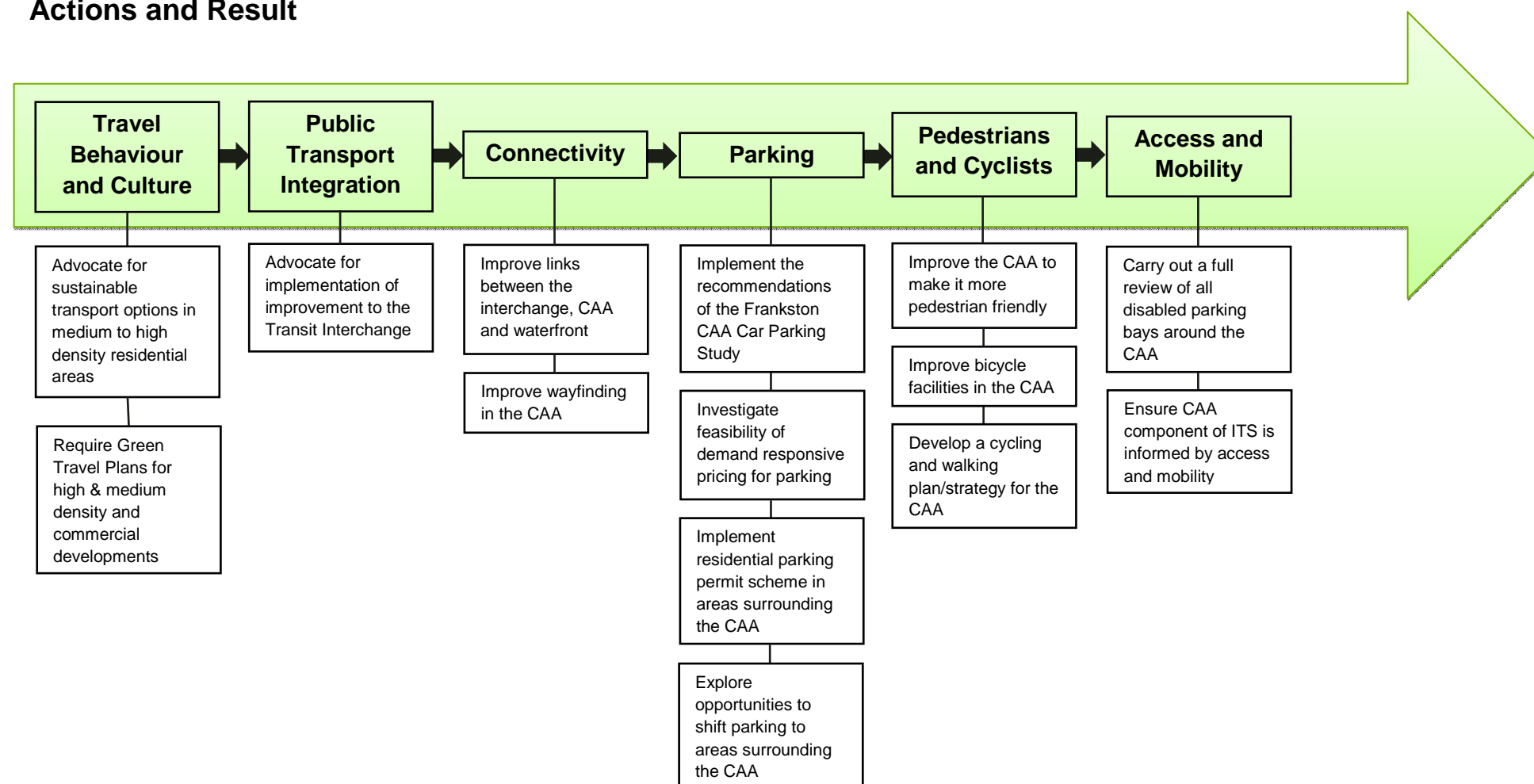
Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	N/A

Frankston CAA and surrounds

Issues

- Increasing development and density within Frankston
- Quality of the Public Transport Interchange
- Parking and car access
- Pedestrian and cyclist access
- Wayfinding and linkages to the waterfront

Actions and Result



Develop a safe, effective and efficient transport network for the Frankston CAA and surrounds

Travel Behaviour and Culture

Action 2-1: Advocate for sustainable transport options in medium to high density residential areas

In order to encourage the residents living in the medium to high density residential areas being developed around the CAA and users of facilities such as the new Frankston Regional Aquatic Centre to use sustainable modes of transport, such modes will need to be available and attractive. One particular area to focus on is the Ebdale Precinct which is around Overton Road and Sheridan Avenue in Frankston.

Planning provisions, coupled with Developer Contribution Plans and such tools can also be effective in any package that provides more infrastructure for sustainable transport modes.

Council will prepare an advocacy plan that will set out areas of advocacy, and a pursuit programme.

Potential measures for inclusion within the advocacy plan could include:

- Providing a bus / bicycle lane along Nepean Highway
- Providing an enhanced bus service along Nepean Highway, which could potentially connect with loop bus routes around Frankston City
- Identifying appropriate planning measures to encourage sustainable transport modes
- Encourage development along existing transport corridors throughout the municipality

Potential Partners	Potential Sources of External Funding	Priority
VicRoads, Department of Transport, Public Transport Victoria, Council	N/A (external Potential Partners)	High

Action 2-2: Require medium and high density residential developments and significant commercial developments to incorporate a Green Travel Plan as part of the planning permit process

Green travel plans can help to ensure that developments address sustainable modes of transport in both design and operational phases.

Council will develop guidelines as to where green travel plans should be required and measures to ensure that these are provided as part of any development process.

Council to also develop a green travel plan guide for developers to provide details of what is required in a green travel plans and some potential benefits, such as reduced car parking.

Council should also encourage developers through the planning process to consider active street frontages and other initiatives that are known to encourage public space to be utilised by pedestrians.

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	High

Public Transport Integration

Action 2-3: Advocate for implementation of improvements to the Transit Interchange

The Transit Interchange is an important hub within the transport network of Frankston. It is however not directly controlled by Frankston City Council but is the responsibility of Public Transport Victoria. Council will develop an advocacy plan which will document FCC's aspirations and requirements for the Transit Interchange and provide a plan as to how FCC will advocate to ensure that these requirements are addressed.

Items that should be included within the advocacy plan include:

- Provision of input into the work being currently undertaken by Public Transport Victoria and the Department of Transport looking at options to upgrade the Transit Interchange
- Implementation of such an upgrade

Potential Partners	Potential Sources of External Funding	Priority
Council, Public Transport Victoria, Department of Transport, VicTrack	Central Activities Area funding	High





Connectivity

Action 2-4: Improve links between the interchange, CAA and waterfront

Links between the transit interchange and future Frankston Regional Aquatic Centre, CAA and waterfront are relatively poor particularly for sustainable modes of transport. Council to prepare a ‘Critical Links’ paper that will set out measures to strengthen linkages between the interchange CAA and waterfront, and encourage movements by sustainable modes. This plan should include the following:

- Improved signage and wayfinding to improve the legibility of a walking route
- Consider elements of pedestrian friendly cities
- Investigation into the viability of shuttle bus services
- Implementation of a trial bicycle hire scheme at the interchange so that people may cycle to the waterfront

Potential Partners	Potential Sources of External Funding	Priority
	Central Activities Area funding	High

Action 2-5: Improve wayfinding in the CAA

It is important to maintain wayfinding so that it remains clear and current and reflects how destinations change over time. Council will prepare a wayfinding monitoring programme and implementation plan that can be updated on a regular basis. The plan should include:

- Wayfinding auditing programme
- Implementation programme guidelines
- Community feedback input process

Potential Partners	Potential Sources of External Funding	Priority
Council	Central Activities Area funding	Low



Parking

Action 2-6: Implement the recommendations of the Frankston CAA Car Parking Study

- Implement the recommendations made by the Frankston CAA Car Parking Study, in particular the introduction of paid parking in the CAA - the revenue obtained may be used to finance other transport initiatives

Potential Partners	Potential Sources of External Funding	Priority
Council, PTV	N/A	Low

Action 2-7: Investigate feasibility of demand responsive pricing for parking

Demand responsive pricing system for car parking adopts new technology that automatically makes relatively fine grained adjustments to parking charges in order to achieve desired parking occupancy levels. It is recommended that:

- Council identify towns and municipalities that are trialling these schemes (E.g. San Francisco)
- Council monitor the outcomes of the use of this systems scheme once they are in operation
- Investigate whether such a scheme may be suitable for the Frankston CAA, and if so, consider a trial

Potential Partners	Potential Sources of External Funding	Priority
Council, PTV	N/A	Medium

Action 2-8: Develop a residential parking permit scheme in areas surrounding the CAA

Currently parking in the CAA is relatively low cost or free and there is still capacity within the town so commuters and shoppers generally do not use residential streets for parking. However if parking costs within the CAA rise and / or demands start to exceed supply, parking could spill into nearby residential streets.

- Council to monitor parking on residential streets on a regular basis
- Council to identify warrants for residential permit schemes
- Implement residential parking permit schemes where warranted

Potential Partners	Potential Sources of External Funding	Priority
Council, PTV	N/A	Low

Action 2-9: Explore opportunities to shift parking to areas surrounding the CAA

Currently many vehicles drive into the CAA to park, including train commuters to Melbourne. This increases congestion in the CAA and reduces the amenity for more sustainable modes of transport such as walking and cycling.

- Work with bus operators to devise a strategy to encourage commuters to catch the bus to Frankston Station
- Identify measures to encourage commuters to drive to stations other than Frankston
- Undertake a feasibility study in relation to the provision of park and ride sites, where drivers can park and then catch a frequent shuttle bus into the Frankston CAA - such park and ride sites could also be served by new SmartBus routes
- Investigate the feasibility of establishing seasonal remote parking sites targeted at visitors (potentially using Monash University car parks over the summer period), that would be served by a free shuttle bus service to the waterfront and/or the CAA and provision of bicycle hire stations at these sites

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	Low

Pedestrians and Cyclists

Action 2-10: Improve the CAA to make it more pedestrian friendly

Council to prepare a pedestrian and cycle plan for the CAA. This plan should document aspirations and targets for pedestrian and cyclist improvements to the CAA, given the importance of these modes to the success of the CAA. The plan could be used to inform advocacy strategies relating to the CAA and may provide assistance in the development of briefs for future studies. The plan should include:

- Identified areas requiring traffic calming
- A traffic calming implementation plan
- Investigation and if appropriate an advocacy plan for 40km/h speed limit along Nepean Highway through the CAA
- Adoption and implementation plan for the Streetscape Strategy (due for completion in 2012)
- Pedestrianisation plan for streets in the CAA
- Maintenance programme for footpaths in the CAA

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads	Central Activities Area funding	High

Action 2-11: Improve bicycle facilities in the CAA

Prepare a CAA bicycle improvement and implementation plan that should include:

- Bicycle facility upgrades in CAA as per the Bicycle Strategy
- Identification of existing bicycle routes that can be extended into the CAA
- Provision of bicycle parking facilities in proximity to major destinations

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads	Central Activities Area funding	Medium

Access and Mobility

Action 2-12: Carry out a full review of all disabled parking bays around the CAA

With an ageing population it is likely that demand for disabled parking spaces around the CAA may well increase. It is important that FCC recognise this and ensure that an action plan to address issues is in place. This action plan should include:

- Review all disabled parking bays around the CAA, in terms of their number, location and design
- Review statutory disabled parking provisions for major uses
- Development of a monitoring programme to measure demand for disabled parking in the municipality
- Development of warrants that can be used as indicators when additional disabled parking requirements are likely to be triggered – these could be based on usage observations or demographics.

