CITY OF LAUNCESTON
TRANSPORT STRATEGY
2020-2040

City of LAUNCESTON

Acknowledgement

The City of Launceston acknowledges the traditional custodians of the land on which the city and its surrounds are located, and pays respect to their Elders – past, present and emerging.

Their legacy is evident in the natural and cultural values of this special place, and it speaks to us of the duty we have to preserve these values for future generations.

City of LAUNCESTON

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Mayor's Message

Launceston is one of the most liveable cities in Australia. It has all the amenities of a big city with a small town feel and some of the world's most stunning landscapes at its doorstep.

So how do we improve on that? How do we make Launceston more liveable - and more loveable?

One way is to encourage more people to walk, to cycle and to utilise public transport so that they are less car reliant.

It will help ease traffic congestion in the CBD and will also address our commitment to reducing greenhouse gas emissions.

This isn't going to be easy - in fact it will be a very long and challenging process involving a wide range of stakeholders.

But the end result will be a Launceston that is more liveable, more healthy and more connected.

Over the past few months the City of Launceston has been working on the development of the Launceston Transport Strategy 2020-2040.

This strategy draws on information from other major planning documents, on public consultation through Council's Tomorrow Together community engagement initiative and on a series of workshops with key partner stakeholders.

It is a comprehensive document listing a series of actions to deliver on our 20-year transport vision:

Our community will have access to diverse transport choices that connects them to our places. Our focus on partnerships and innovation will promote our community's wellbeing and improve Launceston's liveability.

I encourage residents to view the document online at yourvoiceyourlauncestion.com.au and to comment.

This is a vision that can only be achieved if we work together with a genuine commitment to leading healthier lifestyles and helping Launceston to achieve its economic, tourism and investment potential.

Albert van Zetten
Mayor

CEO's Message

The City of Launceston has always been a key settlement and transport hub.

This will continue to be the case - however Launceston's continued growth and prosperity will depend on transport networks that connect people and places.

Council recently engaged consultants WSP to help with the development of a long-term transport vision for our city.

The strategy has three key themes:

- A Liveable Launceston
- A Healthy Launceston
- A Connected Launceston

Under these themes sit a range of strategic directions and actions that will help achieve our vision.

Obviously this is not a strategy that can be delivered by Council on its own. It has been developed in consultation with key stakeholders and its success will ultimately depend on close partnerships with other levels of government, key road user groups and the community as a whole. Ambitious but certainly not unachievable.

Council is pleased to be setting an example in some key areas. Plans are already in place for end-of-trip facilities at Town Hall for those staff who walk or cycle to work. Construction is scheduled to commence in 2021. The City of Launceston will also lead the region by transitioning to a zero-emission fleet in the next 20 years. We will investigate the potential to replace our ageing fleet with electric or fuel-cell vehicles in accordance with end-of-life procurement and management processes. We will also advocate for State Growth and Metro Tasmania (Metro) to adopt a zero-emission bus fleet.

By working together we can help Launceston achieve its economic, tourism and investment potential while retaining and enhancing the existing character and liveability the community enjoys.

Michael Stretton
Chief Executive Officer

Launceston Transport Strategy

Themes and Connections

Vision, Mission and Values

Greater Launceston Plan Community Vision Statement

Sustainable prosperity for greater Launceston will be achieved by consolidating and building nationally and internationally recognised strategic advantages for the region through a focus on creativity and innovation, maintaining exceptional environmental and liveability qualities and ensuring a diverse, connected and inclusive region.

Our Vision

Inspired people, working together to create the best outcomes for our community.

Our Purpose

We are a progressive organisation, working with our community to create a positive future for Launceston.

Our Values

Our people matter

- we value clear and open communication
- we support and encourage each other
- we respect diversity
- we recognise individual needs, experience and strengths

We care about our community

- we take pride in our work and pursue a standard of excellence
- we genuinely listen, and value collaborative relationships
- we strive towards the best outcome for our community
- we make responsible and sustainable decisions

We bring an open mind

- we actively seek opportunities to continuously improve
- we respect and explore different ideas and perspectives
- we embrace change that leads to positive outcomes
- we value innovation and creativity

We go home safe and well

- we show care for people and look out for one another
- we speak up and support others to be healthy and safe
- we take personal responsibility for our own health and wellbeing
- we value work-life fit

Key Definitions

First- and last-mile:

For walking or cycling: refers to the walking or cycling leg of the total journey. For example, walking from a bus stop to a place of work; or walking or cycling from a parked car to wo

Last-mile:

For freight: refers to delivery of small goods to local businesses and residents, and the ability of delivery vans to navigate streets and access properties

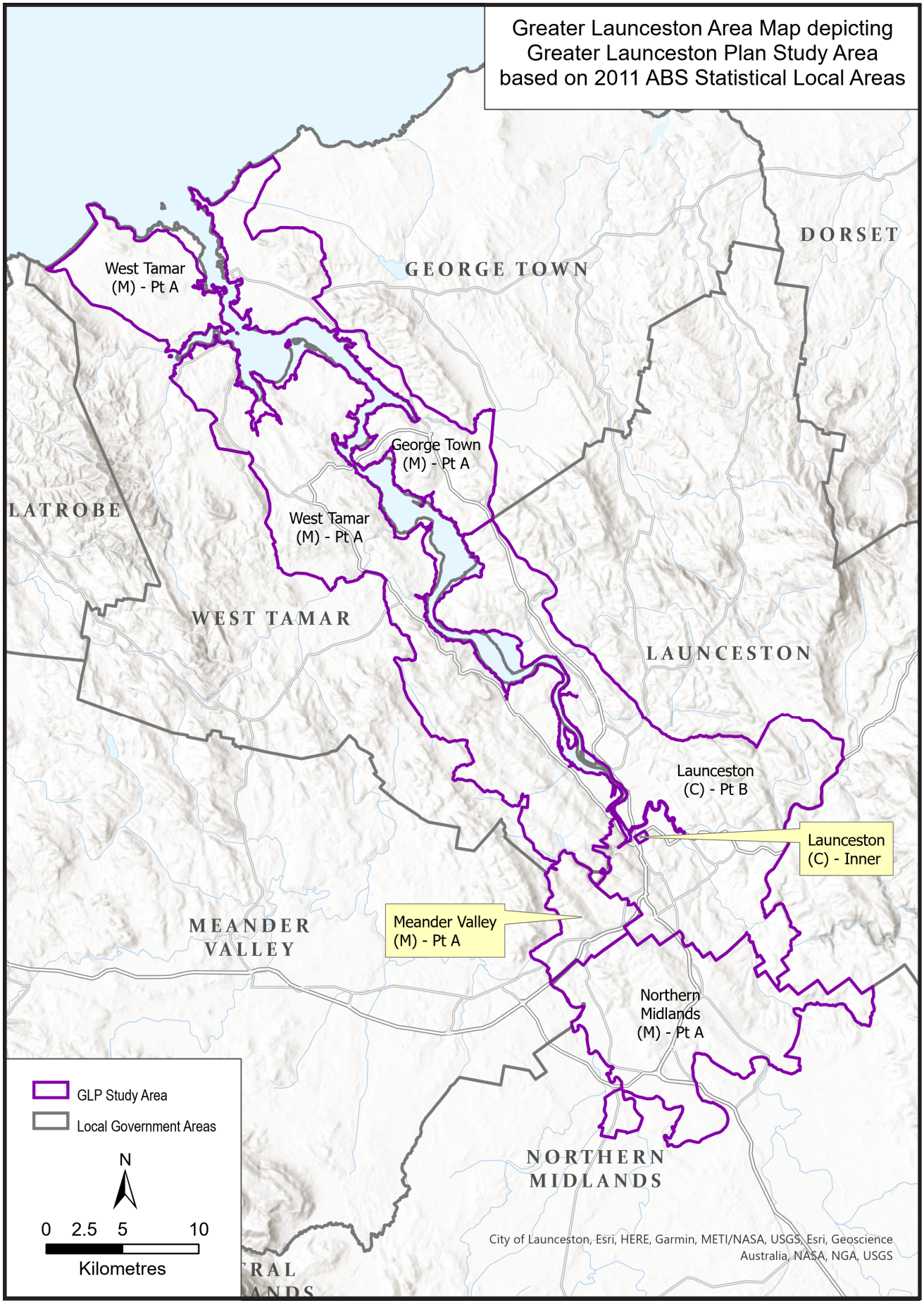
Short journeys:

Generally refers to 1 to 2 kilometres for walking and 3 to 5 kilometres for cycling trips (viable alternative modes to short car trips)

City of Launceston Transport Strategy

Central Activities District and Central Business District Map

Greater Launceston Area Map



Executive Summary

The City of Launceston, in conjunction with key stakeholder groups, has developed a clear vision for the future of transport locally:

"Our community will have access to diverse transport choices that connect them to our places. Our focus on partnerships and innovation will promote our community's wellbeing and improve Launceston's liveability".

The City of Launceston Transport Strategy 2020-2040 provides a roadmap to help turn this vision into a reality. It integrates with a number of other key planning documents including the Greater Launceston Plan and City Deal Vision to help achieve the overarching goal of making Launceston Australia's most liveable regional city. It also aligns with the Greater Launceston Transport Vision which aims to help Launceston 'achieve its economic, tourism and investment potential while retaining and enhancing the existing character and liveability enjoyed by the community'.

Launceston's transport vision is underpinned by three key themes:

- A Liveable Launceston
- A Healthy Launceston
- A Connected Launceston

The themes are further supported by 14 Strategic Directions and 30 initiatives to deliver the Strategic Direction. Each initiative has an owner and a timeframe for delivery. The list of actions is neither exhaustive nor is it set in stone. The strategy will need to be reviewed regularly as the city grows and evolves.

A number of studies, reports and strategies produced between 2009 and 2016 identified transport usage and needs for the City of Launceston. This strategy has also drawn heavily on community feedback provided as part of Council's Tomorrow Together community engagement initiative. One of the key Tomorrow Together themes - *A mobile and accessible City* - explored the aim: "To create a city where people and business have access to greater transport choices and can access the things they need. Launceston being mobile and accessible means people across the city can connect to businesses, access services, education, employment and the facilities they need. It requires clever thought about what type of transport we use and when."

The City of Launceston Transport Strategy Project was launched in July 2020 to bring together all the information contained in previous studies, reports and strategies as well as the feedback received as part of Tomorrow Together.

A City of Launceston Transport Strategy Implementation Plan will also be developed to work towards the strategy's vision, strategic direction and initiatives. The Implementation Plan will include measures of success and will prioritise actions for each initiative. It will be reviewed regularly as part of Council's annual planning processes.

Our Vision

Our community will have access to diverse transport choices that connect them to our places. Our focus on partnerships and innovation will promote our community's wellbeing and improve Launceston's liveability.

Our Strategic Directions

A Liveable Launceston
L1 · Support vibrant places
L2 · Enable a sustainable transport lifestyle
L3 · Work with partners and community to deliver transport outcomes
L4 · Create innovative transport solutions
A Healthy Launceston
H1 · Promote healthy transport choices
H2 · Work 'Towards Zero' road casualties
A Connected Launceston
C1 · Optimise transport networks and services
C2 · Ensure adequate infrastructure is in place
C3 · Encourage the right modes on the right streets
C4 · Provide multimodal transport choices
C5 · Help people get to where they want to go
C6 · Help goods get to where they need to go
C7 · Promote evidence-based planning
C8 · Respond to future transport trends

Introduction

The Launceston Transport Strategy is a collaborative document to serve the future transport needs of our community.

Launceston is the economic, social and cultural hub of Northern Tasmania. Its position at the junctions of the North Esk, South Esk and kanamaluka/Tamar River estuary has long made it a key settlement and transport hub.

The region's continued prosperity is reliant on an efficient, sustainable and coordinated transport network that connects people to our places. This important role can make our transport challenges complex and unique.

The population of the Launceston Local Government Area (LGA) is projected to increase by up to 4 per cent in a medium case scenario (increasing to 13.5 per cent in the high case scenario) over the life of this Strategy (up to 2040)[1] . In addition, growth will be delivered on the edge of the current urban envelope within the neighbouring local government areas of West Tamar and Meander Valley.

The City of Launceston understands that a suitable transport system for the whole of community will require close and continued liaison with partner organisations, including the State Government and road user groups.

Currently, most of Launceston's residents drive or travel as a car passenger to work, with 91 per cent choosing this mode. Active transport (walking and cycling) and public transport combined account for less than 9 per cent of journey to work trips. Launceston needs to continue diversifying travel mode share to enjoy the well-established economic, social and environmental benefits that result from streets which are more accessible, welcoming and safe for all road users.

Walking is critical to our retailers everywhere and particularly to the city centre, providing vital footfall and vibrancy to our streets. These interactions allow our people to connect, do business and socialise. Increased pedestrians can also increase the attractiveness and safety of a place (both perceived and real).

Cycling should be a 'go-to-choice' for short trips throughout Launceston. Launceston has a lot of cycling potential with the right network and infrastructure in place. With a decentralisation of services and shops to our activity centres, the opportunity to choose cycling is greater. Technological advances such as e-bikes can also mitigate existing barriers like topography.

Working with all providers, our public transport network must respond to the needs of customers, particularly for longer trips. High frequency bus services will facilitate a greater movement of people on the ever limited road space. The key to this will be providing a simple and easy to understand network, high quality bus stop infrastructure, passenger information (such as real time travel information) and a high quality bus fleet.

Our city has a large rural hinterland, where economies of scale mean that providing mass transport solutions can be limited. Where there are few options beyond private vehicles, we will look to provide other solutions through shared or community transport and micromobility, such as ebikes, and cycle rental services.

Technological advances in transport will also continue to change our way of travel and the City of Launceston will leverage these innovations to provide more choices for transport throughout our city.

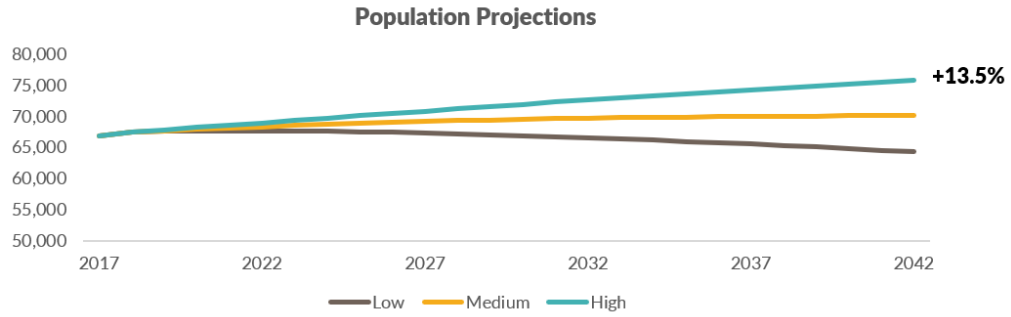


Fig 0.1 - Projected population growth for the Launceston Local Government Area (LGA).

Fig 01 Source: Tasmanian Government (RePPP) for Department of Treasury and Finance.

[1] *Source: Tasmanian Government (RePPP) for Launceston region, 2019*

Roles and Responsibilities

City of Launceston

In Tasmania, the State Government delegates the authority to manage and develop local transport networks to local governments, including the City of Launceston. The City can make policies and develop strategies like this one, to guide the management and development of local transport networks.

The City is responsible for:

- Maintaining parts of the road network
- Maintaining the last-mile access to places such as bus stops, taxi stands and loading zones
- Maintaining the footpath network
- Regulating footpaths and the associated crossings (including outdoor dining, signboards and events)
- Regulating parking provisions
- Advocating for change on the community's behalf with partners and external stakeholders.

The soon to be appointed City of Launceston's Transport Committee will play an integral role in supporting the successful delivery of this Strategy and the Greater Launceston Transport Strategy. With propsed membership from the City of Launceston (Councillors and Officers), the Department of State Growth, Tasmania Police, Metro, RACT, Tamar Bicycle Users Group and two community representatives, the Committee will be well placed to provide a communicative and consultative link between Council and its relevant stakeholders.

Tasmanian Government

The Tasmanian Government is responsible for major state road, rail and port projects. The Government operates and maintains the state-owned road network, which primarily connects cities, major towns, rural catchments, key marine hubs and air transport hubs. Aside from the road network, day-to-day transport operations are normally delegated to separate state-owned companies such as TasRail (for freight rail) and TasPorts (for the four major ports in Hobart, Burnie, Bell Bay and Devonport).The government provides public transport funding through Metro Tasmania and contracted private operators across the state.

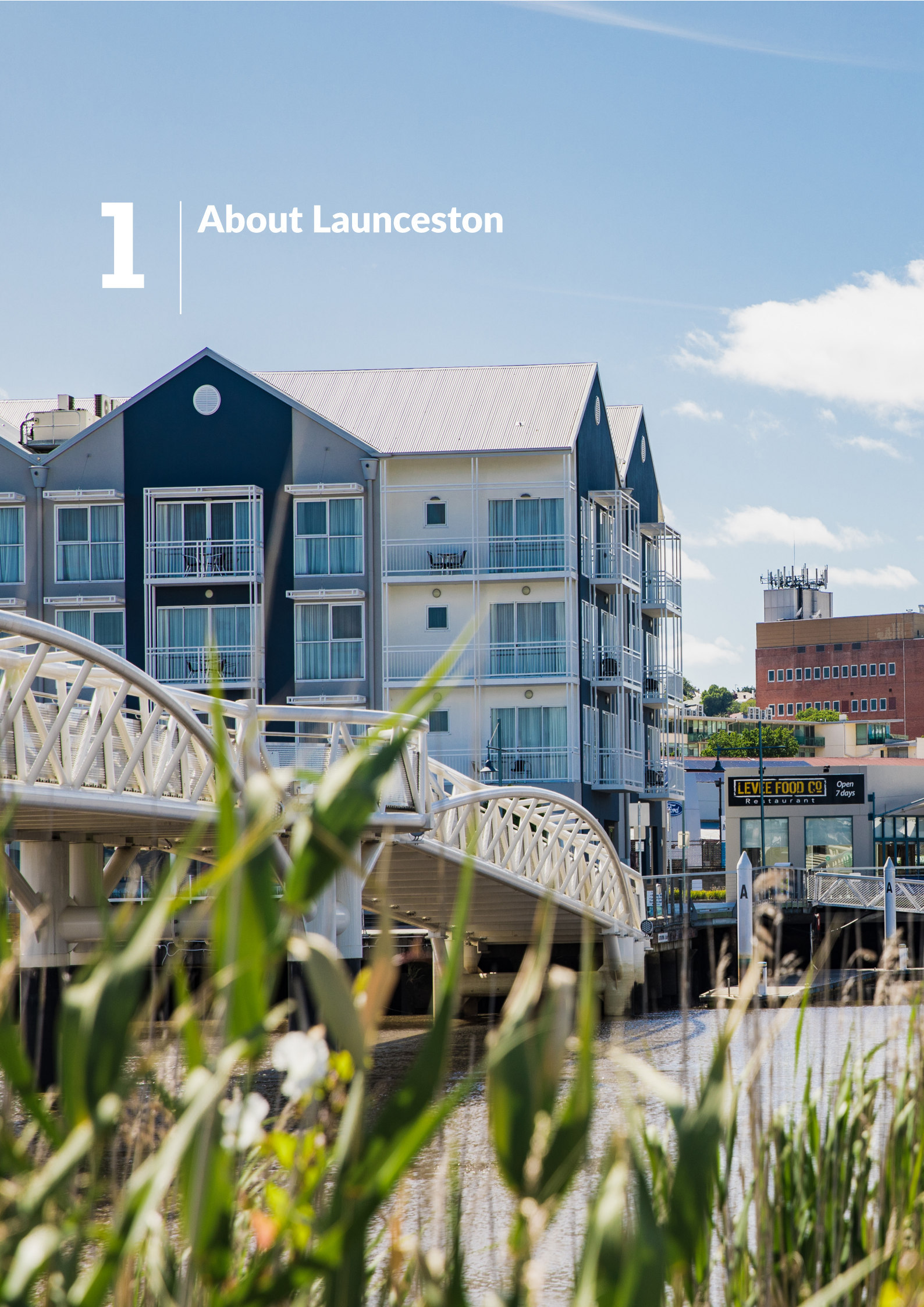
The Tasmanian Government also regulates vehicle licensing and registration; legislates for and enforces road rules (including speed limits); and owns and operates traffic signals (including those on the local road network).

