



GETTING FROM

A TO B

IN LAUNCESTON



Launceston's Transport Futures

Greater travel options for the people of Launceston

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Executive Summary

Transport policies and systems strongly influence our daily lives and affect how we enjoy living, working and visiting in our community. They potentially affect everything from whether we choose to drive our cars or catch the bus, to where we park, how safe we feel walking and riding our bikes, and how clean our air is.

Launceston is a great place to live, work and visit, and the City of Launceston is committed to making the transport system fit for current and future challenges. The organisation has a responsibility for managing and preserving the transport infrastructure in Launceston. It is tasked with looking after assets that require constant work and investment. Getting these fundamentals right will facilitate the convenient, safe and efficient movement of people, goods and services.

The development of *Transport Futures* has included a traffic study, strategies for pedestrians, cycling and safer roads which has given the council the opportunity to critically examine the city's transport needs. These building block studies and strategies have provided the opportunity to show how transport, in its broadest sense, has a part to play in key policy areas such as liveability, land use, safety, economy, health and the environment .

Transport Futures is the City of Launceston's first major high-level long term planning document that deals with transport. Attention has been focused on a number of key priorities which will make it easier for people to make choices in the way they travel, increase mobility and accessibility and in the process help to address the health, social and environmental problems of motor vehicle dependence. The focus of *Transport Futures* is to invest strategically in: relieving traffic congestion; providing greater travel options; reducing injuries for all road users; and boosting walking and cycling in Launceston.

This document is deliberately shorter than the other strategies because it is designed to provide an overarching framework with high level direction and strategic objectives. .

What is Transport Futures?

A plan that embraces policy and planning for safer roads, walking, cycling, and all modes of transport

Transport: whether it is by private car; walking; cycling; trucks that service our service stations, shops, supermarkets and industries; commuter or school buses is important to the development of Launceston. The council plays a significant role in maintaining the transport infrastructure of the city.

The organisation manages an overall road network of 739 kilometres (approximately 90% of the total network of the municipal area, with the State Government primarily responsible for the remaining 10%) that is made up of major urban roads, town streets and rural roads. The organisational also maintains a network of footpaths, cycleways and bridges which are important to allow residents and visitors the opportunity to traverse the city on foot or by bike.

Transport Futures outlines the City of Launceston's actions to make Launceston a city with a people friendly traffic system, whether as a driver, pedestrian or cyclist, and a place where people can enjoy a range of transport options.

These actions aim to encourage people to make conscious choices around mode of transport by creating an environment where transport options are safe, efficient, convenient, stimulating and an appealing experience for everyone in every neighbourhood in Launceston. *Transport Futures* underpins a system of infrastructure to facilitate economic growth; encourage more pedestrian and cycling activity; manage the impacts of motor vehicle transport; and plan for long term, sustainable funding.

Quick facts

City of Launceston's roads and related assets include.

Urban roads
370 km pavement area
2,995,000 m²

Rural roads
369 km area
1,780,000 m²

Transport Futures is a key document that sits above the following secondary plans (see Figure 1):

- Launceston Traffic Study;
- Launceston Pedestrian Strategy;
- Launceston Bike Strategy; and
- Launceston Safer Roads Strategy

These strategies are the building blocks of *Transport Futures* which will guide transport policy and future investment decisions to ensure funding is allocated to deliver maximum benefits for Launceston.