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	Medium

Action 2-13: Ensure CAA component of ITS is informed by access and mobility

VicRoads will lead an Access & Mobility Study for Frankston CAA (completed in 2012). The CAA component of the ITS should accord with the outcomes of the study.

Council will therefore

- Advocate for inclusion within any steering or reference group formed for the project
- Provide copies of the CAA component of the ITS (as a minimum) to VicRoads
- Review the CAA ITS against the Access & Mobility Study for Frankston CAA when complete and amend and update actions if appropriate.

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	High (Completed in 2012)

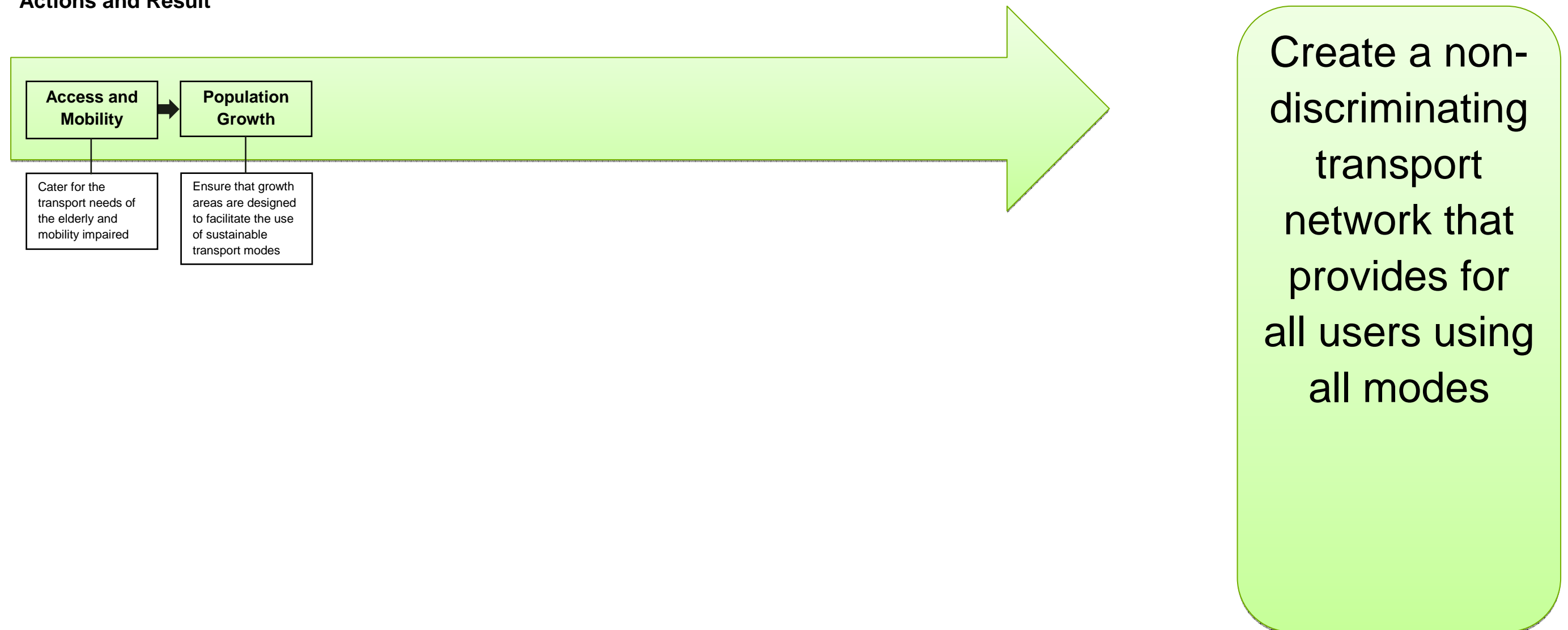
**Forecast
Demographic
Changes**

Issues

Ageing population and mobility issues

Population growth

Actions and Result



Access and Mobility

Action 3-1: Cater for the transport needs of the elderly and the mobility impaired

A number of upgrades to transport infrastructure should be targeted at areas where there are concentrations of elderly residents, such as around retirement villages. This could be achieved by implementing mobility access strategies radiating out from older population clusters and linking to primary destinations.

Council to develop a mobility access strategy which should:

- Clearly identify older population clusters
- Programme audits of pedestrian facilities and mobility assistance facilities around the older population clusters
- Undertake audits and prepare an upgrade plan for each cluster. Relevant measures may include:
 - Providing wide and smooth footpaths
 - Upgrading kerb ramps so that they are DDA compliant
 - Advocating to Public Transport Victoria for the upgrading of bus stops so that they are DDA compliant (that are connected to DDA compliant footpaths and crossings)
 - Maintaining and expanding the network of recharge points for scooters
 - Providing regular rest points, for example park benches
 - Look at reviewing Council footpaths standards to ensure that they meet the needs of the elderly
 - Consider the future locations of infrastructure/services to support new retirement villages/facilities, including access to public transport services.

Potential Partners	Potential Sources of External Funding	Priority
Council	Department of Transport	Medium

Population Growth

Action 3-2: Ensure that growth areas are designed to facilitate the use of sustainable modes

Council should ensure that growth areas are designed so that the use of sustainable transport modes is encouraged and should be consistent with the principles outlined in the Frankston ESD Urban Design Guidelines.

To assist in this process and provide an inception document to inform any advocacy requirements Council will develop a Growth Area Sustainable Transport Template Plan. This document will inform developers of the sustainable transport design aspirations of the Council and provide a mechanism for developers to communicate how these aspirations will be met at an early stage in the process.

Matters that should be included within the Plan include:

- Ensuring that the proposed street network is designed to facilitate efficient bus access, both in terms of the topology of the road network and the geometric design of the roads themselves
- The design and advocacy approach that will help to provide bus services within new growth areas when residents move in and are starting to establish travel patterns
- Provision of on-road and off-road bicycle routes that connects to existing bicycle routes in the municipality
- Provision of a comprehensive footpaths network, that connects into the existing footpath network

Potential Partners	Potential Sources of External Funding	Priority
Council, Department of Transport, Public Transport Victoria, developers, VicRoads	Developer Contributions Plans	High



Major Changes in Transport Infrastructure

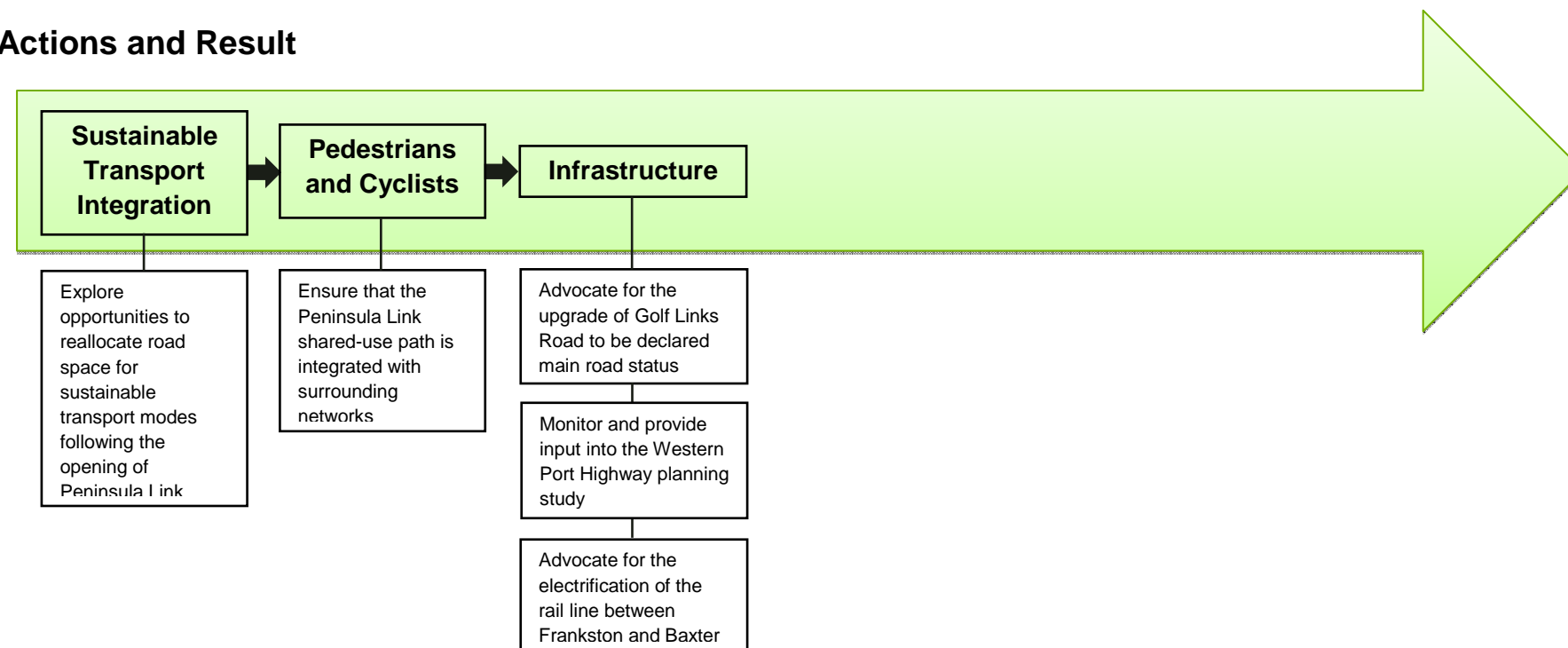
Issues

Peninsula Link

Western Port Highway

Baxter Rail Line electrification

Actions and Result



Ensure FCC is part of the process in providing major infrastructure and can take advantage of any opportunities that this may provide



Sustainable Transport Integration

Action 4-1: Explore opportunities to reallocate road space for sustainable modes following the opening of Peninsula Link

As Peninsula Link is expected to change traffic patterns in Frankston, there may be the opportunity to reallocate road space on certain roads once Peninsula Link opens.