Key Partners

In addition to the Tasmanian Government and its agencies (including the Department of State Growth), the City of Launceston maintains a close relationship with partners who also contribute to the city's transport network. They have provided invaluable insight into the development of this strategy. Key partners and their relevant roles include:

- Surrounding local government areas: George Town Council, Meander Valley Council, Northern Midlands Council, West Tamar Council. These councils have similar responsibilities within their jurisdictions to those of the City of Launceston.
- Northern Tasmania Development Corporation: The Corporation, funded by seven Council Members including the City of Launceston, plays a strategic, proactive role – identifying regional priorities, undertaking strong advocacy, and collaborating with business, the community and the three tiers of government to improve the region's prosperity.
- University of Tasmania: The University manages transport networks within their campuses, including the proposed Inveresk campus, and collaborates with local and state governments to maintain access.
- Launceston Chamber of Commerce: The Chamber leads business efforts to grow existing industries, recruit new companies and develop Launceston's active entrepreneurial environment to create quality jobs and a diverse economy.
- Visit Northern Tasmania: This organisation drives development of Northern Tasmania's tourism and visitor economy through destination management.
- Tasmanian Logistics Committee: The Committee engages and cooperates with other freight and transport industry bodies to achieve mutually beneficial outcomes for the total supply chain encompassing all modes of freight transport, transport logistics and transport infrastructure in Tasmania.
- Tasmanian Bicycle Council: This body represents the interests of Tasmanian cyclists and promotes, advocates and supports cycling in Tasmania.
- Royal Automobile Club of Tasmania (RACT): The Club represents the interests of Tasmanian motorists and provides services such as roadside assistance, vehicle insurance, car loans, driver education and tourism services.

1 About Launceston



The People

Launceston is Tasmania's largest city – home to 15 per cent of the state's population[2]. It is also a major tourist destination, welcoming a third of Tasmania's visitors.

As a growing region, Greater Launceston's population is expected to increase from 66,800 to 75,800 under a high-growth scenario (exclusive of associated urban growth in neighbouring LGAs)[3]. These people live, work and study in Launceston and also welcome over 572,000 visitors a year to the city as of 2018. As with other Tasmanian cities, Launceston's population tends to be older than the national average.

Census data shows that of those of working age residents, 87 per cent work full or part-time. This figure is comparable to the state and national employment levels, although Launceston has a higher proportion of part-time workers. Most workers are in the household services sector, followed by goods-related and business services. The household services sector includes health, education, hospitality, and art and recreation, and is increasingly important to Launceston's local economy, growing in proportion from 36 per cent in 2010 to 43 per cent in 2019. This growth suggests that meeting the local population's needs is largely driving Launceston's economy. Having a reliable local transport network is, therefore, key to maintaining Launceston's economic growth.

Today, 75 per cent of workers (aged 15 years and above) travel to work by car as driver or passenger, while the remainder walk, work at home, or catch a bus. Launceston's public transport uptake is very low: only 2 per cent of people use buses as part of their journeys to/from work – lower than the state (3 per cent) and national (11.5 per cent) averages.

The results of City of Launceston's Tomorrow Together 18-month engagement program further corroborated the travel mode findings. Much like the journey-to-work data, most respondents said they used a car daily to get around. Most also either never used the bus, or used it once a year or less; almost half never rode a bike in Launceston.

However, walking is a proven-popular transport mode among respondents. Almost four-in-five Tomorrow Together respondents said they walk daily or weekly to move around the city. Over a third listed walking as their most preferred transport mode.

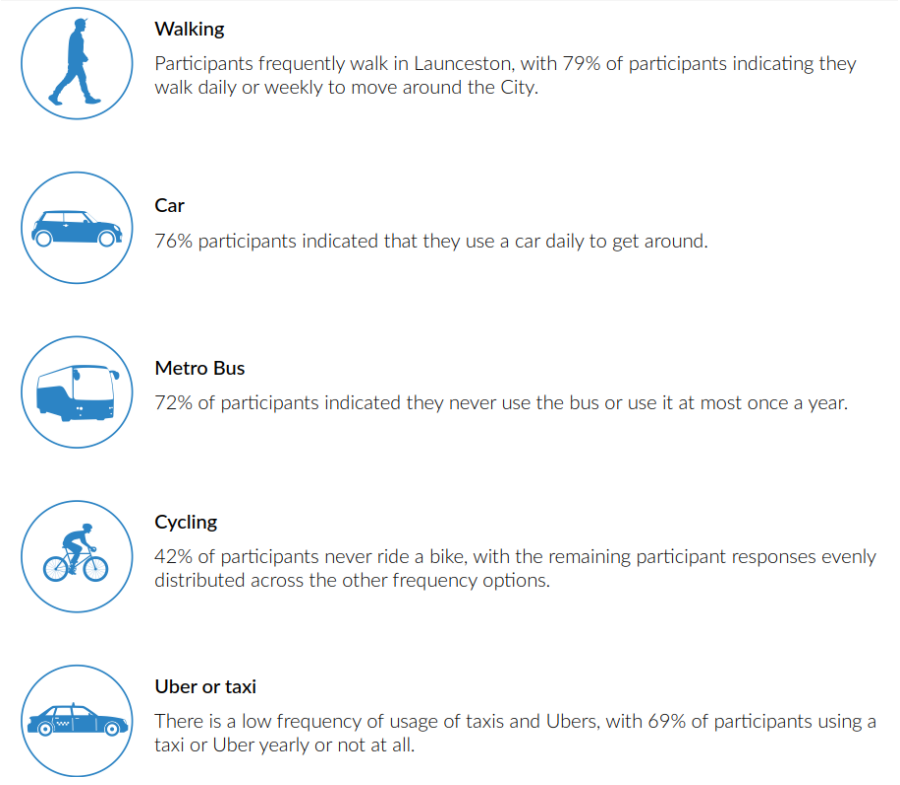


Fig 1.1 - Tomorrow Together engagement results from A Mobile and Accessbile City report

[2] *Source: Census data, 2016*

[3] *Source: Tasmanian Government (RePPP) for Launceston region, 2019*

The Places

Launceston's beautiful places make the city unique. They include our homes, shops, offices, schools and universities along with the heritage-listed gardens of City Park, the natural beauty of the Cataract Gorge and the confluence of the waterways in the centre of the city.

Almost 80 per cent of Launceston's land is used for residential purposes, and homes are relatively well distributed across the region[4]. Jobs, however, tend to be concentrated in the Launceston CBD, Invermay, and Kings Meadows.

Almost one-in-five Launceston residents live and work in the same area and have shorter commutes, while the rest need to commute somewhere else to work[5]. Most people travel less than 10 kilometres each way to work – although this pattern will likely have changed since the COVID-19 pandemic shifted many into working remotely[6].

Launceston's residential areas rely on some activity centres for shopping and access to important services. The Greater Launceston Plan has identified the following activity centres hierarchy:

Launceston CBD and the wider Launceston Central Area (LCA)

Urban District Centres

- Kings Meadows
- Mowbray

Suburban Activity Centres

- Launceston (Wellington Street)
- Legana
- Longford
- Newstead
- Norwood
- Prospect Vale
- Prospect
- Ravenswood
- Riverside
- Trevallyn
- Youngtown

Neighbourhood Stores

- Evandale
- Perth
- St Leonards

Rural District Centres

- George Town

Rural Local Centres

- Beaconsfield
- Exeter
- Lilydale

[4] *Source: Land use data, City of Launceston, 2018*
[5] *Source: Census data, 2016*
[6] *Source: Census data, 2016*

Land use plays an important role in managing transport demands through planning. Good planning practice should prioritise providing access to public and active transport choices, followed by private vehicles.

As Launceston increasingly becomes a major attractor in the region, more people come to the city to live, work, study or visit. A recent study based on the Department of Treasury and Finance projections, suggests that Launceston will need between 2,600 and 4,200 net additional dwelling stock between 2016 and 2032.

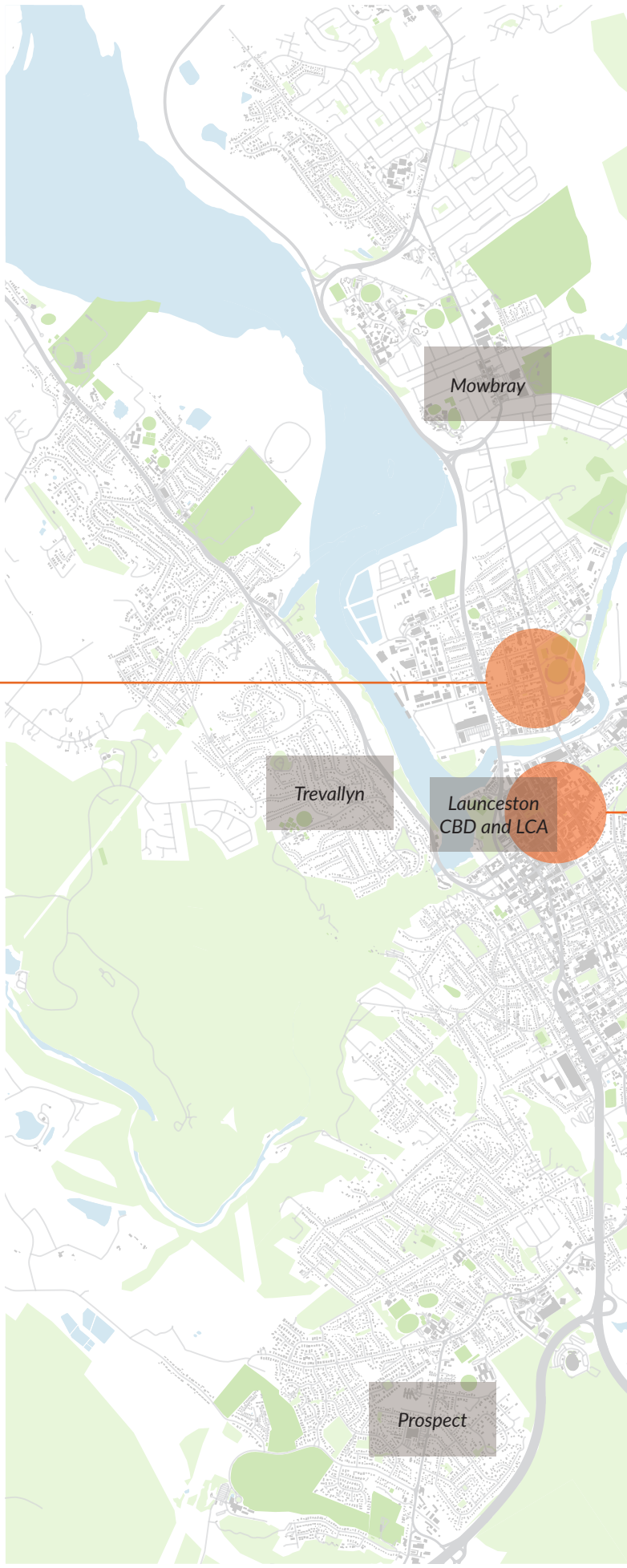
To meet this demand, the City of Launceston proposes two new suburban activity centres in South Prospect and St Leonards to accompany the following growth areas:

- South East Corridor – comprising the existing residential-zoned land supply in the Waverley–North St Leonards area together with an identified future growth area in South St Leonards. A structure plan is currently being prepared to include potential locations for commercial areas, community facilities and a road network.
- South West Corridor – including South Prospect in Launceston. Strategic planning is currently underway to consider mixed-use and commercial areas, a road network, drainage areas, conservation area and other provisions.
- Newnham – located adjacent to the existing urban area and bounded by the East Tamar Highway to the west and north. Strategic planning is currently underway to consider the supporting road network, drainage areas, open space and buffering from the East Tamar Highway.

Similarly, Meander Valley Council, Northern Midlands Council, and West Tamar Council have also identified growth areas within their respective municipalities.

Beyond these places, roads and streets also act as public spaces for people. Some roads and streets have higher place functions because people dwell and mingle there, while others balance the competing movement and place needs. This Launceston Transport Strategy recognises these challenges in planning our transport network.

Launceston's Centres and Key Projects



KEY PROJECT: UTAS NORTHERN TRANSFORMATION PROJECT

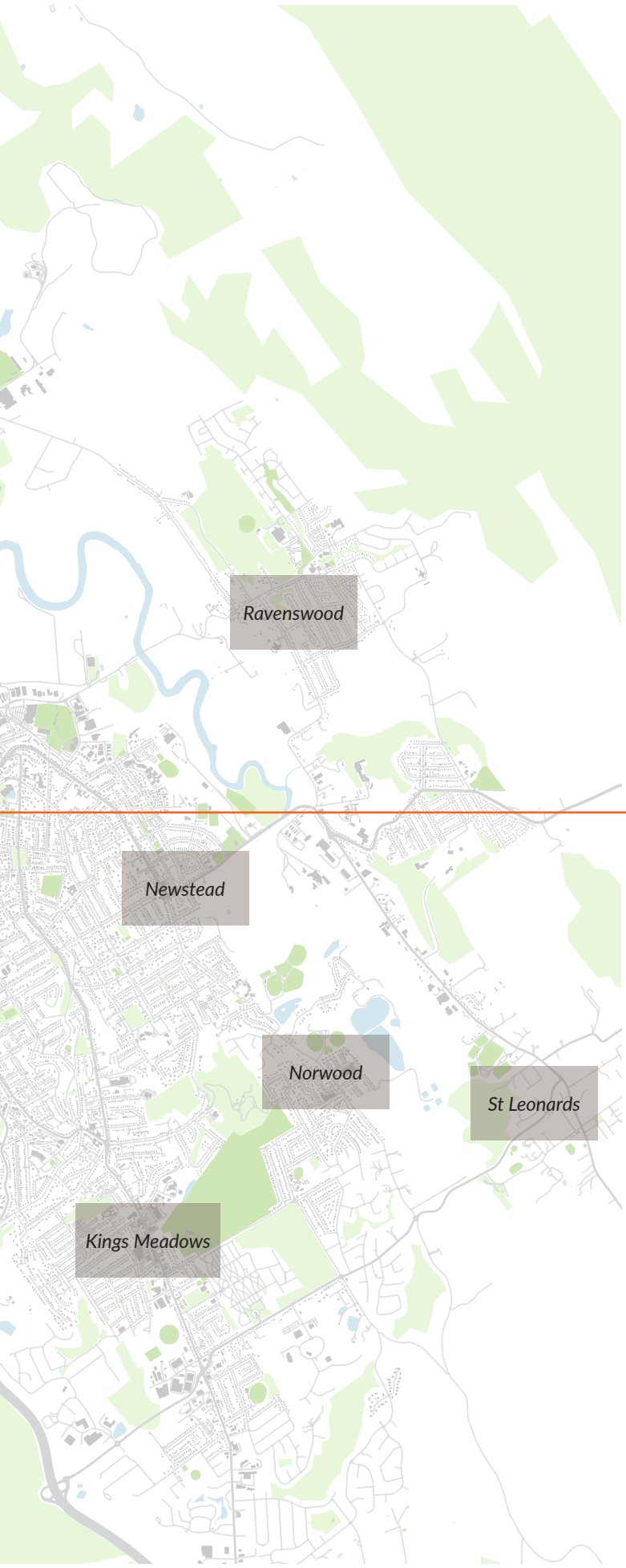
University of Tasmania (UTAS) is a public research university and a major employment centre in Launceston.

In 2018, UTAS launched the $300 million Northern Transformation project to build new campuses in Inveresk (Launceston) and West Park (Burnie) in partnership with local, state and Australian governments.

The Inveresk campus will serve as a centre for education, culture and sport, and further strengthen UTAS' role in facilitating Launceston's economic growth. The campus will host student hubs and innovation spaces, state-of-the-art research facilities, and small student-accommodation clusters on both sides of the North Esk River.

Easy pedestrian, bike, and public transport access will facilitate the flow of campus life and vitality to/from the CBD, and a new pedestrian and cycle bridge links Inveresk to Boland Street in the master plan.

Expanding UTAS will not only transform the university, but will also reinvigorate life in Launceston's CBD.



KEY PROJECT: PROPOSED LAUNCESTON INTERCHANGE AND CITY HEART CBD REDEVELOPMENT

The City of Launceston has purchased a share of the Paterson Street Central car park to develop a new bus interchange and creative precinct.

The interchange will include dedicated bus stops as well as an undercover waiting area and an arcade that links through to the Brisbane Street Mall. The new facility will allow bus stops currently located on St John Street to be relocated, paving the way for the City in partnership with the State Government to redevelop the street.

The rest of the site is proposed for redevelopment into an $80 million creative industries precinct funded by the New Creative Group. The precinct will house a world-class design and technology education facility, a virtual and augmented-reality enterprise, commercial offices, modern food and retail offerings, and student accommodation.

The new interchange, creative industries and inner city living will greatly increase the CBD's vibrancy, grow its visitation and expand economic activity around Launceston's key activity centre.