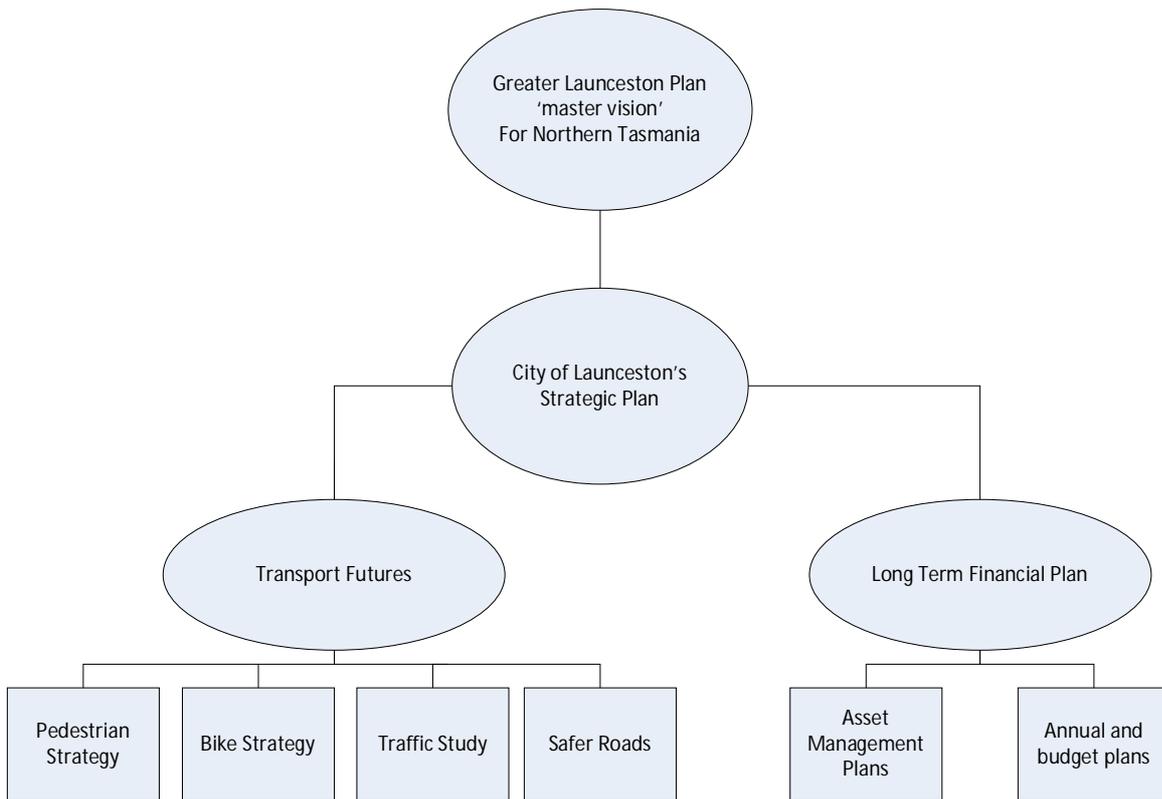


Figure 1 – Overall plan for infrastructure provision

(*details provided in “Related Strategies”)

Transport Futures outlines a range of high level direction for how the organisation will move transport forward in Launceston. The goals, strategic and service objectives are preceded by the priorities and issues identified in these secondary plans. Details of specific service objectives are translated into a range of detailed policies, actions and implementation plans within the secondary plans.

Vision

The vision for Launceston's transport system - transport influences many aspects of our lives

As owners and managers of transport infrastructure assets, the City of Launceston is responsible for examining and planning the city's transport needs; providing for business, car and bicycle users, and pedestrians and in the process, taking into consideration the fundamental relationship between the planning and development of our community in a way that supports and enhances all modes of transport.

To acknowledge the importance of transport to the growth and liveability of Launceston, and taking into account what the community has already said about transport planning, walking and cycling, Council has set the following vision:

Greater travel options for the people of Launceston.

Launceston's transport system will deliver:

- An efficient, equitable, safe, sustainable and adequately funded system
- Safe, liveable and healthy communities with good access to local jobs, education, services and recreation
- Land uses that emphasise compact and complete communities
- An informed, engaged public, strong partnerships with others and leadership in sustainable investments

Economy, access and liveability achieving a good transport system and making Launceston a better place.

Transport plays a part in people's lives and a good transport system responds to many and varying priorities and needs. Transport options, routes and infrastructure quality can significantly influence the economy, access and liveability of communities.

These three main themes are outlined in Figure 2 and have been used to articulate the goals of *Transport Futures*.

Economy:

Transport infrastructure influences employment, the economy and the movement of goods

- Can customers find businesses easily?
- How many ways are there to access shops and businesses?
- Where do employees live and how do they get to work?
- Do travel options direct the type and number of employees businesses can attract?
- Is there sufficient parking?
- What transport routes and infrastructure are needed to attract and retain employers?
- Do visitors have options for how they travel around the city?
- Are routes clearly marked?
- Can Launceston be marketed as an attractive walking or cycling holiday destination?
- How do visitors get to tourist destinations and attractions?

Access:

Transport needs to be accessible to all

- Are there any factors that limit how people can move around the city (physical, cognitive, mental, social, financial, age or geographic challenges)?
- Can transport infrastructure be used solely for active and passive recreation (cycling, running, walking for enjoyment and fitness)?
- Can infrastructure and programs be designed to make transport more accessible to all?