- Data should be obtained from VicRoads’ monitoring of traffic conditions before and after the opening of Peninsula Link
- Assess data to identify potential sustainable travel improvements that can be obtained as travel patterns change. These may include:
 - Creating bus lanes and bicycle lanes
 - Reallocating road space on Nepean Highway in the CAA, in order to reduce the severance caused by this road between the centre of the CAA and the Frankston waterfront

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads, PTV, DOT	N/A	High

Pedestrians and Cyclists

Action 4-2: Ensure that the Peninsula Link shared-use path is integrated with surrounding networks

Council should ensure that connections are provided between the Peninsula Link shared use path and existing bicycle paths. Tasks will include:

- Identifying all bicycle and pedestrian routes in the vicinity of Peninsula Link
- Identifying proposed connections and any gaps not currently proposed
- Prepare a programme to implement measures to close gaps between the existing bicycle and pedestrian network and the Peninsula Link shared use path

Potential Partners	Potential Sources of External Funding	Priority
Council, DOT, VicRoads, DPCD	Council	Medium

Infrastructure

Action 4-3: Advocate for the reclassification of Golf Links Road to arterial road status

Formulate a proposal to handover to VicRoads responsibility for Golf Links Road as this road would provide one of two southern corridors linking Frankston and Peninsula Link. Specific actions should include:

- Identifying existing and predicted traffic changes on Golf Links Road
- Documenting reasons why the road should be under the responsibility of VicRoads rather than Council
- Identifying any upgrades that may be appropriate

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads	N/A	Medium

Action 4-4: Monitor and provide input into the Western Port Highway planning study

Council should continue to monitor and provide input into the planning study currently being conducted by VicRoads into the Western Port Highway. Council will prepare an advocacy plan setting out how Frankston will input into the study and what items should be advocated for inclusion with any design. Particular items that Council should advocate for are:

- A minimum of a northbound half diamond interchange at Ballarto Road, with a preference for a full diamond interchange - this is to avoid increasing pressure on McCormicks Road, Potts Road and Taylors Road due to traffic using these roads en route to the freeway
- No interchange to be provided at Wedge Road (as there are no plans to extend this road further west to connect with Taylors Road)
- A shared path should be provided along the freeway and linked into other existing and proposed bicycle routes
- A rail corridor should be reserved in the freeway corridor
- Access to adjoining properties should be provided via service roads within the proposed freeway reserve boundaries

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads	N/A	Low

Action 4-5: Advocate for electrification of the rail line between Frankston and Baxter

Council should advocate for the electrification of the rail line to Baxter and therefore will prepare an advocacy plan to document the strategy to be adopted. This plan should include:

- Need to investigate any impact that such an upgrade would have on vehicles and pedestrians crossing the railway line at level crossings, in particular at the Overton Road level crossing
- Monitoring programme and potential input stages for Council associated with any plans to consider the electrification
- A community feedback strategy to ensure that the community understands the progress of any electrification proposals

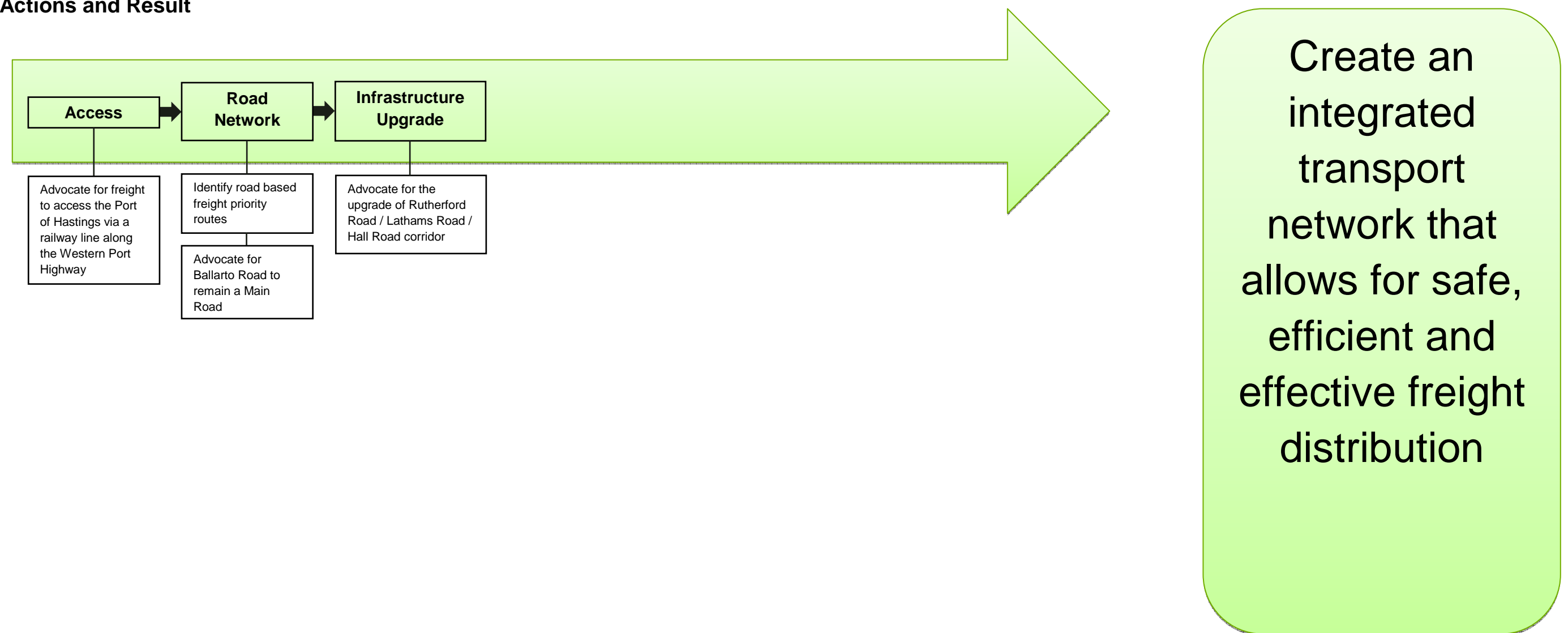
Potential Partners	Potential Sources of External Funding	Priority
Council, Public Transport Victoria	N/A	High

Freight Issues

Port of Hastings

Seaford / Carrum Downs industrial area

Actions and Result



Access

Action 5-1: Advocate for freight to access the Port of Hastings via a railway line along Western Port Highway

Increasing freight handling from Port of Hastings may require increase in freight trains. If these additional freight trains utilise the existing Frankston rail line this could result in more delays to the transport network – both cars and sustainable modes of transport – around Frankston. Council should prepare an advocacy plan to pursue a new freight rail line along Western Port Highway. This advocacy plan should include:

- A joint planning approach to the Western Port Highway Planning Study to include the rail corridor
- Routing of all freight to and from the Port of Hastings to be via a new railway line along Western Port Highway

Potential Partners	Potential Sources of External Funding	Priority
VicRoads, Department of Transport,	VicRoads, Department of Transport	Medium

Road Network

Action 5-2: Identify road-based freight priority routes

Council recognise that whilst the ITS promotes sustainable transport road based transport is the only viable option for many areas. Documenting roads where the transport of freight will be a primary function could help assist in future planning decisions and can help to manage community expectations.

- Identify a network for priority routes for road based freight through VicRoads network operating planning process

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads	N/A	Medium

Action 5-3: Advocate for Ballarto Road to remain a Main Road

Undertake a study and prepare a Paper that documents reasons why it is inappropriate for Ballarto Road to be re-categorised as a local road under the jurisdiction of Frankston City Council. Reasons could include:

- Current and predicted traffic volumes pre and post peninsula link
- Connectivity with other arterial links
- Access to Seaford Industrial areas
- Proposed continuation of Ballarto Road into Casey municipality

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads	VicRoads	Medium

Infrastructure Upgrade

Action 5-4: Advocate for the upgrade of Rutherford Road / Lathams Road / Hall Road corridor

Pursue proposal to handover to VicRoads responsibility for the Rutherford Road / Lathams Road / Hall Road corridor. This corridor could form the main access route from Western Port to the Seaford / Carrum Downs industrial area. Council to prepare a pursuit and advocacy plan to address how Council will proceed with this proposal. Upgrades that Council should advocate for include:

- Investigation into the value of providing additional freeway on and off ramps at intersections where all movements are not currently (or proposed to be) fully covered,
- Duplication of Rutherford Road / Lathams Road
- Intersection upgrade at Rutherford Road / Stephensons Road

Potential Partners	Potential Sources of External Funding	Priority
VicRoads	VicRoads	Medium



Integrating Transport and the Environment

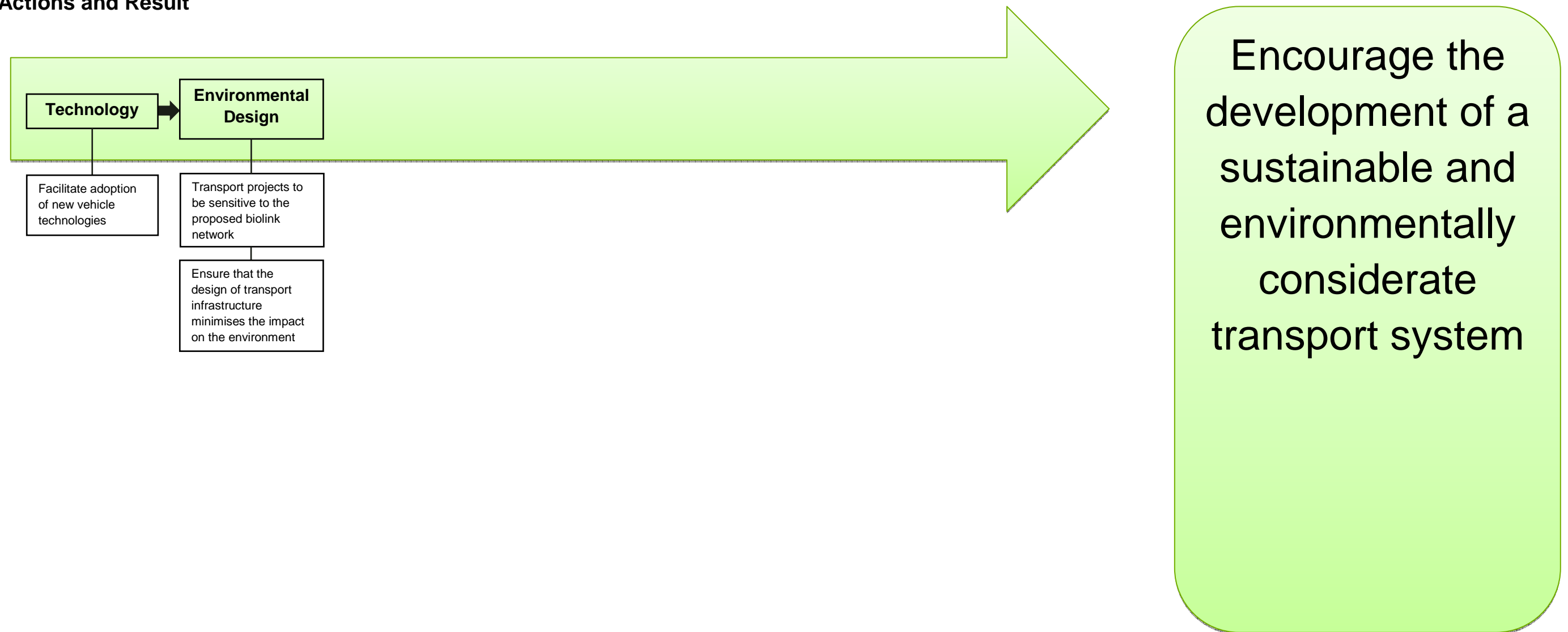
Issues

Flora and fauna corridors

Significant roadside and railside vegetation

Minimising negative impacts of infrastructure

Actions and Result



Technology

Action 6-1: Facilitate adoption of new vehicle technologies

Council will ensure that new technology is investigated and that technologies that are considered to provide a positive benefit to the integrated transport network are encouraged and supported within the municipality and Council's own fleet. To do this Council will develop a formal process that can be used as a standard tool to assess the new technology or strategies. This process will include:

- Identification of new technology or strategy
- Summary of benefits and any disbenefits to the operation of the integrated transport network
- Identification of environmental benefits
- Likely implementation requirements
- Likely cost implications
- Potential for trial sites for electric charging points and other technology
- Monitoring and reporting on trials

New areas of technology and strategies that should be explored and considered for implementation within the municipality include:

- Provision of electric charging points in car parks to charge electric cars
- Provision of smaller car parking spaces suited to smaller cars
- Provision of parking and end of trip facilities for powered two wheelers
- Future parking strategies to explore opportunities to encourage the use of electric vehicles

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	Low

Environmental Design

Action 6-2: Transport projects to be sensitive to the proposed biolinks network

The natural environment is an important part of the municipality. Council is in the process of developing a biolink network strategy. Once complete, this strategy will be incorporated into the ITS. Council will need to develop an internal paper that is based on the biolinks strategy and can be used to inform decisions on the provision of new infrastructure and maintenance requirements. Items that could be included within the paper may include:

- Documentation of priority biolinks
- Preparation of a biolinks check list that can be applied to all major infrastructure design to ensure that the protection of these links are considered as part of any design.