The Transport Network

To access places in Launceston, people need transport. Launceston's transport network is complex, with infrastructure and services for pedestrians, cyclists, bus passengers, taxi passengers or drivers. Sometimes, people use more than one transport mode in one trip.

Currently, however, most trips in Launceston are still undertaken by cars, as suggested by the ABS journey to work data and Tomorrow Together engagement results. By contrast, the Greater Launceston Plan identifies car use as undesirable and makes reducing the proportion of travel by car as one of the key indicators of success.

The following section outlines Launceston's transport network by mode, and each mode's relevant future indicators.

Walking

Walking is the backbone of a liveable city.

Walking is not only a transport mode in its own right, but also an enabler of other transport modes – people walk in their journeys to access bikes, buses, or cars. Despite this, the importance of walking often goes uncaptured.

Tomorrow Together's engagement results found that almost 80 per cent of respondents walk daily or weekly to get around Launceston, and 76 per cent said walking was their most-preferred or second-most-preferred transport mode. This desire has not yet translated to action as only 7 per cent of residents currently commute by walking, suggesting a gap between people's desires and current actions. Some attribute this to the lack of infrastructure; others to the convenience of driving, which makes walking less attractive, even for short trips.

Although most streets in Launceston are already equipped with footpaths on both sides, their quality varies. Some footpaths have uneven/inconsistent surfaces, which make them less accessible to the elderly and wheelchair users. Some areas also lack accessibility crossings and clearways, shade/weather protection and wayfinding. The recent Launceston City Heart project made upgrades that improved the CBD walking experience, but other key activity centres are yet to receive such improvements.

Launceston has many pedestrian types who often need different infrastructure and services to support them. The Tomorrow Together engagement results clearly indicate that the people of Launceston want to walk to places. This Launceston Transport Strategy aims to create a more walkable Launceston – a city where walking is a viable transport mode for many trip purposes.

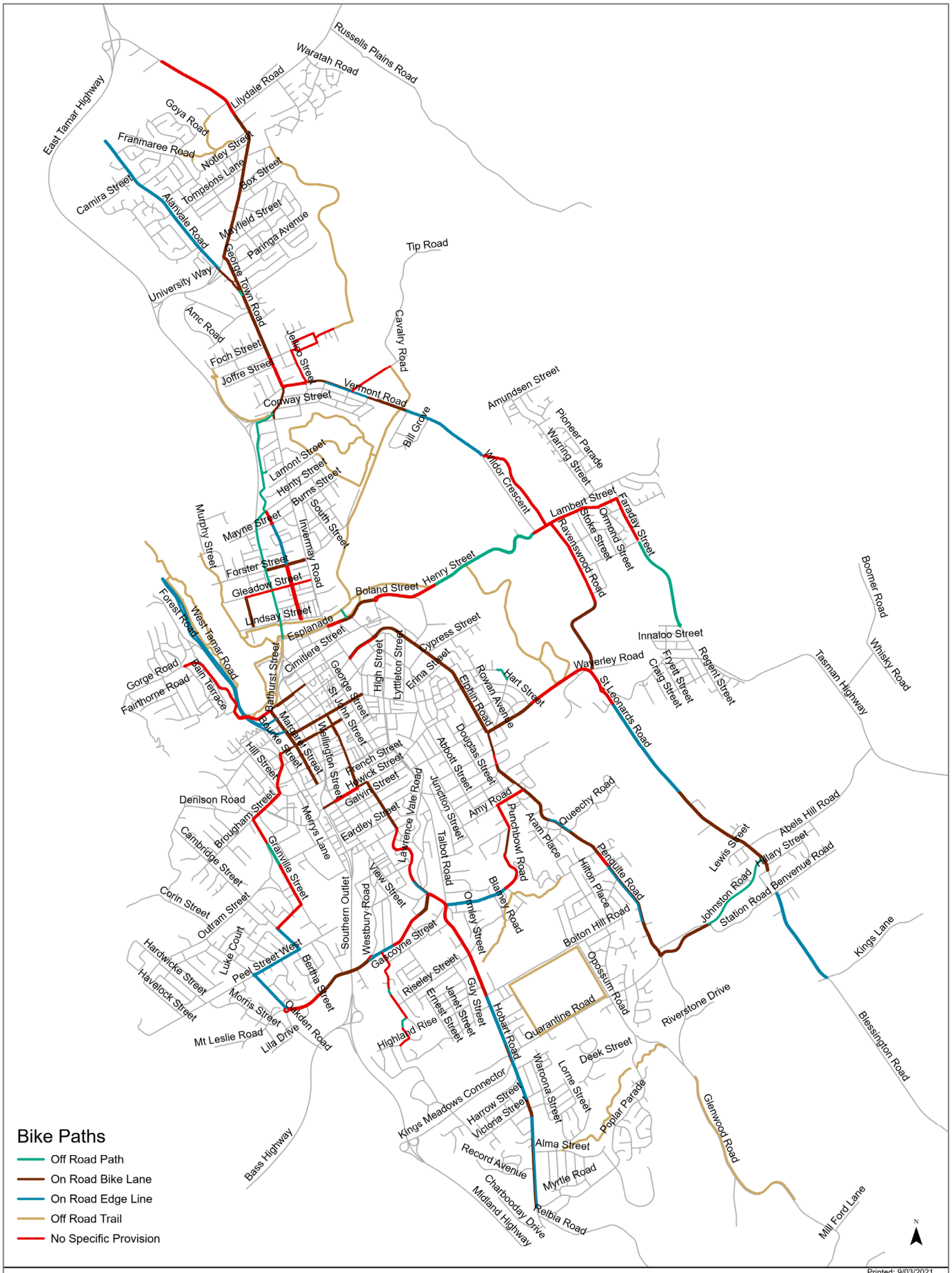
Even though many Launceston residents choose walking as their most preferred transport mode, only a fraction of them walk to work.

Cycling

Cycling accounts for a small proportion of Launceston's journey-to-work trips. Although many people enjoy cycling for recreation, cycling for other purposes still has a relatively low uptake.

Currently, the cycling network is disjointed with some corridors ending abruptly or transitioning to undesirable on-road provision. The most desirable off-street paths are scattered around Invermay, Ravenswood and Norwood. The CBD and Invermay areas have relatively extensive on-road cycling networks, but they are not well connected to feeder corridors. Largely suburban areas, such as West Launceston and Prospect, have almost no cycling paths. Topography is a barrier to cycling, but safety, directness, and lack of end-of-trip facilities also contribute to a difficult environment for cyclists.

This Launceston Transport Strategy aims to make cycling a more attractive option, particularly for people less confident riding on the road. It values improving cycling infrastructure and services, and capitalises on opportunities to integrate land use and transport planning by making cycling provision part of new development and redevelopment projects – providing end-of-trip facilities, connections to centres and feeder routes, and more training for adults and students. This strategy also considers the potential that electric bikes and bike sharing programs uptake can have in making micromobility modes more attractive in Launceston.


Bike Paths
Off Road Path
On Road Bike Lane
On Road Edge Line
Off Road Trail
No Specific Provision
Launceston Arterial Bike Route Network
City of LAUNCESTON
Scale at A3: 1:50,000
0 500 1,000 1,500
Metres
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Printed: 9/03/2021
NOTE:
While all reasonable care has been taken to ensure the accuracy of the information portrayed on this plan its purpose is to provide a general indication of the location of Council services. The information provided may contain errors or omissions and the accuracy may not suit all users. A site inspection and investigation is recommended before commencement of any project based on this data. This note forms an integral part of this plan.
©City of Launceston 2021
East Tamar Highway
Russells Plains Road
Waratah Road
Lilydale Road
Goya Road
Frankmaree Road
Notley Street
Tompsons Lane
Box Street
Camira Street
Alanvale Road
Mayfield Street
Paringa Avenue
George Town Road
University Way
Amc Road
Foch Street
Joffre Street
Jellico Street
Tip Road
Cavalry Road
Vermont Road
Conway Street
Bill Grove
Amundsen Street
Pioneer Parade
Waring Street
Windor Crescent
Lambert Street
Faraday Street
Stoke Street
Ormond Street
Ravenswood Road
Lamont Street
Henry Street
Burns Street
South Street
Invermay Road
Mayne Street
Murphy Street
Forster Street
Gleadow Street
Lindsay Street
Boland Street
Henry Street
Esplanade
Cimitiere Street
Cypress Street
Erina Street
Hart Street
Rowan Avenue
Elphin Road
Waverley Road
Innaloo Street
Flyett Street
Craig Street
Regent Street
St Leonards Road
Boomer Road
Whisky Road
Tasman Highway
Forest Road
West Tamar Road
Gorge Road
Fairthorne Road
Pain Terrace
Bathurst Street
George Street
St John Street
High Street
Lyttleton Street
Wellington Street
Margaret Street
Burke Street
Hill Street
French Street
Hawick Street
Galvin Street
Douglas Street
Abbott Street
Junction Street
Amy Road
Punchbowl Road
Aram Place
Queechy Road
Penquite Road
Hilton Place
Bolton Hill Road
Opossum Road
Lewis Street
Hillary Street
Abels Hill Road
Johnston Road
Station Road
Benvenue Road
Kings Lane
Riverstone Drive
Blessington Road
Glenwood Road
Mill Ford Lane
Denison Road
Brougham Street
Cambridge Street
Merrys Lane
Granville Street
Eardley Street
Lawrence Vale Road
Talbot Road
Corin Street
Outram Street
Luke Court
Peel Street West
Bertha Street
Hardwicke Street
Havelock Street
Morris Street
Mt Leslie Road
Lila Drive
Quarden Road
Southern Outlet
Westbury Road
View Street
Gascoyne Street
Ormley Street
Blamey Road
Riseley Street
Ernest Street
Janet Street
Guy Street
Hobart Road
Highland Rise
Quarantine Road
Deek Street
Waroona Street
Lorne Street
Poplar Parade
Kings Meadows Connector
Harrow Street
Victoria Street
Alma Street
Record Avenue
Myrtle Road
Charbooday Drive
Midland Highway
Relbia Road
Bass Highway
N

CASE STUDY

Context

Cities and towns across the UK have low cycling mode share for journeys to work and other trips, and existing funding methods or approaches to infrastructure provision have not led to strong growth in mode-share.

Cycling City and Town Program

Between 2005 and 2011, the UK Department for Transport ran the Cycling City and Towns Programme to demonstrate how public investment in cycling can increase its uptake. The program increased funding for cycling infrastructure from AU$30 to $50 per person/per year in 10 towns with populations between 75,000 and 240,000. It invested in measures to stimulate cycling uptake by combining physical infrastructure, promotion, and other measures.

After this 3 to 5-year experiment, a programme review found that participating towns achieved an annual cycling growth rate of 5 to 8 per cent. Over the project's lifespan, cycling grew by an average 27 per cent with one town experiencing a 62 per cent increase.

Towns with the greatest increases had also invested in behaviour-change programs to encourage sustainable travel.

Limited political support led to towns with limited growth implementing poor networks with missing links.

Build it and they will come

Increasing the share of transport funding allocated to cycling projects can accelerate provision of connected networks and lead to rapid growth in cycling uptake.

The City of Launceston has previously worked closely with State Growth, Metro and the bus operators to improve the network and services, and this will continue. The strategy will build on these improvements and further cement the City of Launceston's role in advocating for more-attractive public transport.

Public Transport

Public transport provides modal choice for all Launceston residents – vital for those without access to private transport. High-volume trips along corridors also make better use of the road space.

Launceston is currently served by urban and regional bus services, operated by Metro and several private operators. Urban services cover Launceston's urban footprint, while regional services connect Launceston with areas further afield, such as East Tamar, West Tamar, Bridport and Scottsdale to the north, and Cressy, Longford, Perth and Evandale to the south. Regional services form part of Launceston's integrated network, with shared ticketing and supplementary urban services along high-frequency corridors. The City of Launceston also runs Tiger bus – a free bus service that connects key places such as Launceston General Hospital, Princes Square, Launceston Aquatic Centre, Cataract Gorge and the Inveresk Park and Ride.

Overall, Launceston's Metro bus patronage has stagnated in recent years due to an aging network and fleet. More than 1.8 million trips were recorded in 2015, but by 2018 the numbers had dropped by over 50 per cent to only 867,000. Some growth observed in 2019 (1.3 million trips a year, equivalent to 3,500 trips a day), but still much lower than 2015[7]. This pattern is likely due to the dominant car culture and perceived poor experiences on public transport. Almost half the Tomorrow Together responders rated the bus somewhat unsatisfactory or unsatisfactory, with 72 per cent saying they had not taken the bus in the past year.

Patronage data between 2015 and 2019 shows that most of Metro's passengers travel with a concession card (pensioners, seniors, college students, or students under 16). Only 21 per cent were full-fare-paying adults[8]. This suggests the bus is not yet a primary choice for those who can drive as opposed to concession holders and students with fewer opportunities to drive. This pattern is common in other regional cities. In the United States, the American Public Transport Association found that the highest public transport users in US towns and rural areas were seniors, veterans and people with disabilities. But, demand on Metro trips will likely increase since more than 18 per cent of Launceston's population is over 65 years old and UTAS is expected to grow[9].

Jointly, the Department of State Growth and Metro have been working on improving the bus network to increase patronage. The previous network's complexity and limited service frequency made it unattractive. Also, some routes were designed to prioritise coverage over direct connections to places, making travel times longer.

In January 2020, a new Launceston Metro network was introduced to improve the connections and better integrate services across different bus operators through:

- Simplified routes: from 41 long routes to 22 more direct routes (some of which form the Turn-up-and-GO services along key corridors of Invermay Road, Hobart Road and Westbury Road)
- Increased frequency: expanded Turn-up-and-GO services on Launceston's north/south corridor
- Longer span of bus operating hours
- Fully-accessible bus fleet.

While this created a simple, highly-legible bus network with increased overall frequency, the impact on patronage is not yet clear. This is because the natural adjustment period for passengers and operators to become familiar with the new arrangements, is likely to be extended by the impact of the COVID-19 pandemic on patronage from March 2020.

Council, together with the Department of State Growth and developers, proposes relocating bus stops along St John Street to a new bus interchange on Paterson Street. The new interchange will be more conveniently located, have a comfortable waiting area, and will be integrated with other vibrant uses in the CBD. This will further improve users' experiences and, in the long run, will increase public transport use across the city.

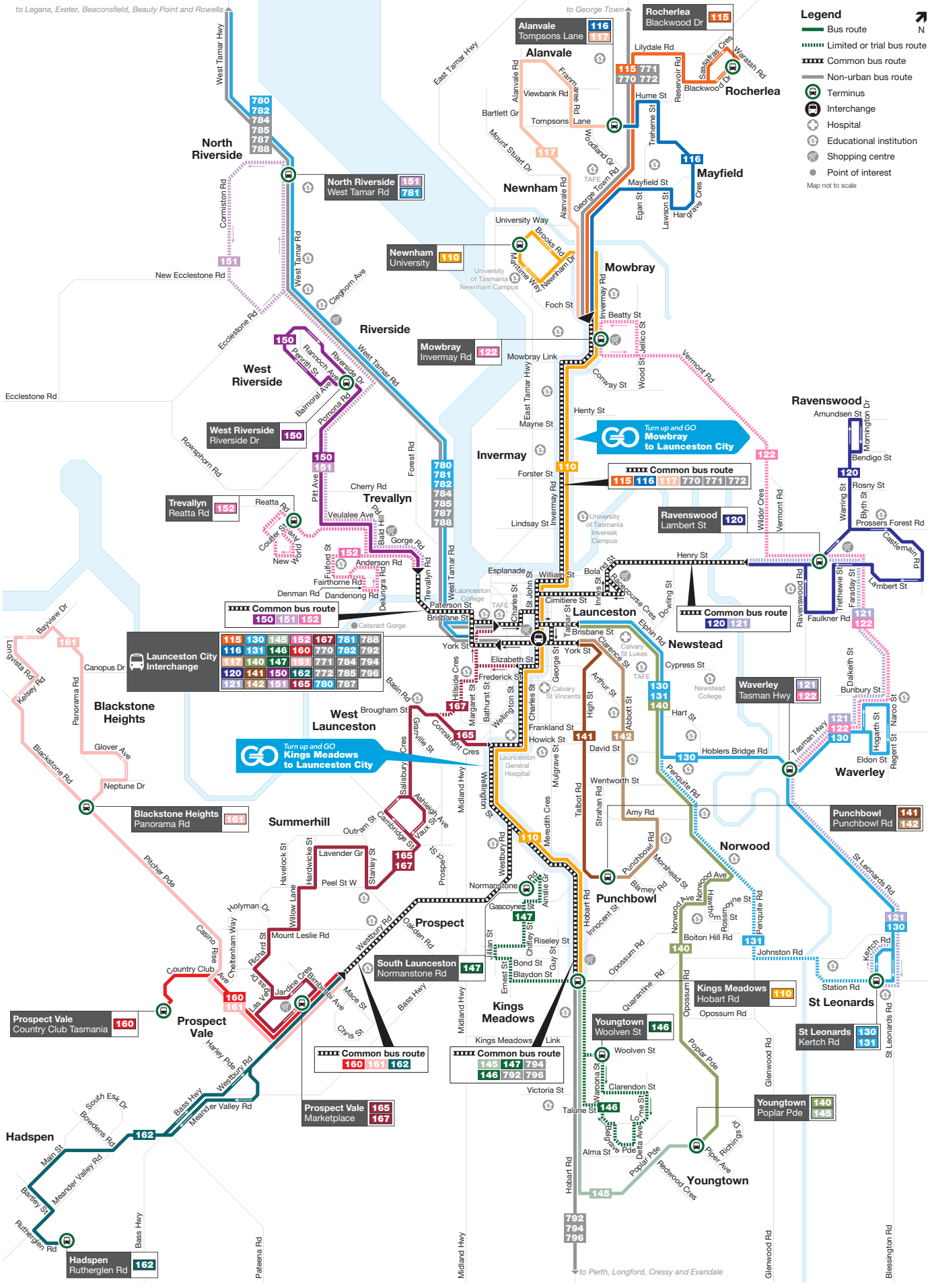
The City of Launceston has previously worked closely with State Growth, Metro and the bus operators to improve the network and services, and this will continue. The strategy will build on these improvements and further cement the City of Launceston's role in advocating for more-attractive public transport.

The Department of State Growth's 2020 network restructuring addressed many issues with simplified, more direct and higher-frequency bus routes along key corridors. The proposed Launceston Interchange on Paterson Street will also improve users' experiences and increase long-term public transport use across the city.