Liveability:

Transport infrastructure influences people's feelings about where they live, work and play

- Do people have options of ways to travel to school, shops and parks?
- Can you get to work efficiently?
- Are there places to walk or cycle where you can also connect with your neighbours and community?
- How do you feel when you are on your street whether you are walking, on a bicycle or in a car?
- How do transport options impact on air quality or health in the city?
- Are there times where travel is unpleasant and causes stress and anxiety?

Related strategies: the building blocks of *Transport Futures* Providing sound choices and integrating with important policy areas

Transport Futures is a culmination of many pieces of research, other strategies and policies as they relate to transport that have been commissioned by the City of Launceston in recent years.

All this work has been collated into *Transport Futures* as the overarching document, bringing together the key themes that have been the product of many discussions and consultation processes with the community and residents, external organisations and several council departments.

TRANSPORT FUTURES	Traffic Study <i>Greater travel options</i>	Safer Roads Strategy <i>Reduce injuries for all road users</i>	Pedestrian Strategy <i>More people walking, more often</i>	Bike Strategy <i>More people cycling, more often</i>
Liveability	Make the city an easy place to get around and develop communities around sustainable transport	Provide and support programs and services that promote and enhance safety	Sense of community connectivity, culture of walking and health benefits	Promoting a culture of bike riding and influencing travel behaviour
Economy	Road management schemes that contribute to economic growth, enhanced movement of freight and traffic	Manage roads and infrastructure so they function to the best of capacity; reduce the impact of road crashes	Walking for economic gain, tourism potential and increased productivity of a healthier workforce	Infrastructure that contribute to economic growth including tourism
Access	Make transport more effective and improve traffic conditions for all road users	Future roads and traffic projects that improve accessibility	Developments and projects that provide opportunities to creating environments that are conducive to walking	Priority areas for cyclists in locations with significant activity and potential for growth

Figure 2: *Transport Futures* framework

Note: Two other significant pieces of work have been considered as part of *Transport Futures*. They are: Parking and Sustainable Strategy & Launceston Public Spaces and Public Life (see Section 5.5).

The Launceston Traffic Study is a joint initiative of the council and the Department of State Growth. As owners and managers of the Launceston road network, they are collaborating to understand how transport can be more effective; make the city easier to get around; and contribute to economic growth.

The development of the Launceston Traffic Study began with a review of the movement of freight and traffic in Launceston to provide a quantitative base for potential transport infrastructure projects. The review focused on technical assessments of existing traffic conditions and an analysis of information such as traffic volumes, crash data, travel time data, congestion data and freight demand.

The recommended priorities from the Launceston Traffic Study are:

- Pursue bypass options to, reduce congestion in the city centre, facilitate freight movement and reduce crash rates;
- Improve safety at intersections with high reported crash rates;
- Investigate alternative routes to busy corridors;
- Monitor travel time; and

Conduct traffic modelling to determine impacts of vehicle movements, junction modifications, and any bypass options.

Launceston Pedestrian Strategy (2012)

Vision: more people walking in Launceston

The Pedestrian Strategy aims to increase walking because it is part of the community's culture and because the city's infrastructure encourages people to walk more often. For example, walking is complemented by public transport, cycling and other sustainable modes of travel. The strategy aspires to a city where walking forms part of people's journey to home, work, events, activities, services they want to frequent and where they feel a sense of connection to their neighbourhoods because they experience them at a walking pace.

Principles of universal accessibility, safety and good design have been adopted in the development of the Pedestrian Strategy. More specifically:

- The organisation will actively support walking by creating an urban environment and developing infrastructure that encourages walking.
- The safety of pedestrians will be a high priority.
- All footpaths and walkways will be clear, accessible and barrier-free.
- Developments and projects in Launceston, both public and private, provide opportunities to creating an environment that is conducive to walking.
- Tools for navigating the city on foot (signage, maps and art) will make walking more attractive.
- Pedestrian-focussed projects and initiatives will be coordinated across all the council divisions and departments.
- Areas that are not well designed for walking will be transformed - neighbourhood by neighbourhood, suburb by suburb - into places where people want to walk.

The council has articulated a system of infrastructure that encourages more pedestrian activity. This entails a prescribed method for infrastructure provision and improvements that involves categorising and systematically auditing every pedestrian pathway. The categories will then be used to provide levels of service using relevant standards.