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads, Public Transport Victoria	N/A	Medium

Action 6-3: Ensure that the design of transport infrastructure minimises the impact on the environment

When constructing, upgrading or redeveloping transport infrastructure, design to minimise any negative impact on the environment. Encourage environmentally friendly construction materials and techniques (consistent with the principles outlined in the Frankston ESD Urban Design Guidelines). Council to develop an environmental checklist (could be combined with biolinks check list) that provides a formal tool to encourage and document whether infrastructure is designed in an environmentally sensitive manner. The check list should include areas of design that Council promote such as:

- Water sensitive urban design (WSUD)
- Use of porous surfacing materials
- Minimising the effect of road duplications on roadside vegetation, for example by realigning the road if feasible or offset planting in local areas

Potential Partners	Potential Sources of External Funding	Priority
Council, VicRoads, Public Transport Victoria	N/A	Low

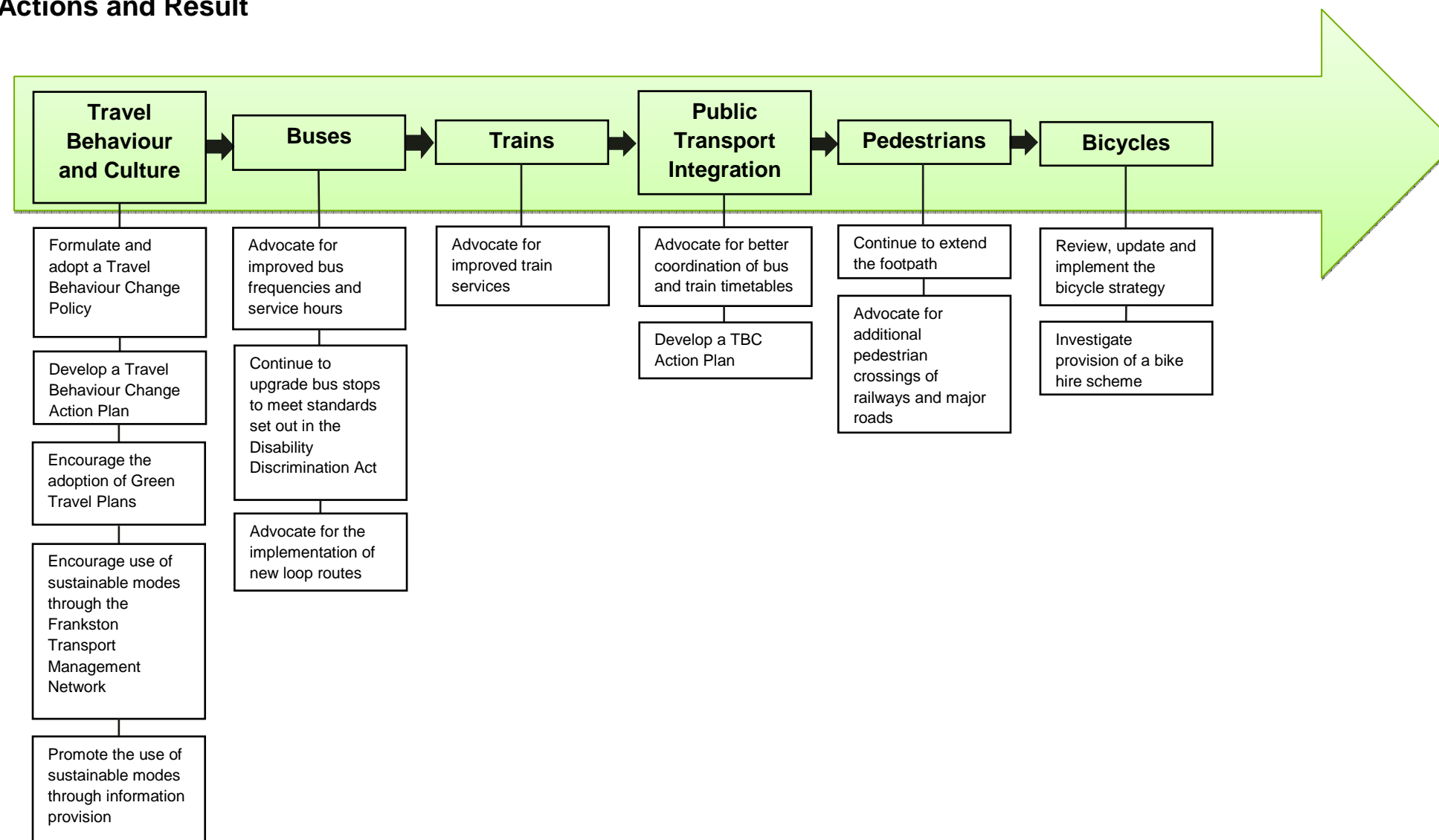


Encouraging Greater Use of Sustainable Modes

Issues

- Limited uptake of sustainable modes of transport by the community
- The quality of bus services
- The quality of train services
- Poor intergration between bus and train services
- The provision of pedestrian facilities
- The provision of bicycle facilities

Actions and Result



Greater Use of Sustainable Transport by the Community



Travel Behaviour and Culture

Action 7-1: Formulate and Adopt a Travel Behavioural Change Policy

Council needs to recognise that a behavioural change in the attitudes of the community will be necessary to develop an effective sustainable transport movement network within the municipality.

This will require a regular investment of time and money. To facilitate this investment, a Travel Behaviour and Cultural Change Policy will need to be developed.

Tasks required to achieve this action could include:

- Formation of a sustainable transport committee / reference group
- Development of a draft policy
- Submission of draft policy to Council for adoption

Potential Partners	Potential Sources of External Funding	Priority
Council	None	High

Action 7-2: Develop a Travel Behaviour and Cultural Change Action Plan

Following the adoption of a Travel Behaviour and Cultural Change Policy specific actions will be required to address cultural attitudes to sustainable transport. These actions need to demonstrate Council’s commitment to working towards changing the community’s attitude to sustainable transport.

Specific actions for consideration within any Action Plan should include but should not be limited to:

- Employ a Sustainable Transport Officer (whose primary responsibilities could include the promotion of all forms of sustainable transport from walking and cycling to public transport and work towards changing cultural attitudes and behavior to these forms of transport)
- Fund, develop and roll out Sustainable Transport Programs in schools, such as school travel plans, that teach students about sustainable transport options and practical issues relating to these modes
- Develop a council employee sustainable transport welcome package that can be issued to all employees
- Investigate ways that sustainable transport welcome packages could be developed and circulated to target new residents and employees before non-sustainable travel patterns are established
- Develop a calendar of events to promote greater use of sustainable modes including cycling, walking and public transport both within Council and the municipality as a whole
- Formulate a publicity strategy for sustainable transport events to ensure wide spread advertising of these events

Potential Partners	Potential Sources of External Funding	Priority
Council, Department of Transport, Public Transport Victoria	Department of Transport, Public Transport Victoria	Medium

Action 7-3: Encourage more organisations and schools to implement Green Travel Plans

Green Travel Plans are an important tool in encouraging organisations to champion and reward green travel.

Council will:

- Encourage more organisations and schools in the municipality to adopt and implement Green Travel Plans
- Develop a Green Travel Plan template to be prepared for major new developments as part of the planning application process
- Develop a standard Green Travel Plan template(s) for use by developers and organisations
- Promote the use of sustainable modes through the Council Staff Travel Plan
- Work with Monash University, Chisholm Institute of TAFE and Peninsula Health to implement their organisational travel plans, and to collaborate on any shared actions.

Potential Partners	Potential Sources of External Funding	Priority
Council, Department of Transport	Department of Transport	Medium

Action 7-4: Promote the use of sustainable modes through information provision

Information provision is a key element in changing attitudes to the usability of sustainable transport options. Tasks that have been identified to assist in promoting information include:

- Undertake a feasibility study to explore the potential to establish a “Smart Movement Kiosk” in a central location in the Frankston CAA, which would provide information on sustainable modes of transport, including real-time public transport information
- Extend the coverage of the existing Travel Smart map so that it includes all parts of the municipality
- Undertake campaigns and events to inform the community and promote existing bicycle, walking and public transport facilities within the municipality
- Run workshops to promote sustainable transport both internally within Council and for external organisations
- Hold regular focus group sessions internally within Council and with the wider community to identify barriers impeding people from using sustainable transport

Potential Partners	Potential Sources of External Funding	Priority
Council, Metlink	Public Transport Victoria	Low

Buses

Action 7-5: Advocate for improved bus frequency and extended services

The frequency of bus services is a major barrier that limits the attractiveness of this form of sustainable transport. The current frequencies and hours of service mean that this form of transport is generally not competitive against other forms of transport.

Bus frequencies and service hours are the responsibility of the Public Transport Victoria (PTV) and therefore this is not an area where Council can provide physical improvements. However, Council can advocate to ensure that Frankston’s bus service needs are recognised and addressed by PTV.

To ensure that advocacy is maintained and targeted appropriately, a bus improvement advocacy plan and programme should be developed.

The plan should consider and recognise the following areas of advocacy:

- Continued implementation of recommendations set out within current and future bus service reviews
- Expanded SmartBus Services in Frankston City, in particular to Mornington Peninsula, Narre Warren via Cranbourne and Hastings
- Improved frequencies for bus routes in Frankston
- Improved service hours for bus routes in Frankston, particularly in the evening

Potential Partners	Potential Sources of External Funding	Priority
Council for Advocacy Plan	Public Transport Victoria	High
PTV for improvements to Bus Services		

Action 7-6: Continue to upgrade bus stops to meet Disability Discrimination Act standards

Bus services need to be accessible to all of the population. To assist in achieving this, all bus stops need to be compliant with the Disability Discrimination Act. This will involve the upgrade of those stops that do not currently conform to the Act requirements.