[7] Source: Metro Tasmania provided data, 2020
[8] Source: Metro Tasmania provided data, 2020
[9] Source: Census data, 2016

Launceston Urban Network

effective 5 July 2020



CASE STUDY

Context

The City of Ipswich lies on Greater Brisbane's western fringe. It is an urban area of 200,000 people and a rural hinterland. The rail network connects Ipswich to Greater Brisbane, and a bus network primarily connects the city's urban area to centres and train stations.

iGO Public Transport Advocacy and Action Plan

In July 2019, the City of Ipswich released the iGO Public Transport Advocacy and Action Plan as a part of its transport strategy.

The Plan recognises that providing, managing and operating public transport in Ipswich is the core responsibility of the State Government and its public transport operators. However, the City also understands the State Government's challenges in working with multiple stakeholders and identifying public transport issues and opportunities in Ipswich.

Although there is a clear separation of scope between local and state governments, there are opportunities for local and state governments to collaborate and create a shared vision in the community's best interest.

To ensure the State Government suitably considers the community's public transport needs, the Plan identifies issues impacting existing customers and sets out a vision and strategies to grow public transport patronage by attracting potential customers. Instead of delivering the improvements itself, the City will collaborate and advocate with the State Government for any changes.

One of the Plan's key actions includes developing half-yearly advocacy material to coordinate the advocacy approach and communicate the region's challenges and priorities when liaising with the State Government. Advocacy materials are issued to align with reviews of the Department of Transport and Main Roads (DTMR) Transport System Planning Program projects.

Opportunities for collaboration

Ipswich's approach demonstrates local governments' strong understanding of their communities' needs and ability to advocate for solutions. Local governments can develop a clear communication and establish working relationships with other stakeholders, often with strong community engagement and support. This in turn helps state governments improve public transport services and infrastructure in accordance with communities' and local governments' inputs.

Launceston's CBD location means it has to deal with being a through trip corridor as much as an end of trip destination.

Driving and Parking

Driving is Launceston's most popular transport mode. The city has minimal congestion and low parking costs, making driving today's most desirable transport mode. Reliance on private cars leads to almost half of Greater Launceston's households owning two or more vehicles. Many visitors also drive a car or caravan to visit Launceston and other destinations in Tasmania.

In 2018, the Department of State Growth released the Launceston Traffic Origin Destination Report that used a number plate survey to identify overall movements on the road network. The study found that during the morning peak, between 50 and 60 per cent of trips that started outside inner Launceston, finished in the CBD area.

A high proportion of trips also bypass the Launceston CBD. Trips that pass through Launceston will mostly pass the CBD since all the major road corridors (the West Tamar Highway (northwest), Midland Highway (southwest), East Tamar Highway (northeast) and A3 (east), are connected to the CBD's Bathurst Street, Wellington Street, Brisbane Street and York Street. These through trips are counterproductive and work against the goal to make Launceston's CBD and inner city more pedestrian and cyclist-friendly, with less traffic and slower speeds. The Launceston City Heart Project is currently rethinking the street design to reduce through traffic in the CBD.

Trips that end in the CBD are facilitated with more than 3,900 parking spots. Despite a perceived lack of parking, most parking facilities are rarely more than 80 per cent full[10].

Low congestion levels and low-cost parking make driving popular, but this is unsustainable in the long term. As more people live, work, study and visit Launceston, more cars on the road will result in congestion, impacting the city's connectivity and making Launceston less liveable. Vehicle exhaust pipe emissions will also impact public health outcomes and the environment. Our streets must also continue to provide unimpeded access to our key emergency and community centres such as Launceston General Hospital and police, fire and ambulance stations.

This Launceston Transport Strategy recognises the challenge of providing transport alternatives to driving. Our strategic directions and themes address the need to make other modes as attractive as driving, so the shift does not impact the city's overall connectivity. This will be a long but rewarding process that creates a more sustainable transport system for Launceston. It also needs to consider the needs of those who are unable to drive or do not have access to a private vehicle. Other modes such as shared rides (including community services vehicles, taxis and Ubers) or shared car schemes (e.g. GoGet and Flexicar) will also be considered as alternatives to ownership.

Freight and Deliveries

Launceston's strategic position at the intersection of the Midland, Bass, Tasman and East Tamar highways means it receives a high volume of freight traffic through the city centre, particularly trips to/from North Tasmanian ports such as Bell Bay. The impacts of these movements should be mitigated by defining clear routes that separate freight from areas of high vibrancy and activity.

Launceston Airport has also been identified as a key air freight gateway for Tasmania. The Tasmanian Integrated Freight Strategy 2016 acknowledges the airport's importance for freight, particularly in light of the recent $6 million upgrade of its southern freight apron, providing capacity for the equivalent of a fully loaded B737-800 freighter plane (approximately 2 semi-trailer loads). More airport freight movements will further increase pressures on the Midland Highway and Evandale Road.

Launceston also needs last-mile delivery access for residents and businesses. The recent COVID-19 crisis has increased delivery demand with more Launceston people turning to online shopping. Research by Australia Post (2020 eCommerce Industry Report) showed that in April 2020, there was a 94 per cent increase in online shopping purchases across Tasmania compared to April 2019. This last-mile delivery is often constrained by narrow city streets and lack of kerbside infrastructure. While new technology such as drones or e-bike couriers are changing delivery patterns in large cities, vans and small lorries still account for most inner-city deliveries.

The City of Launceston will assess the changing need for freight and delivery provisions and identify the appropriate initiatives to ensure clear access and minimise impact. Some considerations include adaptive and responsive parking and kerbside restrictions and the potential use of collection points.

[10] *Source: Provided data, City of Launceston, 2020*

FUTURE TRENDS

The role of parking has shifted over time. The following section outlines some key trends that we considered in planning for Launceston's future parking.

Parking for access >> Parking for travel demand management

Parking was previously considered necessary. Driving was the ultimate transport mode and parking was needed to support it. Parking was treated as a public amenity for all because everyone was encouraged to drive to access jobs, services and shops.

Today, however, we have a more balanced view that recognises the importance of private vehicles, while acknowledging that they can impact the quality and amenity of our cities and the health of citizens. In this context, a shift towards public and active transport is beneficial and should be prioritised over private vehicles. Parking plays an important role in this shift as it influences mode choice. Therefore, it can be used as a tool to manage travel demand for cars.

Ubiquitous parking >> Need-based parking

In the past, parking was considered cheap because land was "abundant". People believed parking was needed for all developments. The cost of building parking was directly transferred from developers to users (retailers, residents, etc.), even those who do not drive. Non-drivers subsidised drivers.

Today, parking is expensive to build and should be priced accordingly. The amount of space it requires means parking is a premium and should be provided only to those who really need it, potentially achieved by not requiring parking with new developments, or setting a maximum parking standard (rather than the traditional minimum approach). Parking costs should be unbundled so whoever drives, pays for the cost of building and operating car parks.

Single purpose parking >> Multi-purpose parking

Finally, car park designs and use have also changed. Parking was considered necessary in a 'modern' city. It was common to design car parks that only store cars and provide convenient access for drivers at the cost of creating places for people.

Today, people demand more green active space: parking often uses the valued space we need. Cities now look for ways to reduce parking impacts, such as by combining it with other uses other than just storing cars. This way, parking areas can be used for people gathering, such as weekend markets and community events. With the help of technology and forward planning, parking spaces can be dynamically programmed for other uses following demand changes throughout the day, week or season.

Challenges and Opportunities

As Launceston evolves, it aspires to have more than just an efficient transport system. The community now also needs a sustainable system that supports a liveable, healthy and connected regional city lifestyle.

Launceston's reliance on private cars is a key challenge that other policies and plans consistently identify. Not only are private cars an inefficient transport mode (cars need more road space than other modes), their current reliance on non-renewable energy and exhaust pipe emissions make the mode unsustainable. Age and economic conditions render some of Launceston's community unable to drive, also making private cars non-inclusive.

To reduce Launceston's reliance on private cars, the city will need to improve other transport options, while also limiting the incentive to drive.

The following table summarises Launceston's transport challenges and opportunities to create a more efficient, sustainable and inclusive transport system.

Themes	Challenges	Opportunities
Walking	• Uneven footpaths, topography and lack of lighting and wayfinding, can render walking a challenge • Pedestrian crossings can have long wait times and often have uneven surfaces • Arterial roads and heavy traffic movements can impede walking accessibility	• The Launceston community loves walking for leisure, although not yet as a transport mode • The CBD is pleasant for walking because of the streetscape and trees • Compact city centre makes walking a feasible active transport mode
Cycling	• Most people who are interested in cycling are frightened to ride on city roads because of the high traffic volumes • Launceston has limited dedicated cycling infrastructure, particularly in the CBD and inner city area • Topography can render cycling a challenge	• The Launceston community loves cycling for leisure, although not yet as a transport mode • Children enjoy cycling if they have safe routes and wide paths to school • Cycling can be combined with other modes to create multimodal journeys, such as by providing bike racks on buses or at bus stops • The emergence of e-bikes and e-scooters makes topography less of a barrier to cycling • Some companies offer bike/e-bike hires; if sited in convenient locations, people will have more opportunities to try cycling • Some new development areas, such as Prospect, are located near the existing cycling network, presenting opportunities to integrate land use and transport planning
Public Transport	• Buses are perceived to have low frequency or limited operating hours, even though recent network restructure has improved offerings • Bus fares are perceived as more expensive than driving and parking; 78 per cent of existing bus patronage is on concession or student tickets • Not all bus infrastructure in Launceston is accessible – some customers with disabilities (e.g. wheelchair users) have difficulty accessing the network	• City of Launceston manages and improves some public transport infrastructure, e.g. bus stops • Technology such as real-time information, on-demand services, zero-emission buses and micromobility connection can improve overall public transport customer experience
Driving and Parking	• Driving remains the most popular mode of transport in Launceston; car dependency results in 89 per cent of journeys to work done by car and 48 per cent of households owning two or more vehicles • Parking supply is perceived as low, even though the Launceston CBD and inner city has many large car parks and more spaces than it currently uses	• Various state legislation and regional and city policies provide strong support for reducing driving in Launceston • City of Launceston is investing in electric and automated vehicle readiness plans and a shared mobility model to make sure the city can support the growth of these emerging technologies as long as they support the city's transport vision.

Launceston's Accessibility

The City of Launceston engaged WSP Australia Pty Limited to model Launceston's accessibility by foot, cycle and public transport – to assess how the city might prioritise these active transport modes.

The WSP Customer Connectivity Tool measures public transport networks against accessibility indicators such as access to commercial centres, health facilities and education facilities (primary school, high school, college, TAFE and university). It does this by determining how far a person can travel by walking, cycling or public transport within a given travel time, including transfers between services and walking time to/from stops or stations. It then measures the number of accessibility indicators within this catchment.

Traditional public transport metrics that focus on simple measures, like stop coverage and service frequency, do not consider how customers use the public transport network in their everyday lives. The Customer Connectivity Tool can measure the quality of access that customers have across the whole network, understanding how they get to the places that are important to them. For the Launceston Transport Strategy, the Customer Connectivity Tool was used to measure how many activity centres, health facilities and education facilities customers can access across the city within 15 and 30 minute journey times by walking, cycling and public transport. This section focuses on the 15-minute accessibility result as it supports the 15-minute city goal under A Connected Launceston theme.

The results are shown on the following nine maps. The maps depict access to activity centres, health facilities and education facilities, from areas within a 15 minute walk, cycle or public transport trip.

WALKING

Walking accessibility is much more focussed on each individual activity centre with most parts of Launceston having access to one centre within 15 minutes on foot. Health facilities tend to be clustered in the CBD, providing people in the area with 6 to 7 health facilities. However, most areas do not have 15-minute walking access to at least one health facility. Education facilities are more evenly spread across the city with 15-minute walking access to at least one education facility in most areas.

CYCLING

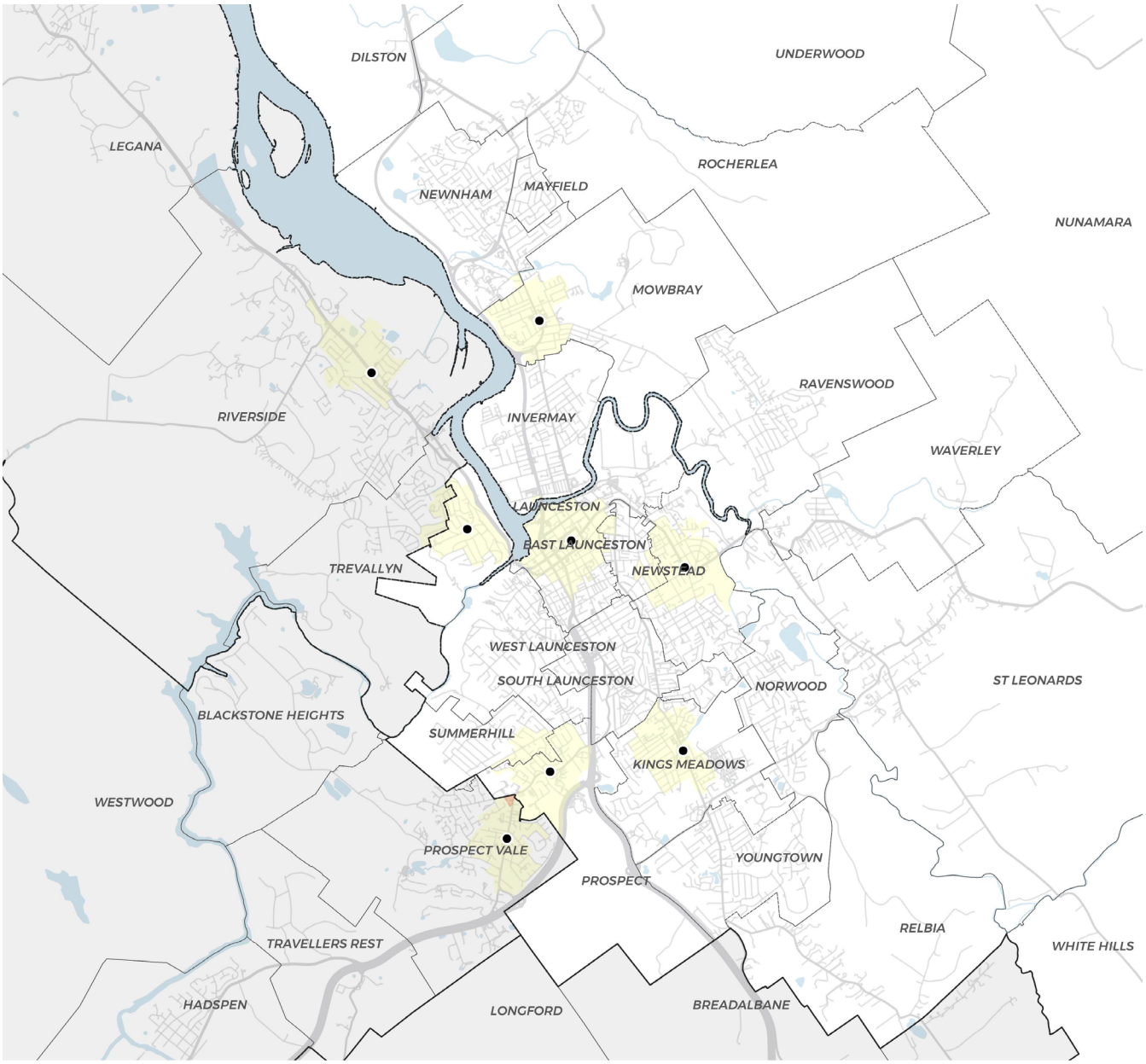
Launceston's cycling accessibility indicators follow a more expansive pattern compared to public transport, which follows bus corridors.

The inner area of Launceston has access to most activity centres, health, and education facilities within 15 minutes cycling. Areas such as Norwood, Kings Meadows Summerhill, Trevallyn, and Mowbray have the next highest level of cycling accessibility, with performance against accessibility indicators progressively declining at distance from the CBD (note that this metric does not consider topography changes). This shows cycling's untapped potential in Launceston; particularly as electric bikes make topography changes relatively less challenging.

PUBLIC TRANSPORT

Launceston's bus network is focussed on the CBD, with bus services that terminate in, or pass through, the CBD and serve different transport corridors across the city. The central area of Launceston is the most highly connected with 15-minute access to 7 or 8 activity centres located on the public transport network. The CBD also has access to more than 15 health facilities and 30 education facilities.

The areas surrounding activity centres in Mowbray, Kings Meadows, Trevallyn, and Summerhill have access to 5 to 6 centres within 15 minutes with similar access to health and education facilities. Areas further from suburban centres and bus routes perform worse against accessibility indicators; however, most of Launceston's urban area can access at least one activity centre within 15 minutes' total journey time.