Launceston Bike Strategy (2013)

Vision: more people cycling in Launceston more often

The Bike Strategy establishes a vision for cycling in Launceston and sets out principles and recommendations regarding cycling infrastructure as well as safety, education and promotional programs.

The organisation aspires for Launceston to be known as a bicycle-friendly city where cycling is a desirable and mainstream transport option because it is safe, convenient, comfortable and fun for people of all ages and riding abilities.

Primary goals -The primary goals within this strategy are:

Goal 1

More cycling: *a material increase in the number of bike trips, including an increase in cycling trips made by females*

Goal 2

Safer cycling: *bike riding feels safer and is safer with fewer people injured while cycling*

Launceston has a history of commitment to cycling dating back to the 1970s. The initial focus has been on developing suitable and safe cycling infrastructure before the council could start promoting and attracting people to take up bike riding or to cycle more often.

Over the years, bike route networks and facilities have been progressed resulting in safer commuter routes, and improved safety and amenity of streets for cycling.

The Bike Strategy will guide the further development and maintenance of cycling infrastructure and programs. It will also take into account new residential and retail developments and other land use changes, as well as aspirations for an increase in the number of people taking up cycling for recreation and commuting.

The recommended Strategy Actions are centred on progressing environments that support active living and creating a culture of increased physical activity into people's daily routines. They include integrating networks, infrastructure and facilities; influencing travel behaviour and promoting a culture of bike riding; and focussing on priority areas for cyclists in locations with significant activity and potential for growth.

Launceston Safer Roads Strategy (2013)

Vision: reducing injuries by raising the inherent safety and quality of road networks for all road users

The City of Launceston has been involved in road safety initiatives for many years however this is the first time these efforts have been documented in a formal plan. The organisation's inaugural Safer Roads Strategy is based on the Safe System Principles, a conceptual framework for road safety management.

For the organisation, safer roads means raising the inherent safety and quality of road networks for the benefit of all road users, especially the most vulnerable (pedestrians, cyclists and motorcyclists). This will be achieved through the implementation of road infrastructure assessment and improved safety-conscious planning; design; construction; and operation of roads.

The Safer Roads Strategy outlines the road safety challenges in Launceston; the process for ongoing identification of road safety projects and measures to address road safety issues; and a multi-year program of works either funded from the council's resources or through external finance and partnerships.

Safe System Principles - safer roads, safer people, safer speeds, safer vehicles - No person should be killed or seriously injured on roads.

The Safe System framework uses four main themes to promote a reduction in road crashes and the incidence and severity of associated road trauma.

Although the theme that this Strategy focuses on is safer roads and road environments, it also discusses elements of the remaining three themes as far as the council can influence.

Safer roads and road environments

This principle is concerned with improving the safety of road networks and surrounding environments for the benefit of all road users. Activities include safety-conscious planning, design, regular road safety assessments and encouraging relevant authorities to consider all forms of transport and types of safe infrastructure when they respond to the mobility needs of road users.

Safer people

This principle focuses on developing comprehensive programs to improve road user behaviour. Activities include encouraging the development of model safety legislation and enforcement of road safety laws and standards. These efforts are combined with public awareness and education, working through the Community Road Safety Partnerships.

Safer speeds

This principle relies on speed limits complementing the road environment to manage crash impact forces to within human tolerance; and all road users complying with the speed limits.

In road safety, the preferred intervention is to invest in safety upgrades but speed limit reductions can provide an alternative effective measure.

Setting of speed limits is a state responsibility but the City of Launceston has a role in negotiating appropriate limits for its road network. The council can also influence speeds through road design and traffic management measures.

Safer vehicles

This principle addresses the need for improved vehicle safety by encouraging relevant global standards and mechanisms to increase uptake of new technologies such as collision avoidance systems that impact on safety.

Vehicle specifications and standards is a Federal government responsibility, and enforced by the state. Local government does not have a direct role apart from being responsible for its own fleet, and promoting the uptake of enhanced safety features and personal protective gear.

Other related strategies

Two recent and significant pieces of work provide strategic transport recommendations and therefore have been incorporated in this document. They are the Parking and Sustainable Transport Strategy, and Launceston Public Spaces and Public Life.

Parking and Sustainable Transport Strategy (2009)

AIM: review the current objectives and planning regulations relating to parking and sustainable modes of transport within Launceston's Central Activities District.