Tasks that should be included as part of this action include:

- Identify all remaining bus stops that are not compliant with the Disability Discrimination Act
- Programme works so that upgrades are targeted firstly at bus stops that are more likely to be used by the elderly and / or disabled
- Coordinate bus stop upgrades with the expansion of the footpath network so that stops compliant with the Disability Discrimination Act are connected to the footpath and the crossings to significant destinations

Potential Partners	Potential Sources of External Funding	Priority
Council	Public Transport Victoria	High

Action 7-7: Advocate for the implementation of a new loop bus route

The Frankston bus network is radial in nature, primarily drawing users into the CAA. However, many journeys are likely to circumnavigate the CAA and these trips are currently not catered for within the network provided.

Bus services are the responsibility of the Public Transport Victoria (PTV) and therefore improving this is not an area where Council can provide physical improvements, however Council can advocate to ensure that gaps in the bus network are identified and push for additional services in order to provide a better network. Potential new routes identified as part of this study for further investigation by PTV are:

- An inner loop route linking the CAA with Frankston Hospital, Chisholm Institute of TAFE and Monash University
- An outer route linking Langwarrin, Carrum Downs and Seaford

Council should prepare an advocacy plan and programme to ensure that this is maintained.

Potential Partners	Potential Sources of External Funding	Priority
Council to advocate	Public Transport Victoria	High
PTV for provision of new bus services		



Trains

Action 7-8: Advocate for improved train services

Frankston is currently a terminus station. The Frankston line is a long service with trains typically stopping at 14 to 25 stops between Frankston CAA and Melbourne Central Business District.

The provision of train services is not the responsibility of Frankston City Council but falls under the responsibility of Public Transport Victoria (PTV). Therefore Council cannot action any physical measures to improve this mode of transport for Frankston residents. Council will need to prepare an advocacy strategy and plan to address this issue with PTV and ensure that Frankston is informed about the implications of different proposals.

The advocacy plan should include:

- Advocacy for an extension of a third track past Moorabbin Station to enable faster express trains (fewer stops)
- Inclusion of investigative studies into any impact that such an upgrade would have on vehicles and pedestrians crossing the railway line at level crossings, in particular at the Overton Road level crossing
- Measures to be implemented to improve train reliability
- Collaboration with Metro Trains Melbourne to monitor performance of the train services on the Frankston Line

Potential Partners	Potential Sources of External Funding	Priority
Council for advocacy Public Transport Victoria, Metro Trains Melbourne	Public Transport Victoria	High



Public Transport Integration

Action 7-9: Advocate for better coordination of bus and train services

The coordination between train and bus services at Frankston Transit Interchange and the provision of information is reported to be poor with waiting times experienced between modes and services. This discourages commuters from using bus services to access the station, resulting in more cars driving into the CAA and increased parking round the station.

The coordination is not the responsibility of Frankston City Council but falls under the responsibility of Public Transport Victoria (PTV). Therefore, Council cannot action any physical measures to improve coordination, however they can advocate for this to be considered by PTV and other relevant parties. Principles that will need to be included within any advocacy plan will include:

- Coordination of bus and train timetables to minimise waiting time between modes
- Targeting improved coordination at key commuter stops and during key commuter arrival and departures periods
- Provision of real-time bus information displays near the bus stops at the Transit Interchange
- Provision of real-time bus information displays on-board trains (if and when real time bus information becomes more widely available in Melbourne).
- Establishment of a “Smart Movement Kiosk” in the CAA which can provide real-time information

Potential Partners	Potential Sources of External Funding	Priority
Council for advocacy Public Transport Victoria, Department of Transport, Metlink, Metro Trains Melbourne, Grenda Transit Management, Cranbourne Transit	External responsibility	High

Action 7-10: Develop a network of key transport hubs and stops

Technology and thinking to approve the integration of the public transport network between services and modes is continually advancing. However it is unfeasible to provide all features and initiatives at all stops across a network in the short term. It is therefore important that FCC identifies a hierarchy of key hubs and stops where features to improve integration can be rolled out and trialed. Key features of this action will be:

- The development of a series of key stops around the municipality that includes the transport interchange
- Identify and implement features and facilities to differentiate key stops, this could include branding, more significant shelters, bicycle and powered two wheeler facilities and better timetable and network connection information.
- Monitor usage of key stops and the impact of different features

Potential Partners	Potential Sources of External Funding	Priority
Council for advocacy Public Transport Victoria, Department of Transport, Metlink, Metro Trains Melbourne, Grenda Transit Management, Cranbourne Transit	External responsibility	Low

Bicycles

Action 7-11: Review, update and implement the Frankston Bicycle Strategy

The Frankston Bicycle Strategy was prepared in 2009. Since this time thinking has advanced and in particular, there is more recognition of cultural attitudes on travel patterns.

Council will review and, where appropriate, update the Frankston Bicycle Strategy to reflect current attitudes and policies. Additional emphasis should be included within the study to address cultural attitudes and behaviour change principles. These could include:

- Development of School Travel Plans
- Development of bicycle education plans
- Campaigns and events
- Understanding barriers to bicycle use and how to increase the uptake of cycling in the community
- Develop an implementation plan based on available resources and current priorities, which is consistent with Council plans and strategies

Council will implement recommendations within the FBS, taking into account the priority of each action as identified within the study.

Potential Partners	Potential Sources of External Funding	Priority
Council	Principal Bicycle Network, Metropolitan Train Network	Medium



Action 7-12: Investigate provision of a bicycle hire scheme

Bicycle hire schemes are now available in Melbourne and it is possible that a similar scheme could be adapted for Frankston.

A feasibility study should be undertaken to investigate the viability of a scheme, which should include:

- Bicycle hire options
- Investigate practicality and legality of the use of helmet in bicycle hire schemes
- A potential network of stations to cover major destinations, such as railway stations, park and ride sites, Frankston CAA and the Frankston waterfront.
- Potential linkage to a Smart Movement Kiosk

Potential Partners	Potential Sources of External Funding	Priority
Council	None	Low

Pedestrians

Action 7-13: Continue to extend the footpath network

Council will continue to expand the footpath and shared path network to areas that are lacking in pedestrian infrastructure. Tasks to implement this action include:

- Implement the Citywide Pathway Footpath Programme
- Identify pedestrian priority areas such as around schools, kindergartens, playgroups and maternal & child health centres, concentrations of older residents and other places where high levels of pedestrian activity are expected and should be encouraged.

Potential Partners	Potential Sources of External Funding	Priority
Council	Department of Transport,, Nation Building Program – Roads to Recovery, Special Charge Schemes	High

Action 7-14: Advocate for additional pedestrian crossings of railways and major roads

The train line and arterial road network within the municipality are major causes of severance for pedestrians and cyclists within the municipality. The Overton Road level crossing is the highest priority for Council, given the severe congestion caused at such a busy intersection. Major infrastructure items such as pedestrian crossings of train lines and arterial roads are not the responsibility of Council.

Council will need to prepare an advocacy plan to campaign for improved and additional pedestrian and cyclist crossing points. The plan should include:

- Major routes where additional crossing points are considered beneficial
- Hierarchy of severance to allow potential crossings to be prioritised
- Appropriate authority to address specific issues

Potential Partners	Potential Sources of External Funding	Priority
Council for advocacy VicRoads and VicTrack	Department of Transport	High

Managing the Road Network

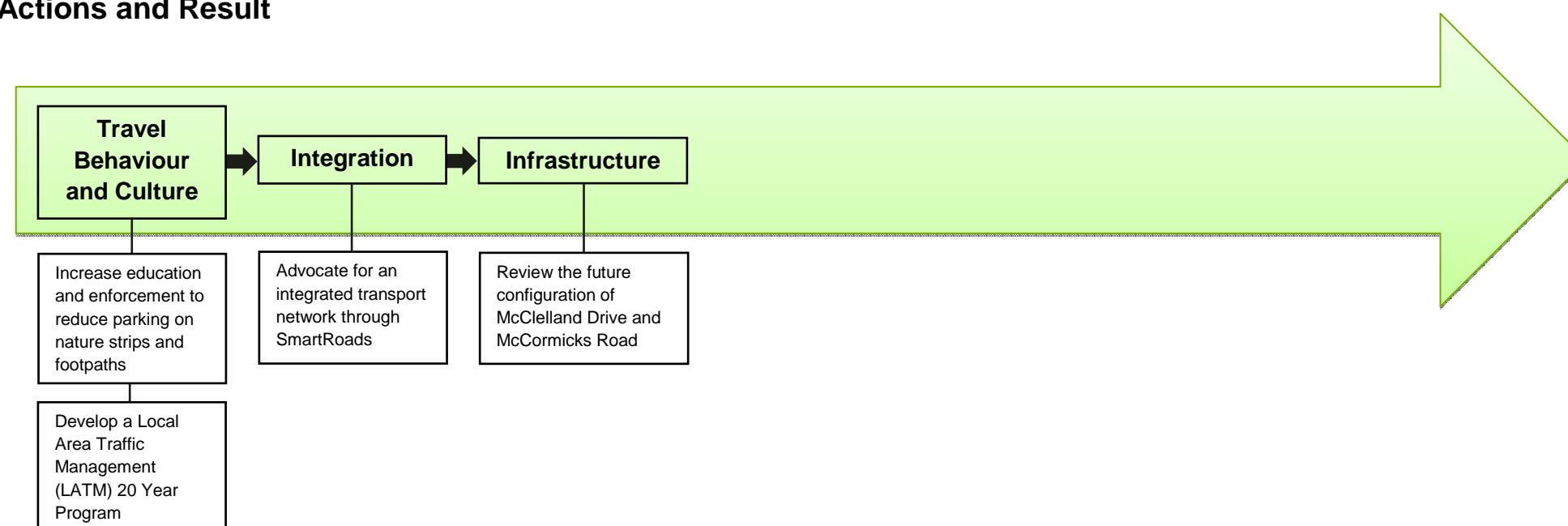
Issues

Parking

Road congestion

Local Area Traffic Management (LATM)

Actions and Result



To provide a safe and efficient road network for all users



Action 8-1: Increase education and enforcement to reduce parking on nature strips and footpaths

Parking on nature strips and footpaths is detrimental for the environment, road safety and sustainable movement in particular walking. It is illegal to park motor vehicles on nature strips and footpaths (powered two wheelers excluded provided they are not blocking pedestrian access) however in some areas it has become a relatively common practice. Council will:

- Prepare and implement an education strategy for residents to provide a reminder that it is illegal to park on nature strips and footpaths
- Follow up education with enforcement action plan that will demonstrate to the community that parking illegally on nature strips will be targeted
- Promote safe parking on footpaths to users of powered two wheelers

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	Low

Action 8-2: Develop a Local Area Traffic Management (LATM) 20 Year Program

LATM's are an important part of making local residential areas safer for all parties and more conducive for cycling and pedestrian movements. Frankston has recently completed an LATM programme however this should be an ongoing programme. Council will develop a LATM plan for the municipality this plan will include:

- Review existing LATM strategy that was developed for Council
- Refining the current LATM precinct programme to prioritise precincts by traffic data, road traffic accidents, residents' complaints and needs of other road users
- Implementation programme for the current LATM programme (recognising that implementation has already started)
- Develop a data collection process to record residential area crash history, resident complaints and traffic volumes that can assist in the development of ongoing LATM programmes
- Explore the integration of measures to encourage the use of sustainable transport modes as part of LATM projects, such as footpath widening or the provision of bicycle lanes
- Develop a 20 year programme (based on current strategy) that includes introducing LATMs where appropriate and includes monitoring and upgrading where necessary, existing LATM's.