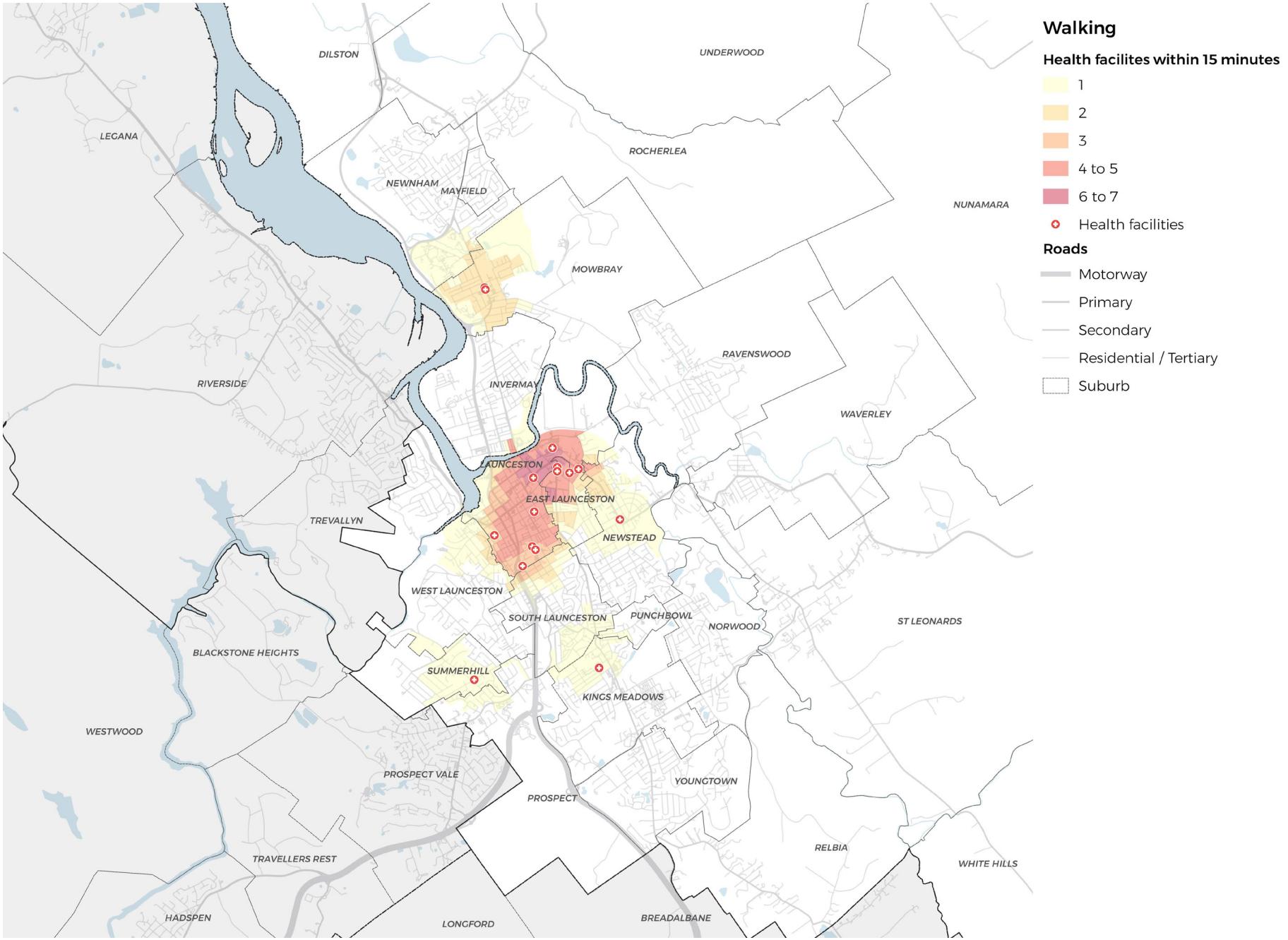
Walking

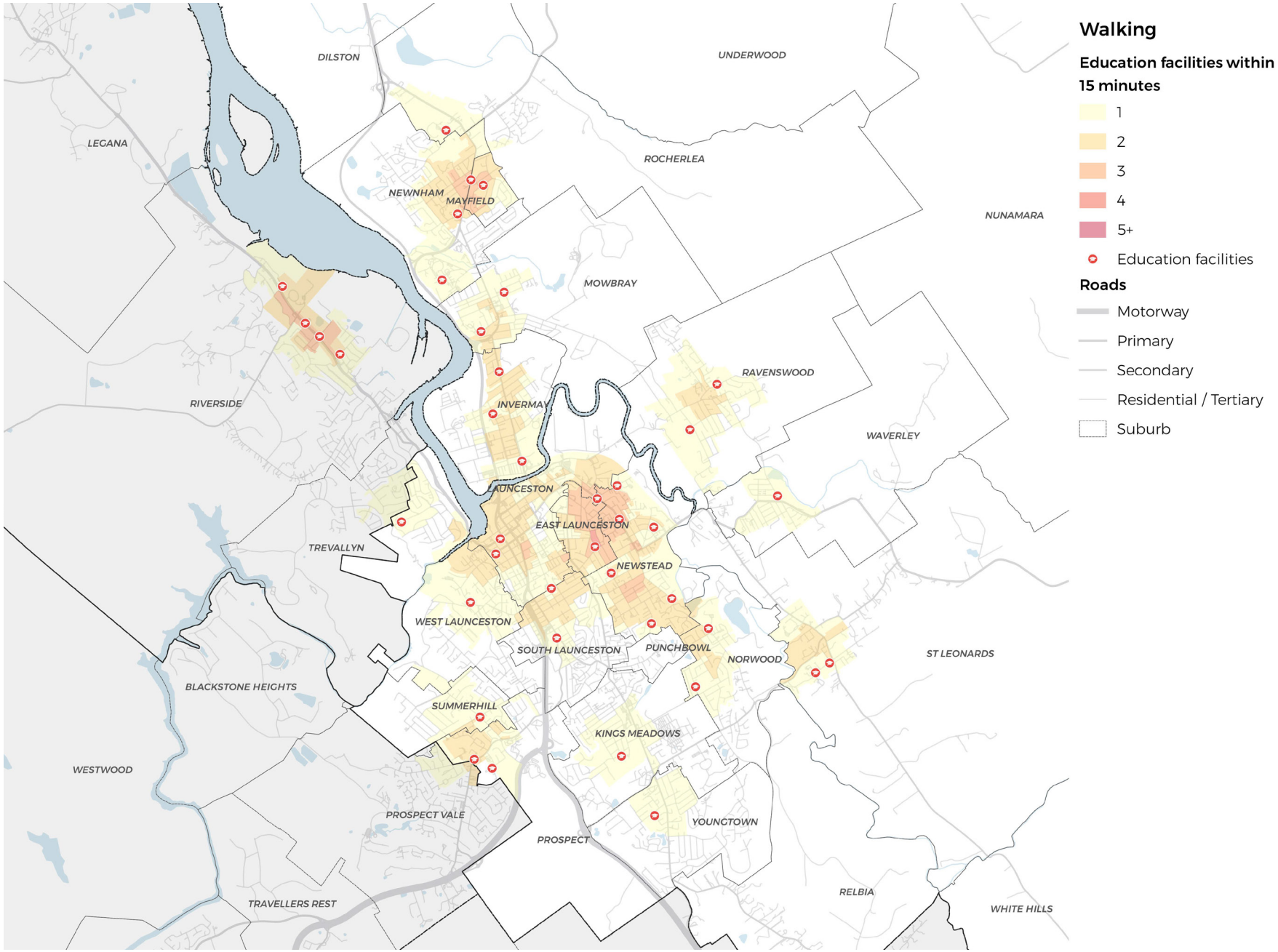
Activity centres within 15 minutes

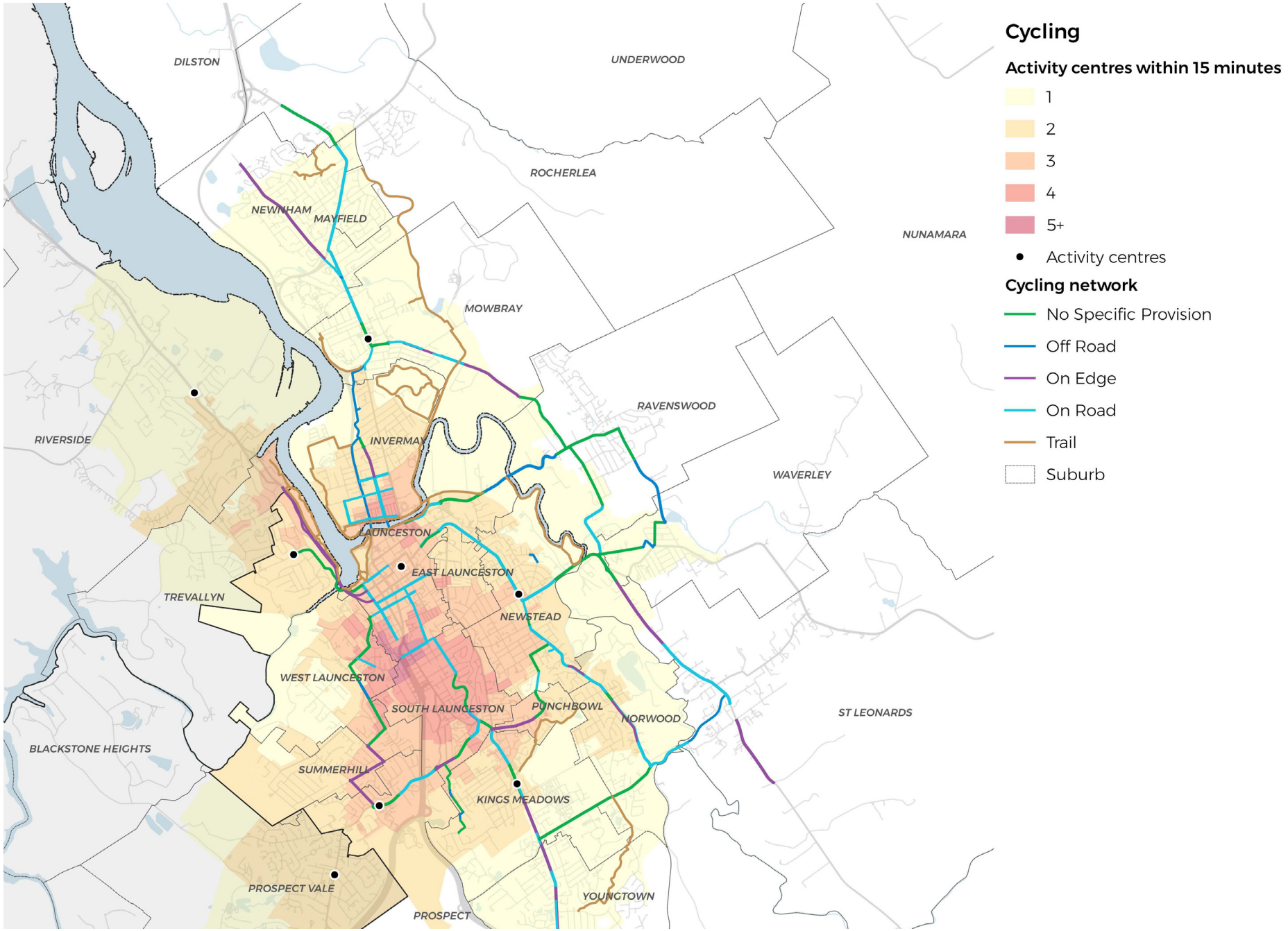
- 1
- 2
- Activity centres

Roads

- Motorway
- Primary
- Secondary
- Residential / Tertiary
- Suburb


Walking
Health facilites within 15 minutes
1
2
3
4 to 5
6 to 7
Health facilities
Roads
Motorway
Primary
Secondary
Residential / Tertiary
Suburb
DILSTON
UNDERWOOD
LEGANA
ROCHERLEA
NEWNHAM
MAYFIELD
NUNAMARA
MOWBRAY
RAVENSWOOD
RIVERSIDE
INVERMAY
WAVERLEY
LAUNCESTON
EAST LAUNCESTON
TREVALLYN
NEWSTEAD
WEST LAUNCESTON
SOUTH LAUNCESTON
PUNCHBOWL
NORWOOD
ST LEONARDS
BLACKSTONE HEIGHTS
SUMMERHILL
KINGS MEADOWS
WESTWOOD
PROSPECT VALE
YOUNGTOWN
PROSPECT
RELBIA
TRAVELLERS REST
WHITE HILLS
HADSPEN
LONGFORD
BREADALBANE


DILSTON
UNDERWOOD
LEGANA
ROCHERLEA
NEWNHAM
MAYFIELD
NUNAMARA
MOWBRAY
RAVENSWOOD
RIVERSIDE
INVERMAY
WAVERLEY
LAUNCESTON
EAST LAUNCESTON
TREVALLYN
NEWSTEAD
WEST LAUNCESTON
SOUTH LAUNCESTON
PUNCHBOWL
NORWOOD
ST LEONARDS
BLACKSTONE HEIGHTS
SUMMERHILL
KINGS MEADOWS
WESTWOOD
PROSPECT VALE
YOUNGTOWN
PROSPECT
RELBIA
TRAVELLERS REST
WHITE HILLS
Walking
Education facilities within 15 minutes
1
2
3
4
5+
Education facilities
Roads
Motorway
Primary
Secondary
Residential / Tertiary
Suburb


DILSTON
UNDERWOOD
ROCHERLEA
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MAYFIELD
NUNAMARA
MOWBRAY
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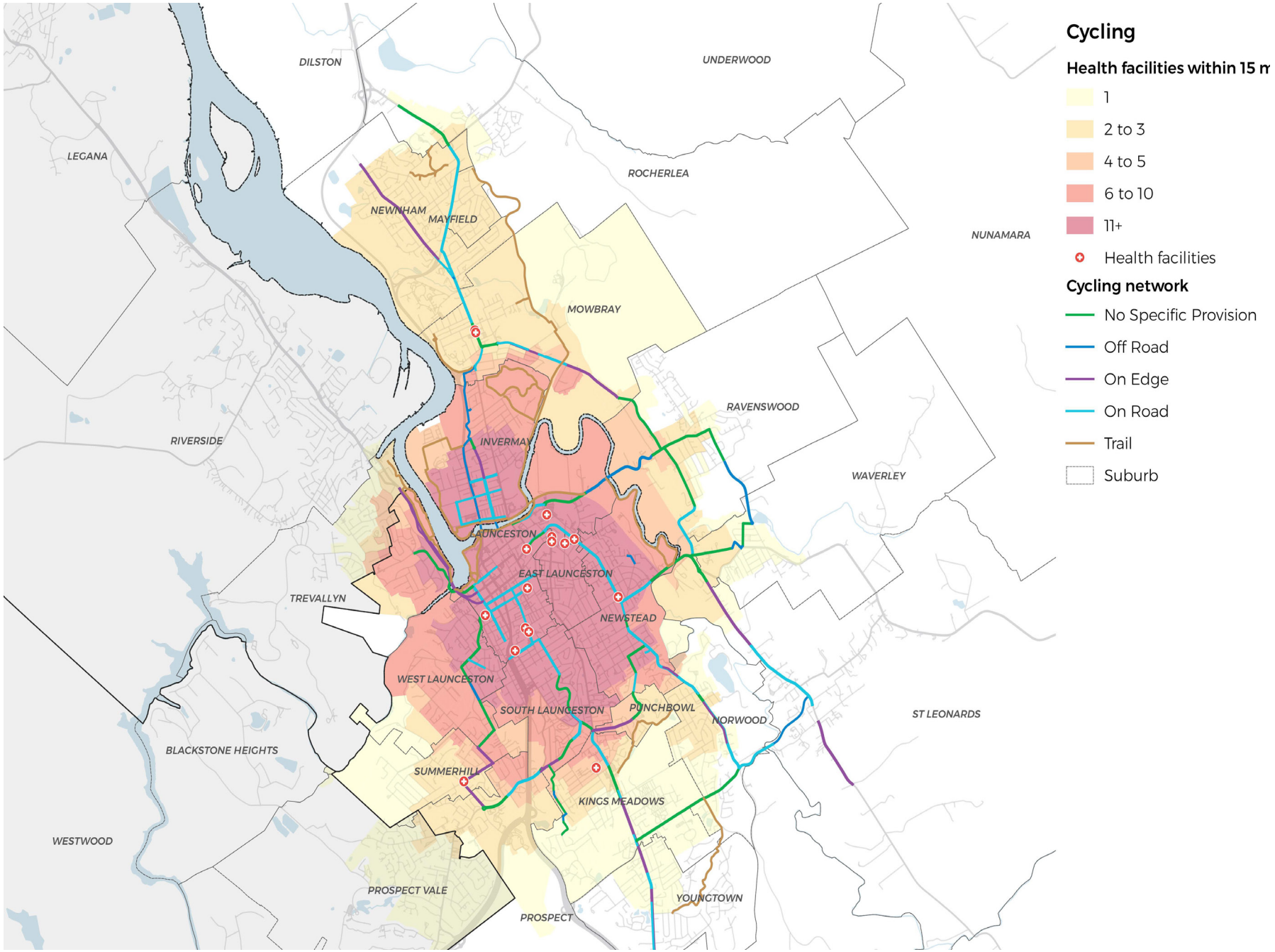
LAUNCESTON
EAST LAUNCESTON
TREVALLYN
NEWSTEAD
WEST LAUNCESTON
SOUTH LAUNCESTON
PUNCHBOWL
NORWOOD
ST LEONARDS
BLACKSTONE HEIGHTS
SUMMERHILL
KINGS MEADOWS
PROSPECT VALE
YOUNGTOWN
PROSPECT
Cycling
Activity centres within 15 minutes
1
2
3
4
5+
Activity centres
Cycling network
No Specific Provision
Off Road
On Edge
On Road
Trail
Suburb


Cycling
Health facilities within 15 m
1
2 to 3
4 to 5
6 to 10
11+
Health facilities
Cycling network
No Specific Provision
Off Road
On Edge
On Road
Trail
Suburb
DILSTON
UNDERWOOD
LEGANA
ROCHERLEA
NEWNHAM
MAYFIELD
NUNAMARA
MOWBRAY
RAVENSWOOD
RIVERSIDE
INVERMAY
WAVERLEY
LAUNCESTON
EAST LAUNCESTON
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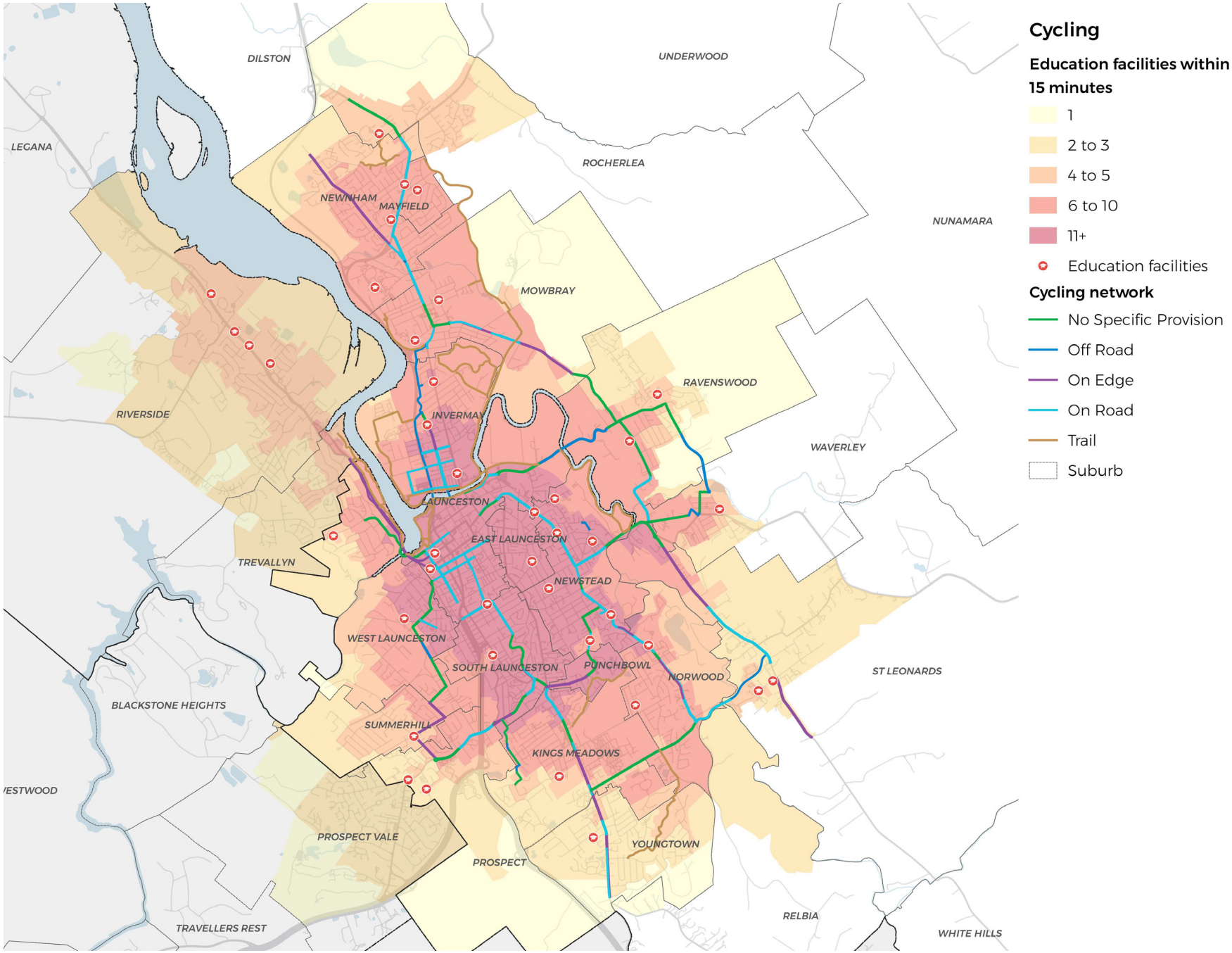
KINGS MEADOWS
WESTWOOD
PROSPECT VALE
YOUNGTOWN
PROSPECT