Council is well placed to influence, negotiate and be actively involved in decisions about its road networks and participate initiatives that increase the safety its users.

The organisation commissioned this strategy recognising that parking issues cannot be dealt with in isolation from the broader issues of car use and transport, and that parking is an essential element of the overall transport system.

The review identified 1% of people cycle to work for all or part of their journey and 6% of people walk to work. It suggests that walking and cycling infrastructure must be delivered in the context of travel demand management and integrated with wider transport and land use management and operational policies. The integration will ensure that pedestrians and cyclists are automatically considered and prioritised, and that opportunities to incorporate walking and cycling improvements into other projects and programs are taken up. Greater use of public transport, walking and cycling for travel to the city centre is an essential outcome of the strategy.

Strategic transport recommendations include:

- Invermay Rd, Charles Street and part of Hobart Road be managed as major corridors for the movement of people;
- Measures to encourage carpooling be investigated;
- The introduction of a dedicated CBD bus service;
- Widening the use of the St John Street bus station to allow use by all urban bus operators;
- Park and ride/park and walk/park and bike facilities; and
- Investigating the street system around the CBD to improve pedestrian and cycle environment, and reduce the volume of through traffic.

Launceston Public Spaces and Public Life (Gehl, 2011)

AIM: establish a vision for city spaces and invite more public life

The Gehl report highlighted a motor vehicle dominated city but also pointed to the city's greatest assets – the river, parks and preserved heritage.

There are many opportunities to better employ the city's assets to improve people's experiences which in turn will lead to economic benefits for the city.

This study was focussed on the city centre, as the most intensely used areas. The aim of the study was to establish a vision for city spaces and strategies about how and where to strengthen and invite more public life in the city centre.

One of the key findings is that Launceston is motor vehicle traffic dominated city. The report highlighted Launceston's assets (river, parks and preserved heritage), as well as areas for improvement. These included: heavy traffic throughout the city, under-developed laneways, low density of residents in the city, and the low number of public spaces for children.

The recommendations were therefore focused on capitalising Launceston's amenities, ensuring the city centre has a people-friendly traffic system and is better for walking – in order to improve people's experiences in the centre, which in turn will lead to significant economic benefits for the city.

Goals, strategic and service objectives

Bringing the vision and related strategies together

In considering all the related strategies, Council has set the following goals which it believes represent what a good transport system should achieve:

Goal 1: Safer and healthy communities

Goal 2: A successful local economy

Goal 3: Efficient network management

Goal 4: Transportation integration

Goal 5: Protection of built and natural Environment

Goal 6: Increased travel choice

These goals and the vision were informed by consultation (as part of the development of subordinate plans) and used to organise the issues and priorities that were identified by the community and other stakeholders.

In response, the organisation has developed a range of strategic and service objectives that provide the high level direction for how it will move transport forward in Launceston. The specific details of these objectives are translated into a range of detailed policies, actions and implementation plans within the secondary plans outlined within the strategies covered by Transport Futures.

GOAL 1: Safer and healthier communities

Promoting safer communities is a key element of Transport Futures. It is concerned with safety in terms of risk of being injured when using the transport system, as well as personal safety and security.

Priorities and issues identified in the Pedestrian Strategy, Bike Strategy, Safer Roads Strategy and Launceston Traffic Study:

- Pedestrian and cyclist safety remains a concern for the community, lack of segregated facilities
- Personal security for pedestrians and lack of consideration - for example, not stopping at crossings and lack of tolerance
- High number of injuries from road crashes overall imposing a significant financial, social and health costs to the community
- Truck traffic through CBD
- Opportunity to submit projects under the Nation Building Black Spot Program

Strategic objective: Improve community safety, health and quality of life

Service objectives:

- Undertake physical measures to improve the safety for all users, and boost cycling and walking
- Promote a culture of road and community safety in all aspects of infrastructure assets and services
- Raise awareness of road safety

GOAL 2: A successful local economy

Transport plays an important role in supporting economic development. The businesses and institutions located within the municipal area are critical to the economic and social viability of Launceston. The City of Launceston's aspiration is to see a modern, responsive and efficient transport system that is capable of supporting the competitiveness of local businesses and boosting productivity and access to markets. The existing and future capacity, location and alignment of transport infrastructure within Launceston and the Greater Launceston Region are critical factors that will impact on the local economy.