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	Low

Integration

Action 8-3: Advocate for an integrated transport network through Network Operating Plans SmartRoads

The Smartroads programme is a VicRoads programme that looks at managing competing interests within a road space so that priorities may be changed to meet demands of different users at different times. Council should prepare an advocacy plan to pursue the adoption of this system within Frankston. The advocacy plan should include:

- Arterial roads that Council would like to see managed using SmartRoads principals
- Council's preferred user priorities per arterial road in each time period
- Programme of meetings and contacts to pursue the implementation of this system

Potential Partners	Potential Sources of External Funding	Priority
VicRoads	N/A (external Potential Partners)	High

Infrastructure

Action 8-4: Review the future configuration of McClelland Drive and McCormicks Road

SKM prepared a Traffic Study investigating the proposals to deviate McClelland Drive to connect directly into McCormicks Road. There has also historically been a wish to duplicate McClelland Drive. However once Peninsula Link is complete, traffic volumes on these roads may reduce as they run parallel to the new road.

It is important to provide value for the community that potential road upgrade prospects are reviewed in a timely manner as infrastructure evolves to assess whether these upgrades are still required as vehicle travel patterns change.

- Council to commission a review of proposals to upgrade McClelland Drive and McCormicks Road.

Potential Partners	Potential Sources of External Funding	Priority
VicRoads	N/A (external Potential Partners)	Low

Transport Safety

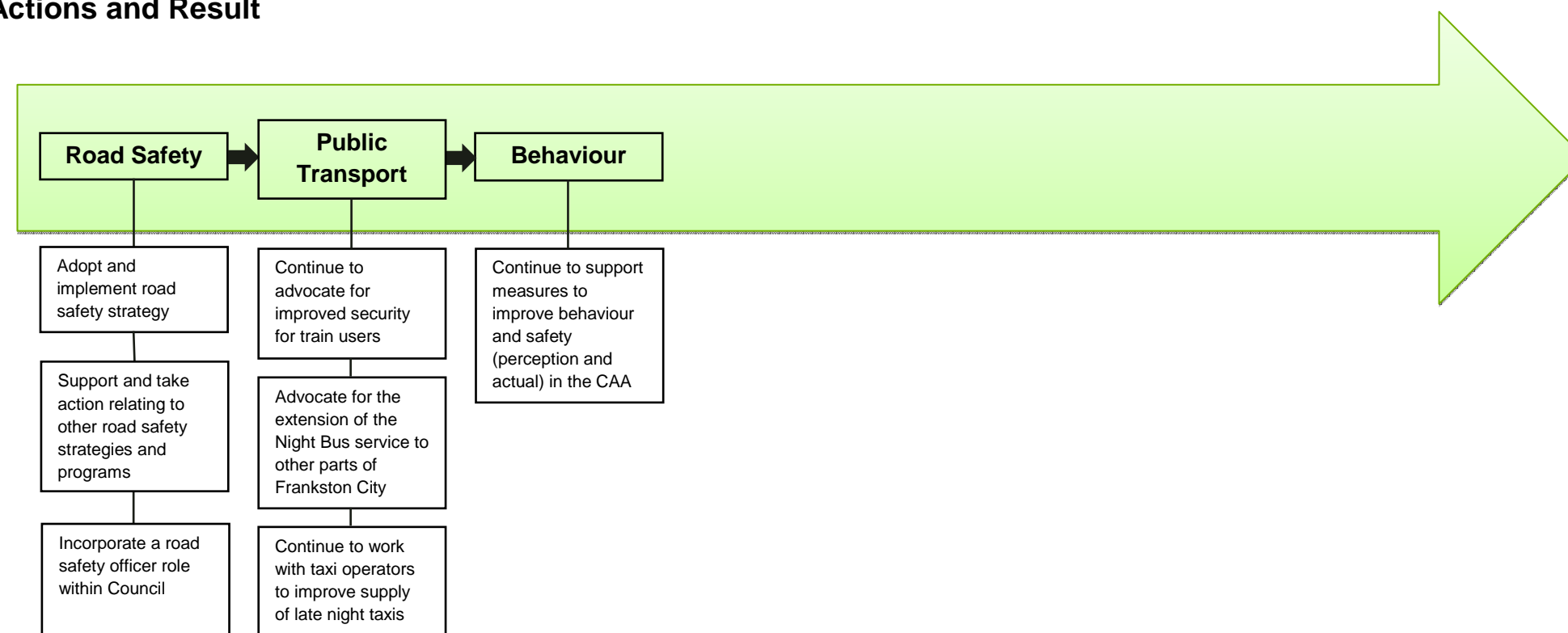
Issues

Road safety

Community safety

Late night transport services

Actions and Result



To continue to monitor and address safety issues within the municipality to make a safer environment for all members of the community



Road Safety

Action 9-1: Adopt and implement the road safety strategy

Council has developed a Road Safety Strategy known as TravelSafe, however at time of writing it has not been adopted.

TravelSafe Road Safety Strategy was developed for FCC and identified actions to maximize road safety benefits. The basic principles set out within the strategy are:

- Safer roads and roadsides
- Safer vehicles
- Safer road users
- Safer speeds

Frankston is amongst 10 Victorian municipalities with the greatest number of road crashes. The Strategy should be formally adopted by Council to show Council's commitment to road safety.

Council will work towards the adoption of the TravelSafe Road Safety Strategy

Potential Partners	Potential Sources of External Funding	Priority
Council	National Building Program – Black Spot	Medium

Action 9-2: Support and take action relating to other road safety strategies and programs

Road safety is an on-going issue with approaches to road safety often changing as research and policies evolve. The Council will therefore need to respond to, support and proceed with state and international road safety strategies. To achieve this Council will develop a plan that will:

- Identify a dedicated road safety role or appointment that result in an officer clearly responsible pursuing actions in relation to road safety
- Layout a strategy to ensure that Council engineers are up to date with current road safety strategies and policies
- Set out advocacy strategies to pursue resolution of blackspot issues within the municipality under VicRoads blackspot programme
- Prioritise existing blackspot locations within the municipality and work with VicRoads to address in a prompt manner

Potential Partners	Potential Sources of External Funding	Priority
Council	National Building Program – Black Spot	Medium

Public Transport

Action 9-3: Continue to advocate for improved security for train users

The security of train users (when on trains) is not an area that Council can directly impact as this is the responsibility of the train operators and the Police. However, Council can advocate for improvements and can act as a conduit for the community in relation to this issue. Council can also influence the land uses and public realm surrounding stations, creating a pleasant and attractive space for people to congregate and wait for trains.

Council will prepare an advocacy plan in relation to this issue that will include:

- Need for improved security for train users, both at train stations and on trains
- Increased transit police patrols and greater staff presence at railway stations
- Potential mechanisms to act as conduit for the community
- Potential public realm improvements around train stations

Potential Partners	Potential Sources of External Funding	Priority
Metro Trains Melbourne, Victorian Police	Metro Trains Melbourne, Victorian Police	Medium

Action 9-4: Advocate for extension of NightRider bus services to other parts of Frankston City

The Night bus service currently only serves the western part of Frankston City. It is not a service that is run by Frankston City Council therefore they can only advocate for improvements. Council will prepare an advocacy plan documenting how improvements for Frankston residents can be pursued. This plan is anticipated to include:

- Arguments for extended service coverage to include other areas of the municipality
- Potential advocacy opportunities in relation to this issue
- Programme of advocacy activities

Potential Partners	Potential Sources of External Funding	Priority
Public Transport Victoria	Public Transport Victoria	Medium

Action 9-5: Continue to work with taxi operators to monitor the supply of late night taxis

Council will work with taxi operators to ensure sufficient supply of taxis late at night are maintained, Actions will include:

- Form a partnership with the Victorian Taxi Directorate and Taxi Association
- Setting up a taxi forum on late night usage to understand the issues
- Identifying measures to encourage safe use of late night taxis

Potential Partners	Potential Sources of External Funding	Priority
Frankston Radio Cabs	N/A	Medium

Action 9-6: Continue to support measures to improve behaviour and safety (perception and actual) in the CAA

Council will develop a behavior and safety plan for the transport network. This plan will include formal requirements to:

- Take safety into account when developments occur in the CAA (for example by taking advantage of opportunities to improve passive surveillance)
- Encourage more active street frontages in the CAA (both during the day and evening) to increase level of activity in the CAA and improve perceptions of safety, as per the principles outlined in the Frankston ESD Urban Design Guidelines

Potential Partners	Potential Sources of External Funding	Priority
Council	N/A	Low

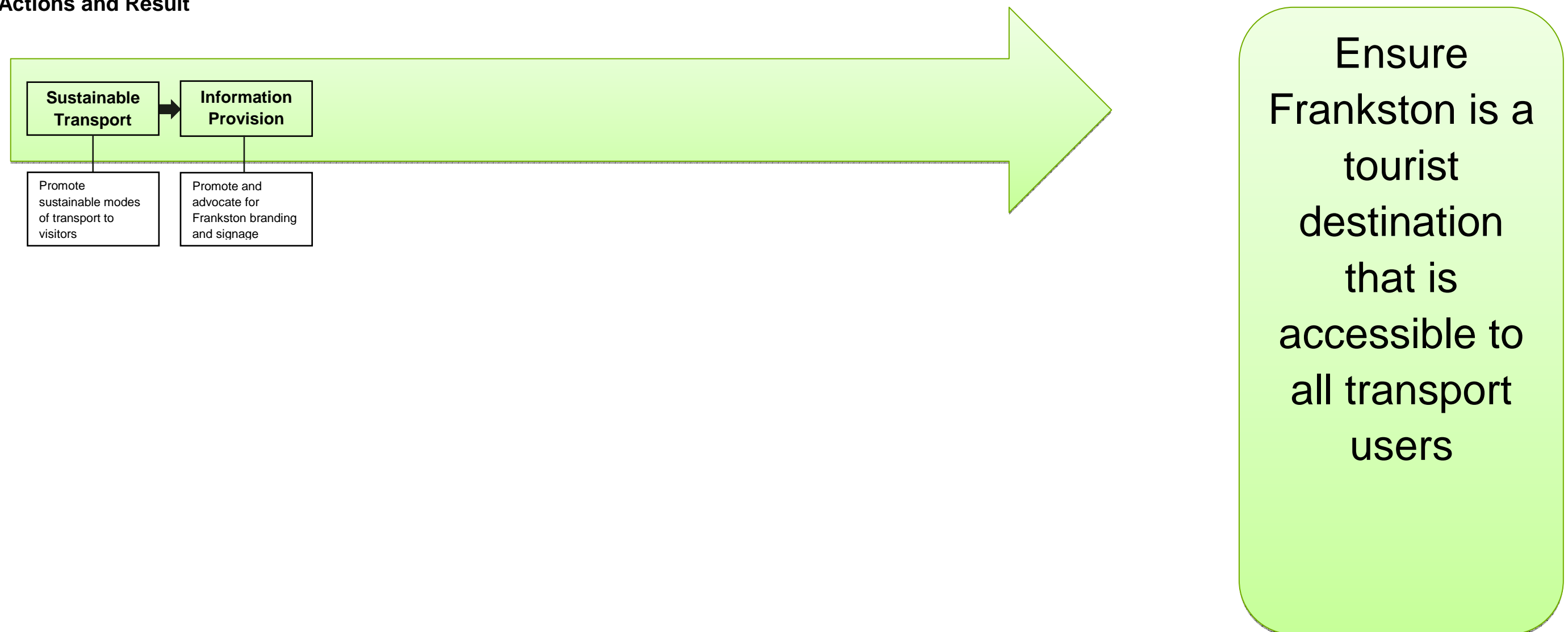
Recreational Trips

Issues

Summer peaks in transport demand

Increasing numbers of visitors

Actions and Result



Sustainable Transport

Action 10-1: Promote sustainable modes of transport to visitors

Council will actively promote the use of sustainable transport to visitors. This will include:

- Setting up a “sustainable tourism” forum and council web page
- Identify areas where sustainable transport information can be combined with marketing areas
- Identity potential promotions that could encourage use of sustainable transport
- Exploring opportunities for Cycle Tourism included in Tourism Victoria’s ‘Cycle Tourism Action Plan 2011-2015

Potential Partners	Potential Sources of External Funding	Priority
Council, Frankston Tourism Inc, Tourism Victoria	Department of Transport, Public Transport Victoria, Tourism Victoria	Medium



Information Provision

Action 10-2: Promote and advocate for Frankston branding and signage

- Develop a ‘Frankston brand’ that can be incorporated into the wayfinding strategy for the CAA
- Formulate an action plan strategy to expand the Frankston brand to beyond the municipality targeting visitors at critical points along the journey

Potential Partners	Potential Sources of External Funding	Priority
Council, Frankston Tourism Inc.	Department of Transport, Public Transport Victoria	Low



5 Prioritisation

5.1 Methodology

The ITS has identified a large number of actions however there are a finite level of resources available to Council to implement these actions in any one financial year. Therefore, Aurecon has developed a prioritisation system to provide guidance on the relevant importance of each action to assist Council in practically implementing the actions of the strategy.

The adopted prioritisation methodology seeks to evaluate each action against each of the six ITS objectives that have been identified. In addition, the indicative cost to Council of implementing each action has been considered and include for evaluation.

For each objective, five evaluation bands have been developed in association with Council and are set out within Figure 5-1. Scoring was developed so that the more positive impact that an action would have on the particular objective of the ITS, the higher the score.

Weightings were applied to each of the scoring categories to reflect Aurecon’s and Council’s view of the importance of each objective in terms of developing an integrated transport strategy. The adopted weightings are set out in Table 5-1.

Table 5-1 Frankston Integrated Transport Strategy objective weightings

Frankston Integrated Transport Strategy objective	Weighting (%)
A – Accessibility	20%
B – Safety	15%
C – Health	10%
D - Urban environment	10%
E – Sustainability	10%
F - Economic activity and efficiency	15%
Indicative cost to Council	20%

The scoring of each action was undertaken within a workshop attended by Aurecon and Council officers and is set out within the evaluation matrix shown below.

For the purpose of prioritisation, actions have been designated as high, medium, or low to provide similar numbers of actions within each category.

A - Accessibility Vision - Ensuring that accessibility is provided for those with mobility challenges and those without ready access to a motor vehicle	B - Safety Vision - Providing a transport system that is perceived and in practice safe for all users
1 Will have no impact on accessibility to those without access to a car	1 Will have no impact on perceived and actual safety issues
2 Generally improves non car trips outside the CAD	2 Potential to reduce minor misconduct that could otherwise create safety issues
3 Generally improves non car access to and from the CAD and major trip attractors (employment zones, tourist facilities)	3 Potential to reduce major misconduct that could otherwise create safety issues
4 Generally improves non car networks for areas and populations that cannot readily use private vehicles	4 Actions that will lead to overall physical measures to improve general safety
5 Anticipated to include physical measures that are targeted at critical access improvements anticipated to significantly improve access for those without a car	5 Actions that will lead to resolving specific safety issues of serious or fatal consequences
C - Health Vision - Continually improving the health and well being of the Frankston population through physical activity	D - Urban environment Vision - Facilitating a transport network that has positive impact on the urban design of Frankston (built environment - streetscapes and usability)
1 Will have no positive impact on activity levels of the Frankston population	1 May lead to a negative impact on the urban environment - for example may increase severance
2 Provides more opportunities for leisure activities to be undertaken by healthy active transport modes	2 No impact on the urban environment
3 Encourages greater use of public transport which is likely to involve more short additional walking / cycling trips	3 Provides better transport facilities and connectivity around Municipality
4 Encourages more walking / cycling trips on a day to day basis	4 Physically improves connectivity to the CAD
5 Encourages non car trips by any mode and discourages use of the car on a day to day basis	5 Will contribute to a pleasant urban environment that supports activity
E - Sustainability Vision - Providing a sustainable transport system that minimises negative impacts on the natural environment	F - Economic activity and efficiency Vision - Providing an efficient transport system that not only facilitates personal and business travel but also supports economic activity
1 Will have no material impact on the natural environment	1 Have negative impact on journey time and perceived reliability
2 May result in existing trips changing from car trips more sustainable modes (public transport & car sharing)	2 Have no impact on journey times and perceived reliability
3 May result in existing trips changing from car trips to walking and cycling	3 Advocates for improved business travel links
4 Encourages all non car modes and discourages car travel	4 Advocates for improved freight links
5 Will reduce the physical impact of any measure on the natural environment	5 Physical measures to improve the efficiency and journey times for freight and business travel
Indicative cost to Council	
1 High cost to implement measure = above \$100k	
2 Moderate cost to implement measure = up to \$100k	
3 Low cost to implement measure or study / investigation cost = up to \$50k	
4 Minimal cost required to achieve action (primarily time costs) - for example advocacy = up to \$5k	
5 No specific cost - for example policy adoption or Core Work	

Figure 5-1: Evaluation Bands

1. Please note that some actions will require planning and business case development prior to costings being finalised, so costings are only provided based on an estimate of cost at this point in time, considering current priorities at a Local and State level. Any changes in priority, or changes to scope of projects, may result in a change of cost. Actions that require a Capital Works Budget submission or submission to State Government are subject to endorsement for inclusion in the relevant budget, and funding cannot be guaranteed.

Table 5-2: Frankston Integrated Transport Strategy evaluation matrix

Key themes		Actions	20% A - Accessibility	15% B - Safety	10% C - Health	10% D - Urban environment	10% E - Sustainability	15% F - Economic activity and efficiency	20% Indicative cost to Council	100% Total score	Priority
2	Frankston CAA and surrounds	2-1 Advocate for sustainable transport options in medium to high density residential areas	3	1	5	3	4	2	5	3.25	High
		2-2 Require medium and high density residential developments and significant commercial developments to incorporate a Green Travel Plan as part of the planning permit process	3	1	5	2	4	2	5	3.15	High
		2-3 Advocate for implementation of improvements to the Transit Interchange	5	5	3	4	2	5	5	4.40	High
		2-4 Improve links between the interchange, CAA and waterfront	5	4	4	5	3	2	1	3.30	High
		2-5 Improve wayfinding in the CAA	4	1	1	4	1	2	2	2.25	Low
		2-6 Implement the recommendations of the Frankston CAA Car Parking Strategy	1	1	1	3	1	3	3	1.90	Low
		2-7 Investigate feasibility of demand responsive pricing for parking	1	1	5	5	1	3	5	2.90	Medium
		2-8 Develop a residential parking permit scheme in areas surrounding the CAA	1	1	1	5	1	2	5	2.35	Low
		2-9 Explore opportunities to shift parking to locations outside the CAA	2	1	3	5	1	1	2	2.00	Low
		2-10 Improve the CAA to make it more pedestrian friendly	5	4	4	5	1	2	2	3.30	High
		2-11 Improve bicycle facilities in the CAA	5	3	4	3	1	2	2	2.95	Medium
		2-12 Carry out a full review of all disabled parking bays around CAA	5	1	1	2	1	2	5	2.85	Medium
		2-13 Ensure CAA component of ITS is informed by Access and Mobility Study	5	1	4	5	2	5	5	4.00	High
3	Forecast demographic changes	3-1 Cater for the transport needs of the elderly and mobility impaired	5	4	1	2	1	2	2	2.70	Medium
		3-2 Ensure that growth areas are designed to facilitate the use of sustainable modes	3	4	3	5	1	2	5	3.40	High
4	Major changes in transport infrastructure	4-1 Explore opportunities to reallocate road space for sustainable modes once Peninsula Link opens	5	4	3	5	1	2	2	3.20	High
		4-2 Ensure that the Peninsula Link shared use path is integrated with surrounding networks	5	4	2	5	1	2	1	2.90	Medium
		4-3 Advocate for reclassification of Golf Links Road to arterial Road Status	1	1	1	3	1	5	5	2.60	Medium
		4-4 Monitor and provide input into Western Port Highway planning study	1	1	1	2	1	5	5	2.50	Low
		4-5 Advocate for electrification of rail line to Baxter	5	1	3	2	2	5	5	3.60	High
5	Freight	5-1 Advocate for freight to access the Port of Hastings via a railway line along Western Port Highway	1	1	1	5	1	5	5	2.80	Medium
		5-2 Identify road based freight priority routes	1	1	1	5	1	5	5	2.80	Medium
		5-3 Advocate for Ballarto Road to remain a Main Road	1	1	1	3	1	5	5	2.60	Medium
		5-4 Advocate for upgrade of Rutherford Road / Lathams Road / Hall Road corridor	1	1	1	3	1	5	5	2.60	Medium
6	Integrating Transport and the Environment	6-1 Facilitate adoption of new vehicle technologies	1	4	1	2	5	2	3	2.50	Low
		6-2 Transport projects to be sensitive to the proposed biolinks network	1	1	1	5	5	2	5	2.75	Medium
		6-3 Design of transport infrastructure to minimise impact on the environment	1	1	1	2	5	2	5	2.45	Low