Cycling
Education facilities within 15 minutes
1
2 to 3
4 to 5
6 to 10
11+
Education facilities
Cycling network
No Specific Provision
Off Road
On Edge
On Road
Trail
Suburb
DILSTON
UNDERWOOD
LEGANA
ROCHERLEA
NEWNHAM
MAYFIELD
NUNAMARA
MOWBRAY
RAVENSWOOD
RIVERSIDE
INVERMAY
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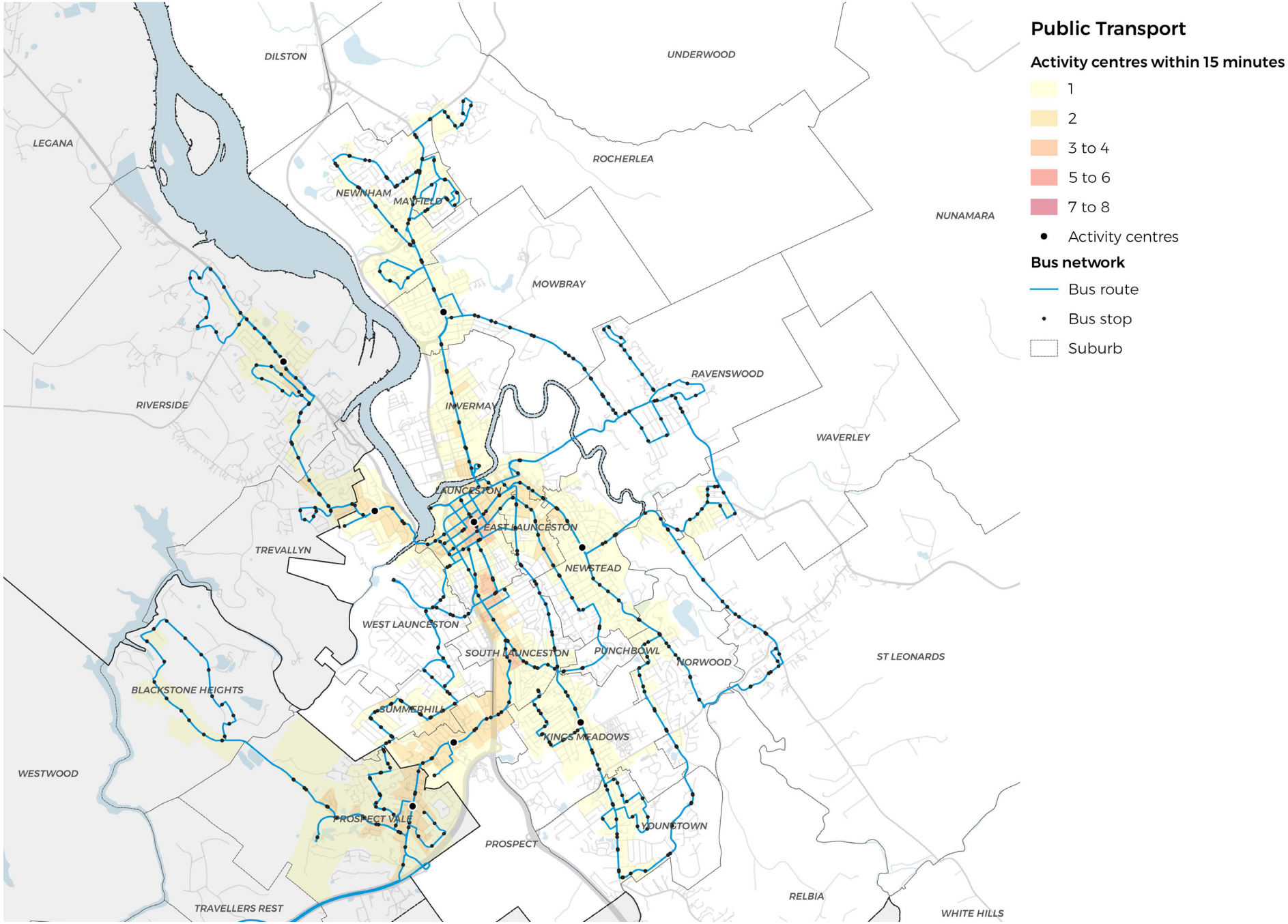
WHITE HILLS


Public Transport
Activity centres within 15 minutes
1
2
3 to 4
5 to 6
7 to 8
Activity centres
Bus network
Bus route
Bus stop
Suburb
DILSTON
UNDERWOOD
LEGANA
ROCHERLEA
NEWNHAM
MAYFIELD
NUNAMARA
MOWBRAY
RAVENSWOOD
RIVERSIDE
INVERMAY
WAVERLEY
LAUNCESTON
EAST LAUNCESTON
TREVALLYN
NEWSTEAD
WEST LAUNCESTON
SOUTH LAUNCESTON
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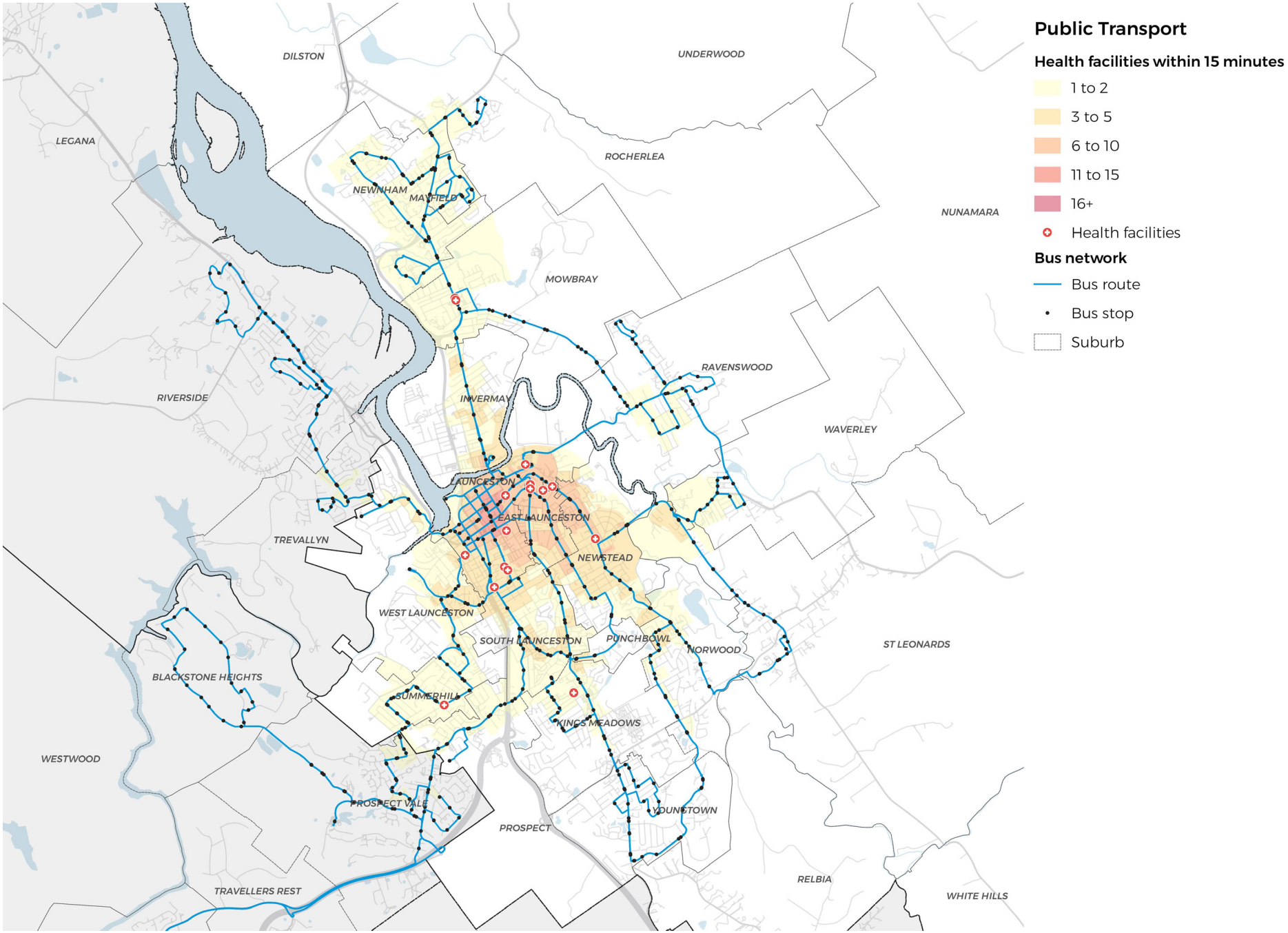
YOUNGTOWN
PROSPECT
RELBIA
TRAVELLERS REST
WHITE HILLS


Public Transport
Health facilities within 15 minutes
1 to 2
3 to 5
6 to 10
11 to 15
16+
Health facilities
Bus network
Bus route
Bus stop
Suburb
DILSTON
UNDERWOOD
LEGANA
ROCHERLEA
NEWNHAM
MAYFIELD
NUNAMARA
MOWBRAY
RAVENSWOOD
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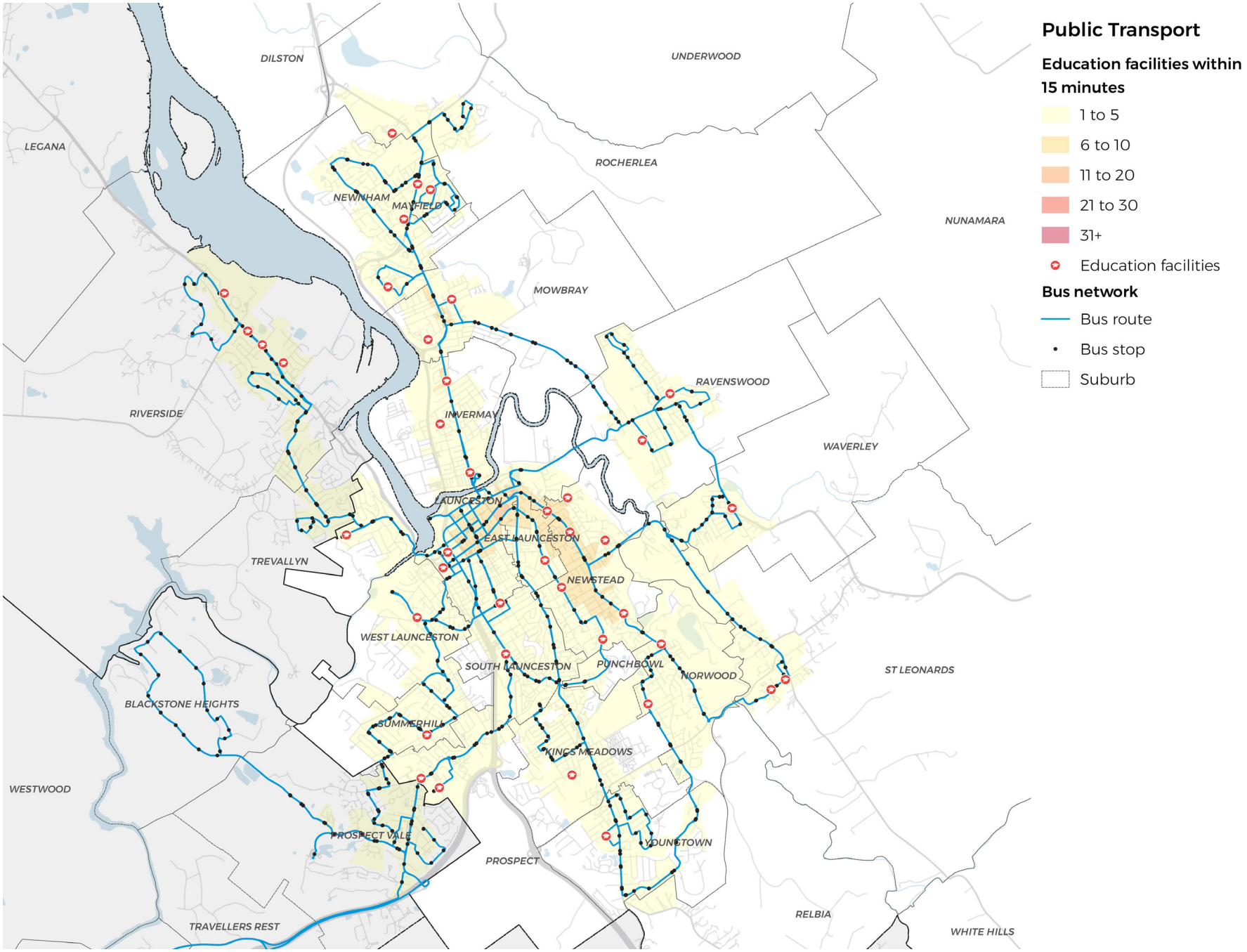
PROSPECT
RELBIA
TRAVELLERS REST
WHITE HILLS


Public Transport
Education facilities within 15 minutes
1 to 5
6 to 10
11 to 20
21 to 30
31+
Education facilities
Bus network
Bus route
Bus stop
Suburb
DILSTON
UNDERWOOD
LEGANA
ROCHERLEA
NEWNHAM
MAYFIELD
NUNAMARA
MOWBRAY
RAVENSWOOD
RIVERSIDE
INVERMAY
WAVERLEY
LAUNCESTON
EAST LAUNCESTON
TREVALLYN
NEWSTEAD
WEST LAUNCESTON
SOUTH LAUNCESTON
PUNCHBOWL
NORWOOD
ST LEONARDS
BLACKSTONE HEIGHTS
SUMMERHILL
KINGS MEADOWS
WESTWOOD
PROSPECT VALE
YOUNGTOWN
PROSPECT
RELBIA
TRAVELLERS REST
WHITE HILLS

2 A vision for Launceston

Our community will have access to diverse transport choices that connect them to our places. Our focus on partnerships and innovation will promote our community's wellbeing and improve Launceston's liveability.

This statement sets out our vision for Launceston's transport future, developed in collaboration with stakeholders.

Key to the vision is the need to diversify our residents' and visitors' transport choices across a wider range of modes; current and emerging. This will give customers real choices for travelling to the places they want to visit.

We will leverage our partnerships with local, state and federal government bodies to deliver these aims. The strategy will build on work completed in several strategic documents, consolidating their initiatives and direction to support the vision.

This strategy is supported by a strategic framework that guides creation and delivery of initiatives, and their ongoing monitoring.

The vision is underpinned by three Themes: A Liveable Launceston, A Healthy Launceston and A Connected Launceston. Each represents the transport network's role and how it will contribute to future Launceston.

These three themes emerged from the strategic study conducted by WSP, and were further corroborated by the City of Launceston and its partners.

Under each Theme, the Strategic Directions provide the basis for interventions and monitoring.

These strategic directions provide a clear and specific context that will challenge Launceston.

Thirty initiatives deliver the Strategic Directions. The initiatives identify individual measures that feed through the strategy and provide accountability and timings. Each initiative has an owner, timeframe for delivery and targets. The targets identified will be assessed periodically via monitoring reports to identify progress made to date, areas of improvement and the relevance of each initiative.

The following sections provide an overview of each theme and how the Strategic Directions will support them.