Priorities and issues identified in the Pedestrian Strategy, Bike Strategy, Safer Roads Strategy and Launceston Traffic Study:

- Congestion and intersection delays
- Completion of planned network a priority
- Adverse impact of truck traffic
- Continued urban sprawl developments contributing to over-reliance on motor vehicle use
- Growth of the city and concerns over the ability to provide the supporting transport infrastructure
- Potential for increased tourism

Strategic objective: Reduce congestion and support the sustainable economic development and vitality of Launceston

Service objectives:

- Provide public infrastructure and services that support sustainable economic growth
- Determine the most appropriate corridors for moving traffic to ease congestion
- Influence and manage transport demand and supply

GOAL 3: Effective and efficient network management

The success of Transport Futures will rely on a clear appreciation of the fundamental importance of well managed and maintained transport infrastructure. As public expectations rise, the level of infrastructure that is in place expands and the use and demands also rise.

Priorities and issues identified in the Pedestrian Strategy, Bike Strategy, Safer Roads Strategy and Launceston Traffic Study:

- Inconsistency of road treatments creating uncertainty for different users
- Strong public support for completion of the planned road network
- Impact of heavy vehicle traffic on amenity, safety and maintenance issues
- Competing expectations and demands of road users
- Lack of funding for major corridors project
- Need for more facilities and programs that support active transport

Strategic Objective: Efficiently manage, maintain and improve the transport system for all modes.

Service objectives:

- Develop, maintain and improve transport assets and promote best value in asset maintenance
- Establish sustainable and predictable funding streams, including partnerships and collaboration

GOAL 4: Integration of transport

Council is a lead player in promoting pedestrian, cycle and transit-friendly communities that are well served by all aspects of the transport system. Aspects of travel demand such as origin and destination locations, lengths of trips and choice of mode are shaped by land use developments and patterns. The most fundamental determinant of the nature and scope of the transport system are how and where growth is planned and directed, and how far it will be possible to move towards reduced dependence on motor vehicle use.

Priorities and issues identified in the Pedestrian Strategy, Bike Strategy, Safer Roads Strategy and Launceston Traffic Study:

- Incomplete road networks and missing links
- Support for facilities to be located within walking and cycling distances – shopping, schools, leisure, activity centres
- Need for more integration of transit facilities with new developments

Strategic Objective: Promote integration between transport and land use to reduce the need for car travel and support trips by more sustainable modes

Service objectives:

- coordinate transit investment with land use planning in support of high density, mixed use and compact development
- promote integrated and universal transport elements within development projects so that modes other than only motor vehicle are supported and improved
- improve and enhance activity centres by promoting integration with transit

GOAL 5: Protection of the built and natural environment

Transport has led to significant improvements in our quality of life. It has provided individuals' mobility and access to economic, social and cultural pursuits – jobs, education, leisure, and activities. Launceston's natural and heritage environment is highly valued by its residents. The importance of dealing with growth in ways that minimise environmental impacts is vital and this is a particular challenge with respect to transport.

Priorities and issues identified in the Pedestrian Strategy, Bike Strategy, Safer Roads Strategy and Launceston Traffic Study:

- Air quality issues associated with traffic
- Heavy vehicle movement and the management of goods movement
- Growing recognition of transport relating to greenhouse emissions
- Need for greater investment in transit

Strategic Objective: reduce the impacts of transportation on the built and natural environment

Service objectives:

- Reduce the impact of road freight
- Reduce the impacts of traffic on air quality and climate change
- Promote active transport to replace or reduce reliance on the motor vehicle

GOAL 6: Increased travel choice

Mobility is important and relevant to many people. The purpose of any transport system is to provide access for people to services, recreation, jobs, services and to other people. With a diverse population with differing needs, not everyone in Launceston is being fully served by the transport system. A poor transport system disproportionately affects young and older persons, low-income families or newly arrived immigrants. Having safe, convenient and affordable transport options helps to ensure that everyone can participate fully and equally.

Priorities and issues identified in the Pedestrian Strategy, Bike Strategy, Safer Roads Strategy and Launceston Traffic Study:

- Poor transit service
- Incomplete bike network
- Need for increased provision of facilities for cyclists and pedestrians

Strategic Objective: promote alternative and sustainable travel choice and provide better accessibility

Service objectives:

- Promote alternatives to the car by improving walking and cycling opportunities, including transit
- Protect and improve transport infrastructure in support of strategic transit expansion and upgrades
- Introduce behavioral change initiatives with transport improvements