Key themes		Actions	20%	15%	10%	10%	10%	15%	20%	100%	Priority
			A - Accessibility	B - Safety	C - Health	D - Urban environment	E - Sustainability	F - Economic activity and efficiency	Indicative cost to Council	Total score	
7	Encouraging greater use of sustainable modes	7-1 Formulate and adopt a Travel Behavioural Change Strategy (TBCS)	3	2	4	2	4	2	5	3.20	High
		7-2 Prepare a Travel Behaviour and Cultural Change Action Plan	3	2	4	2	4	2	3	2.80	Medium
		7-3 Encourage more organisations and schools to implement green travel plans	3	1	5	2	2	2	5	2.95	Medium
		7-4 Promote the use of sustainable modes through information provision	2	1	1	2	2	2	4	2.15	Low
		7-5 Advocate for improved bus frequencies and service hours	5	1	3	3	2	3	5	3.40	High
		7-6 Continue to upgrade bus stops to meet DDA standards	5	4	3	2	1	2	5	3.50	High
		7-7 Advocate for implementation of new loop bus routes	5	1	3	3	2	3	5	3.40	High
		7-8 Advocate for improved train services	5	1	3	2	2	3	5	3.30	High
		7-9 Advocate for better coordination of bus and train timetables	5	1	3	2	2	3	5	3.30	High
		7-10 Advocate for improved bus and train information provision	5	1	1	2	1	2	2	2.25	Low
		7-11 Review and where appropriate update and implement the bicycle strategy	5	2	4	3	1	2	1	2.60	Medium
		7-12 Investigate provision of a bicycle hire scheme	2	1	2	2	1	2	1	1.55	Low
		7-13 Continue to extend the footpath network	5	4	4	5	1	2	1	3.10	High
		7-14 Advocate for additional pedestrian crossings of railways and major roads	5	5	4	3	1	1	5	3.70	High
8	Managing the road network	8-1 Increase education and enforcement to reduce parking on nature strips and footpaths	2	1	1	2	1	2	5	2.25	Low
		8-2 Develop Local Area Traffic Management (LATM) 20 Year Programme	2	5	1	5	1	2	1	2.35	Low
		8-3 Advocate for integrated transport network through SmartRoads	3	4	3	3	1	3	5	3.35	High
		8-4 Review McClelland Drive and McCormicks Road Future Configuration	1	4	1	2	1	2	1	1.70	Low
9	Transport safety	9-1 Adopt and implement the road safety strategy	2	5	4	2	1	2	3	2.75	Medium
		9-2 Support and take action relating to other road safety strategies and programs	2	5	4	2	1	2	3	2.75	Medium
		9-3 Continue to advocate for improved security for train users	2	2	3	2	1	2	5	2.60	Medium
		9-4 Advocate for extension of NightRider bus services to other parts of Frankston City	4	1	1	2	1	2	5	2.65	Medium
		9-5 Continue to work with taxi operators to improve supply of late night taxis	4	2	1	2	1	2	5	2.80	Medium
		9-6 Continue to support measures to improve safety in the CAA	2	2	2	2	1	2	5	2.50	Low
10	Recreational trips	10-1 Promote sustainable modes of transport to visitors	4	1	1	2	1	2	5	2.65	Medium
		10-2 Promote and Advocate for Frankston Branding and Signage	1	2	1	2	1	3	2	1.75	Low

6 Implementation

6.1 Timeframes

The prioritisation level of each action can be used to provide some guidance on the appropriate implementation timeframe to aim for. As such, indicative completion timeframes have been suggested for each prioritisation level, as shown in Table 6-1. These timeframes are based on when it would be desirable and appropriate to implement actions in each prioritisation level. Nevertheless, there also needs to be some flexibility with regards to the timelines for implementing each action, as changing circumstances may mean that the appropriate timeframe for a particular action could change. It should also be noted that implementation of each action will be dependent on available funding.

Table 6-1: Implementation timeframes for each prioritisation level

Prioritisation level	Timeframe	Target completion timeframe
High	Short term	Within three years
Medium	Medium term	Within five years
Low	Long term	Over five years

Table 6-2: Actions ranked in order of priority

Action	Total Score
High Priority – Within Three Years	
2-3 Advocate for implementation of improvements to the Transit Interchange	4.40
2-13 Ensure CAA component of ITS is informed by Access and Mobility Study	4.00
7-14 Advocate for additional pedestrian crossings of railways and major roads	3.70
4-5 Advocate for electrification of rail line to Baxter	3.60
7-6 Continue to upgrade bus stops to meet DDA standards	3.50
3-2 Ensure that growth areas are designed to facilitate the use of sustainable modes	3.40
7-5 Advocate for improved bus frequencies and service hours	3.40
7-7 Advocate for implementation of new loop bus routes	3.40
8-3 Advocate for integrated transport network through SmartRoads	3.35
2-4 Improve links between the interchange, CAA and waterfront	3.30
2-10 Improve the CAA to make it more pedestrian friendly	3.30
7-8 Advocate for improved train services	3.30
7-9 Advocate for better coordination of bus and train timetables	3.30
2-1 Advocate for sustainable transport options in medium to high density residential areas	3.25
4-1 Explore opportunities to reallocate road space for sustainable modes once Peninsula Link opens	3.20
7-1 Formulate and adopt a Travel Behavioural Change Strategy (TBCS)	3.20

Action	Total Score
2-2 Require medium and high density residential developments and significant commercial developments to incorporate a Green Travel Plan as part of the planning permit process	3.15
7-13 Continue to extend the footpath network	3.10
Medium Priority – Within Five Years	
2-11 Improve bicycle facilities in the CAA	2.95
7-3 Encourage more organisations and schools to implement green travel plans	2.95
2-7 Investigate feasibility of demand responsive pricing for parking	2.90
4-2 Ensure that the Peninsula Link shared use path is integrated with surrounding networks	2.90
2-12 Carry out a full review of all disabled parking bays around CAA	2.85
5-1 Advocate for freight to access the Port of Hastings via a railway line along Western Port Highway	2.80
5-2 Identify road based freight priority routes	2.80
7-2 Prepare a Travel Behaviour and Cultural Change Action Plan	2.80
9-5 Continue to work with taxi operators to improve supply of late night taxis	2.80
6-2 Transport projects to be sensitive to the proposed biolinks network	2.75
9-1 Adopt and implement the road safety strategy	2.75
9-2 Support and take action relating to other road safety strategies and programs	2.75
3-1 Cater for the transport needs of the elderly and mobility impaired	2.70
9-4 Advocate for extension of NightRider bus services to other parts of Frankston City	2.65
10-1 Promote sustainable modes of transport to visitors	2.65
4-3 Advocate for the upgrade of Golf Links Road to Main Road Status	2.60
5-3 Advocate for Ballarto Road to remain a Main Road	2.60
5-4 Advocate for upgrade of Rutherford Road / Lathams Road / Hall Road corridor	2.60
7-11 Review and where appropriate update and implement the bicycle strategy	2.60
9-3 Continue to advocate for improved security for train users	2.60
Low Priority – Over Five Years	
4-4 Monitor and provide input into Western Port Highway planning study	2.50
6-1 Facilitate adoption of new vehicle technologies	2.50
9-6 Continue to support measures to improve safety in the CAA	2.50
6-3 Design of transport infrastructure to minimise impact on the environment	2.45
2-8 Develop a residential parking permit scheme in areas surrounding the CAA	2.35
8-2 Develop Local Area Traffic Management (LATM) 20 Year Programme	2.35
2-5 Improve wayfinding in the CAA	2.25
7-10 Advocate for improved bus and train information provision	2.25
8-1 Increase education and enforcement to reduce parking on nature strips and footpaths	2.25
7-4 Promote the use of sustainable modes through information provision	2.15

Action		Total Score
2-9	Explore opportunities to shift parking to locations outside the CAA	2.00
2-6	Implement the recommendations of the Frankston CAA Car Parking Strategy	1.90
10-2	Promote and Advocate for Frankston Branding and Signage	1.75
8-4	Review McClelland Drive and McCormicks Road Future Configuration	1.70
7-12	Investigate provision of a bicycle hire scheme	1.55

6.2 Roles and responsibilities

Responsibility for the transport network in Frankston City is divided between several organisations, both government and private. This means that many of the actions recommended in this strategy fall outside the realm of Council's direct responsibility. Therefore, in order to achieve the implementation of many of these actions, Council will need to advocate to and work with many external organisations. Table 6-3 below outlines the key organisations that share responsibility for the transport network in Frankston City.

Table 6-3: Organisations with transport related responsibilities

Type	Organisation	Responsibility
Federal government	Department of Infrastructure and Transport	Whilst the federal government does not have direct responsibility for the transport network in Frankston City, it may provide funding through the Nation Building Program.
State government	Department of Transport	The Department of Transport (DOT) has wide ranging responsibilities relating to transport in Victoria. DOT is responsible for coordinating the delivery of the transport component of the Frankston CAA.
	Public Transport Victoria	Public Transport Victoria is responsible for managing contractual and regulatory relationships with public transport and taxi operators. It also develops service and project plans to meet the government's objectives for public transport. PTV also provide customer information and marketing.
	VicRoads	VicRoads is responsible for the arterial road network in Frankston City.
	VicTrack	VicTrack owns railway land and infrastructure in Victoria, most of which is then leased to railway operators
	Linking Melbourne Authority	This authority is responsible for overseeing the delivery of Peninsula Link.
Local Council	Frankston City Council	Frankston City Council has responsibility for all local transport infrastructure.
Transport operators	Metro Trains Melbourne	Operates passenger train services in metropolitan Melbourne (including the Frankston Line and Stony Point Line).
	Grenda Transit Management	Operates all metropolitan scheduled bus routes in Frankston City (except those operated by Cranbourne Transit).
	Cranbourne Transit	Operates bus routes 789, 790 and 791.
	Frankston Radio Cabs	This is the local taxi network serving the Frankston area.



6.3 Potential external funding sources

The actual implementation of many of the actions identified will be the responsibility of external organisations, and as such the financial resources required by Council will primarily be staff time costs related to advocacy.

However, the implementation of the other actions identified will be the responsibility of Council. Whilst some of the actions could be financed from Council's own budget, it would be impossible to implement all of the actions in the strategy using this funding source alone. As such, a number of external funding sources have been identified that are potentially available to assist Council with implementing these actions. A description of potential funding sources is provided in Table 6-4. It is worth noting that other grants and funding sources may become available over time, and these will be explored.

Table 6-4: Potential funding sources

Funding entity	Source	Description
Developers	Development Contributions Plans	Developments often contribute to or cause the need for new or upgraded infrastructure. Development Contributions Plans provide for the proponents of such developments to provide payments or works-in-kind towards relevant infrastructure.
Ratepayers	Special Charge Schemes	Special Charge Schemes allow Council to raise funds for property owners who receive special benefit from new or improved infrastructure works and services. For example, they are commonly used to raise a portion of the funds required for footpath construction or road sealing from abutting property owners.
State government	Principal Bicycle Network	The Principal Bicycle Network (PBN) is a network of proposed and existing cycle routes that help people cycle for transport, and provides access to major destinations in the Melbourne metropolitan area. Construction of bicycle facilities on the PBN can be funded through the VicRoads Bicycle Infrastructure Program, or through other projects funded by Federal, State or local government.
	Metropolitan Trail Network	This is now combined with the PBN. Parks Victoria has previously provided funding for projects as listed in Linking People and Spaces.
	Victorian Community Road Safety Partnership Program	Funding is available for registered Local Community Road Safety Groups to develop and implement effective local road safety programs.
	Central Activities Area funding	The state government has committed \$5 million in funding over four years towards the revitalisation of the Frankston CAA. This funding will be used for planning and design work, with the aim of attracting further funding. Some minor works will also be funded.
Federal government	Nation Building Program - Roads to Recovery	Provides funding to assist local governments with construction and maintenance of their road networks. For the five financial years from 2009-10 to 2013-14 inclusive, Frankston City Council's allocation of funds totalled approximately \$2,967,000, which equates to approximately \$591,000 per year.
	Nation Building Program - Black Spot	Provides funding to implement treatments targeting locations with a proven crash history.
Council	Council budgets	Council officers will make bid submissions to Council for funding on an annual basis.



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