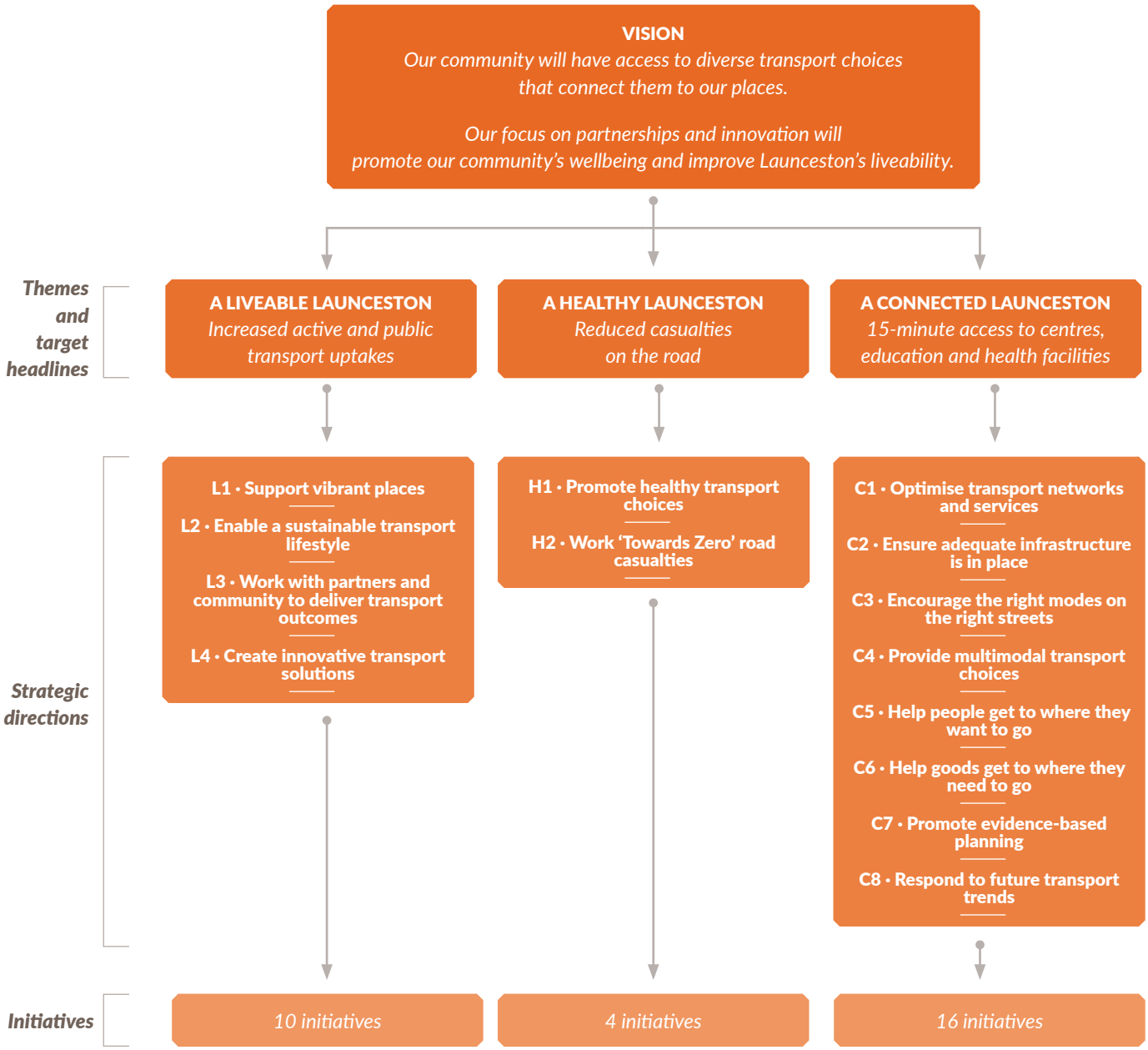


Figure 2.1 - Strategic framework of Launceston Transport Strategy

3 A Liveable Launceston

In line with the Greater Launceston Transport Vision, this strategy aims to make Launceston Australia's most liveable regional city. A liveable city has vibrant places that are accessible to all.

A liveable Launceston will allow the Launceston community to enjoy its vibrant places and live a sustainable-transport lifestyle.

Launceston is set on the path to become one of the most liveable regional cities in Australia. This commitment has been set out in the Greater Launceston Plan, Greater Launceston Transport Vision and Launceston City Deal. This plan will build, develop and outline transport's role in achieving this.

Transport plays a key role in achieving Launceston's aspiration as a vibrant, liveable city. A good transport network will enable people to access the places and activities they value, providing sustainable, efficient, connected, attractive, safe and equitable access for all.

Future Ready

Launceston will likely face more extreme weather with a hotter and drier climate during summer months contrasted with increased rainfall during winter. The city's proximity to the kanamaluka/Tamar River estuary also raises some coastal risks. The strategy considers the risks of extreme weather, flooding risks and urban heat effects and addresses these challenges through the initiatives.

L1 • SUPPORT VIBRANT PLACES

People love Launceston for many reasons, and having great places is one of them. Launceston's CBD and inner city are home to popular shops and restaurants, well-preserved Victorian and Georgian buildings, lush parks, and diverse community events. The people of Launceston generate vibrancy when they frequent these places.

Most people walk around to enjoy these places and experience them more slowly. Unlike car drivers who mostly aim to travel as fast as possible, pedestrians often stop and mingle on the streets on their way to destinations. Sometimes they window shop, buy a coffee, talk with friends, or just stop and relish the atmosphere. Pedestrians are important to placemaking. This strategy aims to create more pedestrian-friendly places in Launceston.

L1.1 Promote pedestrian movements to support vibrant places, particularly in the centres

The CBD and inner city area are the heart of Launceston. People enjoy walking in these vibrant and interesting places. The City of Launceston will provide more pedestrian amenities in these places to enhance safe and pleasant visiting experiences. This includes prioritising pedestrians at intersections, lowering speed limits, widening footpaths and providing sheltered walkways.

We will also underpin these principles in new emerging centres, including existing centres at Mowbray and Kings Meadows and future suburban centres planned in South Prospect and St Leonards.

L1.2 - Incentivise provision of active and public transport modes in development areas

Provision for parking in new developments or redevelopment sites is often prioritised over other modes, further encouraging people to drive more. By deploying land-use and transport-integration tools, we will help shift demand towards more sustainable active and public transport modes that support our long-term aims.

The City of Launceston will work with the Tasmanian Government to develop a state-wide planning scheme that incentivises developers to include walking, cycling and bus provisions in or near their sites wherever practicable. This will be carefully developed through continued engagement with public and private sector partners.

L1.3 – Maintain the regional network of shared paths and invest in feasible extensions

People use Launceston's comprehensive network of shared paths for recreational and commuting purposes. However, the network is fragmented and does not consider emerging travel patterns, or people's origins and destinations.

Taking into consideration the region's terrain and topography; the City of Launceston will identify appropriate key locations to construct more shared paths to extend and improve the existing regional network's connectivity.

L1.4 - Integrate recreational transport with tourism and the wider transport network

Access to nature and recreational areas adds to Launceston's attractiveness as a city to live, work and play in. The Kate Reed Reserve bike trails, for example, are just a short ride away from the city's built areas. However, the linkage of recreational spaces to the city is not currently legible or clear to residents and visitors.

Mountain biking, trails and other outdoor pursuits are a growing tourism trend. A more connected network could use and maximise this trend by providing better linkages between the city and its recreational sites, including better connecting infrastructure, consistent wayfinding, and targeted provisions for visitors such as bike sharing and caravan parking.

L2 • ENABLE A SUSTAINABLE TRANSPORT LIFESTYLE

We want to create a liveable city for today and build for future enjoyment. However, climate change and its associated extreme weather and coastal risks threaten the places and lifestyle we want to preserve for our future generations. The City of Launceston acknowledges the urgency of addressing climate change and, in 2019, became the third Tasmanian local government authority to declare a climate emergency after a notice of motion won unanimous support. We strive to reduce our overall greenhouse gas emissions through sustainable transport choices.

Transport is one of the largest contributors to global emissions. Launceston's dependence on private car trips is likely one of the largest contributors to the city's emissions profile, given most cars still use fossil fuels. Private cars are also inefficient as they generate more trips to serve the same number of people compared with public transport. Therefore, this strategy considers any opportunities to:

- Reduce Launceston's reliance on private vehicles
- Reduce emissions by using zero-emission vehicles for public and private transport
- Promote walking and cycling as a way to commute.

L2.1 - Develop frameworks for schools and businesses to establish, monitor and implement travel plans

Schools and businesses play a major role in how people commute. Students and workers plan their daily travels around their schedules and the transport options available to them. Often, they drive because they are unaware of the alternatives.

Travel plans are powerful tools to help people plan their regular trips and promote more sustainable transport solutions. Schools and businesses should comprehensively review their staff and students' travel patterns and identify possible changes to increase the attractiveness of sustainable modes.

The City of Launceston will provide resources to enable people to independently establish, monitor and implement their own travel plans. This important step will help shift overall travel behaviour, particularly for students whose habits are still in development.

L2.2 - Develop a Central Activities District Parking Implementation Plan that aligns with the promotion of active and public transport

Parking was designed to encourage more people to drive, but we view driving differently today. Hence, Launceston will need to rethink the ways parking can support the city.

We will develop a car-parking implementation plan for the Central Activities District that promotes sustainable modes over driving, while we also consider emerging trends that may disrupt our land and kerbside uses. This includes recognising the role of accessible parking for those whom public transport is not feasible; and the growing demands for cycling, recreational vehicles, ride-sharing services and food delivery.

L2.3 - Provide regional leadership in emission reduction through appropriate zero-emissions fleet

Converting fossil-fuel vehicles to zero-emission vehicles will help reduce emissions as well as the noise pollution associated with internal combustion engines. This will lead to cleaner air and reduced overall transport emissions, making Launceston a more liveable regional city.

The City of Launceston will lead the region by transitioning to a zero-emission fleet in the next 20 years. We will investigate the potential to replace our aging fleet with electric or fuel-cell vehicles in accordance with end-of-life procurement and management processes. We will also advocate for State Growth and Metro to adopt a zero-emission bus fleet.

L2.4 - Facilitate the required infrastructure to support zero-emission vehicle uptake in Launceston

The world is accelerating its uptake of zero-emission vehicles. Infrastructure Australia declared a national electric vehicle charging network as one of its 2019–2020 high-priority initiatives. Under Climate Action 21: Tasmania's Climate Change Action Plan 2017–2021, the Tasmanian Government also committed to support electric vehicle charging infrastructure.

The City of Launceston will plan for the strategic infrastructure needed to encourage the community's zero-emission vehicle uptake, including electric or fuel-cell electric vehicle technologies.

Recently, RACT engaged Chargefox to open the first ultra-rapid, 100 per cent renewable energy charging station in Tasmania in Kings Meadows. The City will work closely with industry to support further market-driven initiatives and encourage more partners and industry leaders to improve their zero-emission vehicle offerings in Launceston.

L3 • WORK WITH PARTNERS AND THE COMMUNITY TO DELIVER TRANSPORT OUTCOMES

Creating a liveable city is not easy, but the City of Launceston is committed to leading this charge and achieving our transport vision, in collaboration with our partners and the community.

This strategy forms a key step in this long-term collaboration. The City of Launceston's Tomorrow Together engagement built the foundation and identified 'A mobile and accessible city' as one of our community's key focusses. In consultation with various partners, we have formulated the Launceston Transport Strategy's vision, themes, strategic directions and initiatives. The process will be long, but will lead us to better strategies and long-term outcomes.

The City of Launceston will continue this collaboration to deliver our transport commitments.

L3.1 - Establish cross-organisation working groups for transport

Transport infrastructure and services are complex and often require cross-organisational efforts to deliver. The City of Launceston seeks to create a long-term transport committee to help ensure our approaches are consistent. We will deliver this by establishing a working group with representatives from several public sector groups, local advocacy organisations and the business community.

L4 • CREATE INNOVATIVE TRANSPORT SOLUTIONS

As a regional centre in Tasmania, Launceston is uniquely placed to test and challenge conventional transport thinking. Strategic documents underpin this, including the City Deal which commits the city to embrace and support innovative solutions and to help promote the region as an entrepreneurial hub, nationally and internationally.

L4.1 – Explore innovative transport solutions

The City of Launceston will place innovation at the heart of our transport solutions, by partnering with local and state governments, research institutes, and others. We will celebrate our innovative spirit when considering future transport solutions and draw on global best sustainable transport practices.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4 A Healthy Launceston

Transport is a big part of the community's lifestyle. This strategy aims to deliver safe streets for all users, while contributing to the healthy living and lifestyle goal outlined in the Greater Launceston Plan.

A healthy Launceston draws on transport as both a means of travel and to encourage exercise. Changing to a healthier transport mix will provide well-documented social, health and environmental benefits. A good transport network will contribute to our community's health and wellbeing while enhancing Launceston's attractiveness to visitors.

Cars remain Launceston residents' dominant transport mode, but Tomorrow Together showed that the community prefers active transport modes. Combined, over half of Tomorrow Together respondents said walking and cycling were their most preferred modes of transport. Despite this, even though 20 per cent of Launceston commuters travel for less than 2.5 kilometres to work, only 7 per cent of journeys to work were travelled by walking or cycling. We will continue to diversify our transport offerings to better meet the needs of those who prefer to walk or cycle.

Future Ready

Approximately 18 per cent of Launceston's population is age 65 or older—a slightly higher proportion than Australia's 15 per cent[11]. The strategy should, therefore, aim to: make Launceston's transport network and services fully accessible to accommodate the aging population as well as others with different physical abilities.

[11] *Source: Census data, 2016*

H1 • PROMOTE HEALTHY TRANSPORT CHOICES

Launceston has a perfect mix of rural and urban environments, loved by residents and tourists. From the historical collections at the Queen Victoria Museum and Art Gallery through to the spectacular vistas and trails of Cataract Gorge, the area has much to offer within a short distance of the CBD. Active transport supports Launceston's goal to promote better public health. It should therefore be well-facilitated by good walking and cycling infrastructure and programs.

However, walking and cycling options are currently not attractive enough. Many factors combine to discourage potential walkers and cyclists, including intimidating physical and urban environments, safety concerns (both real and perceived), and a shortage of end-of-trip facilities. This strategy seeks to address these as much as possible.

H1.1 - Improve education and training opportunities for cycling across all age groups

One of the main barriers to cycling is the real and perceived sense of it as unsafe. While many people learn to cycle from a young age (some trained through schools), this does not continue into later life. Many cyclists returning after several years feel uncomfortable, uncertain or unsafe. The City of Launceston will work with local cycling groups to identify and support improved training opportunities across all age groups and support a transition back to cycling, reducing people's fears and instilling confidence to increase its attractiveness as a modal choice.

We will encourage school-age children to cycle particularly while they are developing their transport habits. We can do this through safe routes to schools, assisted bike maintenance, rider training, end-of-trip facilities, sponsorship and other support. We will work with schools to identify other opportunities to promote cycling to and within schools.

Cycling training does not have to be limited to those seeking to cycle. As vulnerable road users, providing knowledge to drivers would also support safer travel for cyclists. The City will lobby the Tasmanian Government to include a cycling component to licencing requirements within the state.

Training will complement other cycling improvements, including an expanded cycling network, outlined in A Connected Launceston (Strategic Action C2).

H1.2 – Provide tiered end-of-trip facilities at key council venues

Due to the physical exertions of travelling by active transport modes, providing end-of-trip facilities is vital for making cycling attractive as a modal choice. The City of Launceston can lead by providing these facilities at key council venues, tiered according to buildings' use and likely visitors. For example, where buildings accommodate office staff; showers, lockers and secure cycle parking facilities should be provided. Information centres or buildings with a higher visitor turnover may require bike parking such as U or bollard bike racks.

To support this, City of Launceston will develop an overarching Travel Plan for staff and its venues to identify and promote sustainable transport modes. This will be built upon the Workplace Sustainable Transport Issues and Opportunities Report. The Travel Plan will include better promotion of cycling infrastructure and routes. Increased investment in e-bikes and bike hire should be encouraged to support both local journeys and recreational tourism.

H1.3 - Encourage employers to provide end-of-trip facilities

Encouraging Launceston employers to provide for other modal choices can limit the need for commuting via car. This has multiple benefits including reduced emissions, improved staff wellbeing, and reduced overall city congestion. The City of Launceston will draw on examples of best practice to develop a package of material for employers, ranging from information, checklists, and templates for developing and implementing travel planning to providing travel planning services, and subsidies for equipment.

We will work with the Tasmanian Government to introduce planning controls that require end-of-trip facilities; and coordinate with partners to identify cost-reduction opportunities such as bulk purchasing bike parking hoops, e-bikes and charging facilities.

H2 • WORK 'TOWARDS ZERO' CASUALTIES

This strategy will work collectively in achieving the aims of the State Government's 'Towards Zero' Tasmanian Road Safety Strategy 2017–2026. The strategy has a short-term target of fewer than 200 killed or seriously injured (KSI) by 2026. This will be achieved by more actions encouraging safer road users, roads and roadsides, vehicles and speeds.

Currently, a disproportionate number of incidences occur within the CBD where the interaction between vulnerable users and vehicles is at its highest. The Greater Launceston Transport Vision notes this and targets reduced accidents for pedestrians in high-amenity areas and heavy vehicle accidents within the greater urban area.

H2.1 – Improve the safety of all road users

The City of Launceston will continue to support the goals and objectives of the Towards Zero' Tasmanian Road Safety Strategy 2017–2026. This includes modal separation where feasible. We will engage with the community and road user groups to further identify our residents' safety concerns and how we can address them. We will lead and work with developers to improve safety-in-design principles in our communities.

5 A Connected Launceston

Through the Tomorrow Together community engagement program, Launceston's community has declared its desire for good transport options. This strategy aims to deliver multimodal transport choices that connect people to each other and to the places they value.

A connected Launceston will offer an efficient transport network that connects the Launceston community with each other and the places they value.

Launceston's transport network supports a multimodal mix of walking, cycling, bus, driving and taxi. However, as demonstrated, driving remains the dominant modal choice as it is often perceived as the most convenient option.

We aim to provide Launceston's residents, workers, students and visitors with 15-minute access to their nearest activity centres and health and education facilities via active and public transport. This is an ambitious goal, but the 15-minute city will clearly reflect the goal of a connected Launceston. We appreciate this may not be possible for all transport users, in all areas. Where car use provides the most appropriate option, we will look to improve connectivity and mitigate undesirable impacts of private vehicles.

Apart from people movement, goods freight and delivery are also important to Launceston. Online shopping growth in the past decade has increased the demand for deliveries. The year-on-year growth rate almost quintupled from16.6 per cent in April 2019 to 94 per cent in April 2020, accelerated by the COVID-19 pandemic and the lockdown restrictions forcing people to use more delivery services than usual (AusPost, 2020).

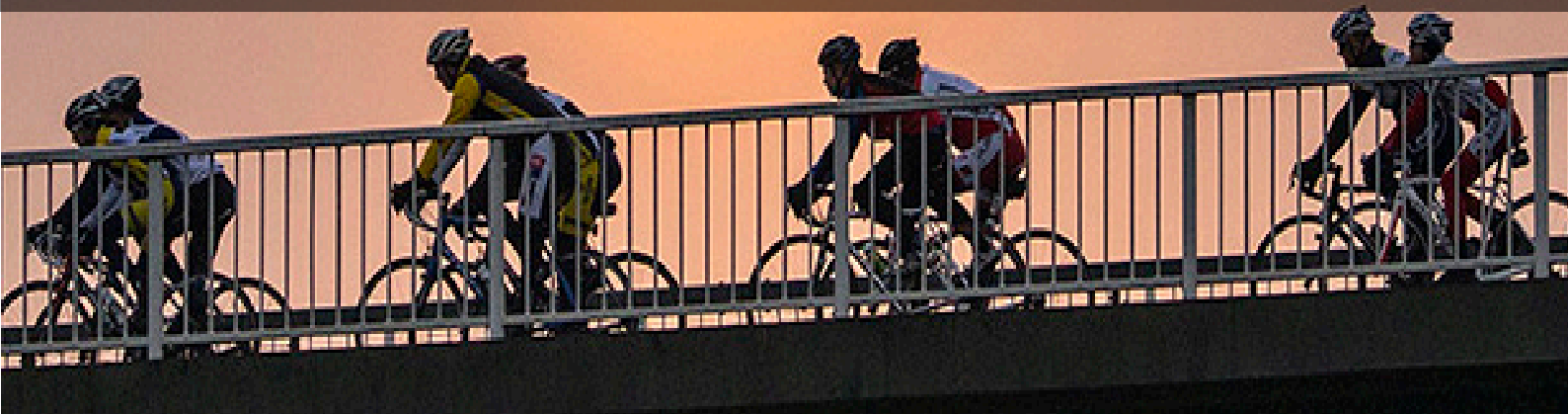
We want to help people get where they want to go, and deliver goods where they need to be. Accordingly, the City of Launceston will need to optimise the existing transport network and realise its potential. This may include reviewing the key places in Launceston and how the transport network connects them. Decisions will therefore be informed by evidence and overall regional connectivity considerations.

The following strategic directions focus on how the City of Launceston can provide efficient transport connections for people and goods in Launceston while achieving the goal of a 15-minute city in the next 20 years.

Future Ready

Advances in technology may change the way people live and move in Launceston in the future. Advances in data collection, as well as shared and electric mobility, will play a major part in how people move in Launceston. Therefore, the strategy will:

- investigate the suitability of emerging modes for use in Launceston
- aim to provide an integrated transport system with real-time information and easy interchange between different modes
- consider a transparent process to capture, process and analyse transport data; and use that data knowledge to improve the transport network and services.



C1 • OPTIMISE TRANSPORT NETWORKS AND SERVICES

Our existing transport networks and services move people and goods in Launceston, but we need to maximise the benefits by maintaining and optimising the network and services. The City of Launceston can do this by implementing a Network Operation Plan and working with the Department of State Growth (State Growth), Metro, and other private bus operators contracted by the Tasmanian Government to provide services to and from Launceston.

C1.1 – Implement network priorities in line with the adopted Launceston Network Operations Plan

Once adopted, the Draft Launceston Network Operations Plan (NOP) will play a key role in achieving the transport and place outcomes envisioned for Launceston and its surrounding region. It will guide the City of Launceston in prioritising the different street uses that compete for the limited space, so the network operations contribute to achieving the vision. This strategy will prioritise the adopted NOP's identified routes across each mode. Where conflicts exist between modes, we will evaluate options using the best evidence available before making decisions.

C1.2 – Collaborate and advocate for more attractive bus services

The City of Launceston works collaboratively with State Growth and Metro in determining appropriate bus services and infrastructure. This approach provides the City with the opportunity to make sure our community's opinions are heard through ongoing community engagement and independent review of the services and infrastructure provided. From this, the City can advocate for improvements like including more frequent services, larger network coverage, better bus quality, or more bus stops.

C2 • ENSURE ADEQUATE INFRASTRUCTURE IS IN PLACE

To enable people to travel, we need to ensure they have adequate infrastructure. This includes infrastructure for pedestrians, cyclists, bus passengers, drivers and micromobility users.

C2.1 – Maintain and expand cycle paths and supporting infrastructure on priority routes

Launceston's cycle network currently has over 50 kilometres of cycleways and almost 40 kilometres of multi-purpose tracks and trails in parks and reserves. This makes cycling a popular leisure activity among Launceston residents and visitors. However, cycling for other purposes such as commuting is still less common.

To make sure that cycling is a viable option for travelling, we need to review and investigate opportunities to provide more cycle lanes on/off roads, particularly separated cycle lanes to appeal to less confident cyclists. Currently, the CBD area (and other regional links) has a large gap in separated cycle lanes. Additionally, the City of Launceston will investigate opportunities to provide the CBD area with a least one north-south and one east-west separated cycle lane.

C2.2 - Deliver the Launceston Interchange and CBD redevelopment projects

Current bus stops along St John Street and York Street in the CBD have limited kerbside space for buses and loading for nearby businesses. For the past six years, the City has been working with the Tasmanian Government and Metro to identify potential solutions, resulting in a preferred option emerging.

The propposed new Launceston Interchange on Paterson Street will provide centralised access to bus services with a bus passenger shelter and comfortable waiting area. It will also be integrated with other CBD activities in line with the proposal to redevelop part of the site for education, including student housing. Any bus movement changes after the relocation will consider the adopted Network Operation Plan (Strategic Action C1). This will release space on St John Street and York Street for other purposes (e.g. wider footpaths, provision for cyclists, loading zones)

C2.3 - Review bus stops within the city to ensure DDA-compliant access for all with adequate facilities

Some bus stops in the city are more difficult to access than others due to the street and kerbside gradient, lack of crossings or topography challenges. Some have limited facilities and lack adequate shelter, timetable information and seating.

The City of Launceston will investigate opportunities to improve bus stop access. This will include considering a tiered approach to bus stop provision by identifying the level of facilities needed at each bus stop.

C3 • ENCOURAGE THE RIGHT MODES ON THE RIGHT STREETS

Each mode in the transport network serves a different purpose. We need to encourage the right modes to travel on the right streets, so that we support Launceston's people and place outcomes.

C3.1 - Develop a Street Design Guide for Launceston to align with the city's aspirations

This initiative aims to improve the city's community, staff, partners and contractors' understanding of Launceston's vision and goals for its streets, including trails and off-road paths. This is key to delivering a consistent cross-project outcome. Importantly, the guide can provide direction on often overlooked designing for vulnerable users.

We will develop this guide collaboratively and consider best practices in Australia and abroad.

C4 • PROVIDE MULTIMODAL TRANSPORT CHOICES

People use different modes for different trips. Sometimes we walk to work, cycle at the park, take the bus on a night out or drive to see family. We can combine more than one mode in a trip, such as cycling to bus stops with more services. The City of Launceston understands people will choose the most convenient transport option for their needs and strives to accommodate them within our transport system.

C4.1 – Improve the interface across different modes to facilitate multimodal trips

Given Launceston's size, most trips are shorter and do not need switches between modes. However, those travelling from the Greater Launceston area or those looking to optimise their trip may opt to use two or more modes when they travel.

To ensure these multimodal trips are well facilitated, the city will provide smoother transfer between modes, including bike parking near bus stops. The City of Launceston will also advocate for buses to carry bikes (either on external racks or inside low-floor buses). These improvements will give people multiple travel options and improve their access to bus stops.

C4.2 - Develop a one-stop online portal for active transport, public transport and micromobility

People have set ways of travelling through Launceston, often through hard-to-break habits that can relate to not knowing alternative modes or available travel options. To enable the shift to more sustainable modes of walking, cycling, bus and micromobility, the City will develop a one-stop online portal to provide comprehensive resources and information. The City will consider best practices in Australia and abroad suitable for implementing in Launceston. The platform will include any implemented improvements (such as new bike-share program, expanded cycle lanes, increased bus service frequency, etc.) to ensure people receive the most up-to-date information.

C4.3 - Increase park-and-ride uptake through promotion, improved bus services and more park-and-ride sites

We will work closely with partners to increase Launceston's Park-and-Ride (Tiger Bus) provision. As our city grows, the need to complement existing transport modes with sustainable choices will also grow. Park-and-Ride will be used to complement other modes (walking, cycling and private vehicles) for part of the journey into the city.

Bus services will continue to focus on taking passengers from origin-to-destination, but Park-and-Ride supplements their function. The City will consider how it can complement, rather than compete with, existing bus services.

C5 • HELP PEOPLE GET TO WHERE THEY WANT TO GO

Transport infrastructure is critical to a city's connectivity, but its function depends on people knowing how they can use it to reach their destinations. People therefore need clear and consistent information when travelling. This can be achieved by providing better wayfinding and real-time information.

C5.1 - Develop a clear wayfinding standard across the region's key activity areas

Providing infrastructure needs to be accompanied by clear directions for users. Wayfinding systems in Launceston must be inclusive and consistent across the region, providing guidance for Launceston residents and visitors alike. Some initial CBD investigations in the Launceston City Heart project will be reviewed and further developed for wider implementation in the Greater Launceston area. This will focus on connecting both urban and rural shared-path networks.

C5.2 - Advocate for better availability of real-time information for bus services

Reliability is key to ensuring good customer experiences. While buses run to set timetables, road conditions may vary buses' arrival times, causing customers to become frustrated with delayed or missed services.

Real-time bus location information is key to making buses attractive travel options and to simple trip planning. This information can be shown at key bus stops or on trip-planner apps.

The City of Launceston will take an active role in helping and advocating for Metro and other bus service providers to make available real time travel information for users at council owned bus stops.

C6 • HELP GOODS GET TO WHERE THEY NEED TO GO

While the State Government manages most of Tasmania's freight routes, the City of Launceston is responsible for managing the city's first- and last-mile access.

C6.1 - Ensure clear first- and last-mile access for freight and delivery and minimise the overall operation impact

Launceston's economy is driven by services that meet local population needs, and relies on a safe, efficient and reliable freight and delivery system. But heavy vehicle traffic can impact the city's amenity, particularly for vulnerable users.

The City of Launceston aims to ensure clear and safe access for all freight and delivery operations while reducing their impact. This includes implementing the Network Operation Plan for freight and reviewing other policies such as freight curfews, delivering outside of pedestrian peak times, and adopting electric trucks to reduce noise. We will also investigate the potential to implement adaptive and responsive parking and kerbside restrictions and use of collection points.

C7 • PROMOTE EVIDENCE-BASED PLANNING

The five-yearly national Census by the Australian Bureau of Statistics provides a good understanding of people's journeys to work, but the intervals are insufficient for understanding people's other trip patterns and planning for their quickly changing travel needs.

C7.1 - Undertake regular travel surveys to understand travel needs in Launceston

Undertaking regular travel surveys will enable the City of Launceston to make timely and evidence-based decisions. The Department of State Growth conducted a similar survey in Hobart and we will advocate for this to be extended to Greater Launceston. The data collection will be transparent and reporting will be integrated across different Local Government Areas in the Greater Launceston region to provide a holistic view of the region.

C8 • RESPOND TO FUTURE TRANSPORT TRENDS

This 20-year Launceston Transport Strategy needs to consider future transport trends to help Launceston harness their benefits. The following initiatives focus on emerging transport trends that we will consider for implementation.

C8.1 – Investigate the role of micromobility in providing transport alternatives

Micromobility modes, from bikes and scooters to skateboards, are becoming increasingly visible as small, practical, lightweight personal vehicles become more affordable. They can provide good first- and last-mile alternatives to places with limited public transport services. Micromobility can be a powerful tool in improving overall citywide mobility.

The city will investigate and consider the different forms of micromobility for implementation in Launceston. There are opportunities to trial this within a large complex with low-speed zones, such as the CBD and the new UTAS campus in Inveresk. We will work with our partners to assess the market and adopt the most suitable solutions for our city.

C8.2 - Encourage the adoption of shared-mobility models

Shared mobility is key to increasing vehicle use and reducing individual vehicle ownership in the long term. Shared mobility, such as car share services, allows people to subscribe to cars and use them only as needed. The model has seen a large uptake in the past five years following advances in GPS location tracking, electric payments and mobile apps that make the process more convenient. In Australia, most state capitals have engaged one or more vendors to trial their technology, allowing people to easily share cars, vans/utes, bikes and scooters.

The Shared Mobility Models Report outlined some considerations for the City of Launceston in adopting this model. From this information, we will identify the suitable commercial and operational arrangements to maximise the benefits for our people and the environment. Our actions will align with the State's regulatory framework and the infrastructure available in Tasmania.

C8.3 - Prepare for the possibility of autonomous vehicle deployment in Launceston, provided they contribute to desirable outcomes

Autonomous vehicles at different automation levels have already been deployed in cities around the world. While the technology is still imperfect, this strategy aims to ensure we are well-positioned to reap benefits as they are realised.

As a city, we need to understand how autonomous vehicles can contribute to our community's desire for a liveable, healthy and connected Launceston. Deploying more vehicles for personal use will unlikely solve our transport problems. To avoid these issues, we need to investigate suitable regulatory and policy frameworks for Launceston.

Under this initiative we may opt to:

- Support safe and sustainable adoption of lower-level autonomous technology for public transport in a defined area such as a campus or airport
- Explore beneficial applications for early higher-level autonomous technology trials
- Explore the opportunities for integrated smart transport systems
- Work with our partners to further investigate this model as the technology develops

6 Future Transport Initiatives

This section outlines the effort, impact and timeframe for each initiative previously outlined. These will be monitored throughout the lifecycle of the strategy.

- 'Effort' considers the degree of work required to realise the initiatives. This can be affected by the need for cross-organisation work, potential capital and ongoing costs and need for stakeholder buy in.
- 'Impact' is linked to the initiative's likelihood in improving Launceston's liveability, health and connectivity. This may be the result of better connections, more sustainable travel behaviours, etc.
- Timeframes are defined as short-term (0-3 years), medium-term (4-10 years), long-term (11-20 years).

A Liveable Launceston

Initiative	Effort	Impact	Timeframe	Responsibility
L1.1 Promote pedestrian movements to support vibrant places, particularly in the centres	Medium	High	Long-term	• City of Launceston • Department of State Growth • Developers
L1.2 - Incentivise provision of active and public transport modes in development areas	Medium	Medium	Medium-term	• City of Launceston • Tasmanian Government • Developers
L1.3 – Maintain the regional network of shared paths and invest in feasible extensions	High	High	Medium-term	• Department of State Growth • City of Launceston • Greater Launceston councils • New transport committee
L1.4 - Integrate recreational transport with tourism and the wider transport network	Medium	Medium	Medium-term	• City of Launceston • Visit Northern Tasmania
L2.1 - Develop frameworks for schools and businesses to establish, monitor and implement travel plans	High	Medium	Short to medium-term	• City of Launceston • Businesses and schools
L2.2 - Develop and implement a Central Activities District Parking Implementation Plan that aligns with the promotion of active and public transport	Medium	High	Long-term	• City of Launceston • Greater Launceston Councils
L2.3 - Provide regional leadership in emission reduction through appropriate zero-emission fleet	Medium	Medium	Medium-term	• City of Launceston
L2.4 - Facilitate the required infrastructure to support zero-emission vehicle uptake in Launceston	Medium	Medium	Medium-term	• City of Launceston • UTAS • Metro Tasmania • State Growth (regulatory changes) • Private operators
L3.1 - Establish cross-organisation working groups for transport	Low	Medium	Short-term	• City of Launceston • Department of State Growth
L4.1 - Explore innovative transport solutions	Medium	Medium	Through lifecycle	• City of Launceston

A Healthy Launceston

Initiative	Effort	Impact	Timeframe	Responsibility
H1.1 - Improve education and training opportunities for cycling across all age groups	Low	High	Short to medium-term	• City of Launceston • Tasmanian Government • School communities
H1.2 – Provide tiered end-of-trip facilities at key council venues	Medium	Medium	Medium-term	• City of Launceston
H1.3 - Encourage employers to provide end-of-trip facilities	Medium	Medium	Long-term	• City of Launceston
H2.1 – Improve the safety of all road users	High	High	Through lifecycle	• City of Launceston • Department of State Growth

A Connected Launceston

Initiative	Effort	Impact	Timeframe	Responsibility
C1.1 – Implement network priorities in line with the adopted Network Operations Plan	Medium	High	Through lifecycle	• City of Launceston • Department of State Growth
C1.2 – Collaborate and advocate for more attractive bus services	Medium	Medium	Through lifecycle	• Department of State Growth • City of Launceston • Greater Launceston councils • Bus operators • Metro Tasmania
C2.1 – Maintain and expand cycle paths and supporting infrastructure on priority routes	High	High	Medium-term	• Department of State Growth • City of Launceston • Greater Launceston councils
C2.2 - Deliver the Launceston Interchange and CBD redevelopment projects	High	Medium	Medium-term	• City of Launceston • Department of State Growth • Developers
C2.3 - Review bus stops within the city to ensure DDA-compliant access for all with adequate facilities	High	Medium	Medium-term	• Department of State Growth • City of Launceston • Metro Tasmania
C3.1 - Develop a Street Design Guide for Launceston to align with the city's aspirations	Medium	Medium	Short-term	• Department of State Growth • City of Launceston • Greater Launceston councils • Placemaking and urban design groups

Initiative	Effort	Impact	Timeframe	Responsibility
C4.1 – Improve the interface across different modes to facilitate multimodal trips	Medium	Medium	Medium-term	• Department of State Growth • City of Launceston • Greater Launceston councils • Metro Tasmania
C4.2 - Develop a one-stop online portal for active transport, public transport and micromobility	Medium	Medium	Medium-term	• City of Launceston • Metro Tasmania • Department of State Growth
C4.3 - Increase park-and-ride uptake through promotion, improved bus services and more park-and-ride sites	Medium	Medium	Medium-term	• Department of State Growth • City of Launceston • Greater Launceston councils • Metro Tasmania
C5.1 - Develop a clear wayfinding standard across the region's key activity areas	Low	Medium	Short-term	• City of Launceston
C5.2 – Advocate for better availability of real-time information for bus services	Medium	Medium	Medium-term	• Department of State Growth • City of Launceston • Greater Launceston councils
C6.1 - Ensure clear first- and last-mile access for freight and delivery and minimise the overall operation impact	Medium	Medium	Medium-term	• City of Launceston • Tasmanian Logistics Committee • Developers
C7.1 - Undertake regular travel surveys to understand travel needs in Launceston	Medium	Medium	Medium-term	• Department of State Growth
C8.1 – Investigate the role of micromobility in providing transport alternatives	Medium	Medium	Medium-term	• Department of State Growth • City of Launceston • Greater Launceston councils • Bus operators
C8.2 - Encourage the adoption of shared-mobility models	Medium	Medium	Long-term	• Department of State Growth • City of Launceston
C8.3 - Prepare for the possibility of autonomous vehicle deployment in Launceston, provided they contribute to desirable outcomes	Medium	Medium	Long-term	• Department of State Growth • City of Launceston • Greater Launceston councils

References

Greater Launceston Plan (adopted by Council 20 June 2014)

Launceston City Deal (2017)

Tomorrow Together: A Mobile City (2019)

Greater Launceston Transport Vision and Work Plan (2020)

Towards Zero Tasmanian Road Safety Strategy (2017)

Greater Launceston Metropolitan Passenger Transport Plan (2016)

Residential Land Demand Supply Assessment (2019)

Northern Tasmanian Regional Land Use Strategy (2018)

Launceston Bike Strategy (2015)

Launceston Pedestrian Strategy (2014)

UTAS Sustainable Transport Strategy (2017)

Draft Launceston Network Operations Plan (2021)

City of Launceston Access Framework for Action 2020 - 2024 (adopted by Council 10 December 2020)

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City of LAUNCESTON