Maribyrnong
CITY COUNCIL

Maribyrnong Walking Strategy

February 2011

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Walking is convenient, it needs no special equipment, is self-regulating and inherently safe. Walking is as natural as breathing.

John Butcher, Founder Walk21, 1999

Executive Summary

Maribyrnong City Council's Walking Strategy aims to improve pedestrian access and facilities and encourage more walking across the municipality and is an integral part of Council's primary objective to protect and promote the wellbeing of our community. The Maribyrnong City Council Walking Strategy emerges as there is increasing momentum in state policy and the Victorian Transport Plan 2009 to prioritise sustainable modes of transport.

In 2001 the *Maribyrnong Integrated Transport Strategy* identified a number of Walking Objectives for the City, including the promotion of walking as a mode of transport, improving pedestrian facilities in priority areas and ensuring new developments are pedestrian friendly. The Walking Strategy builds on these objectives and seeks to respond to the unprecedented development and change occurring within the municipality.

The Walking Strategy draws on an extensive body of work already undertaken by Maribyrnong City Council in regard to its pedestrian network. Most recently projects such as the Footscray Wayfinding and Pedestrian Signage Strategy (2007) and programs such as the School Travel Planning Project (2009-2010) and the ongoing Footpath Improvement Program have sought to promote walking through provision of infrastructure and behaviour change. The Walking Strategy draws upon international examples of best practice such as the '5Cs' of Good Walking Networks promoted by Walk 21:

1. Connected
2. Convivial
3. Conspicuous
4. Comfortable
5. Convenient

The Walking Strategy also complements existing Maribyrnong City Council plans designed to facilitate all modes of sustainable travel in the City such as the Maribyrnong Strategic Bicycle Plan (2004), Green Travel Plans and the Active West Active Transport Plan (2009 in draft).

The Walking Strategy Action Plan identifies prioritised actions and initiatives over the short to long term. This recommended action plan will require the support and commitment of many sections of Council to achieve the desired outcomes.

1 Introduction

Walkability refers to how "friendly" an area is for pedestrians; it may be defined as "the extent to which walking is readily available as a safe, connected, accessible and pleasant mode of transport".[1]

1.1 Vision of the Walking Strategy

Maribyrnong City Council is committed to creating a walkable city that is accessible and safe for all.

1.2 Objectives of the Walking Strategy

1. Making walking the preferred choice of travel mode for short trips
2. Raising the profile of walking
3. Decreasing car dependency
4. Making walking more attractive and accessible for all
5. Improving walkability by an integrated approach within Council
6. Better use of planning tools to improve walkability
7. Increasing walking in the transport mode share for Maribyrnong.

1.3 Why Develop a Walking Strategy? The transport, health, economic and community benefits

1.3.1 Broadening Transport Options

In the next ten years, population growth coupled with the conversion of industrial land to residential areas will see increasing pressure placed on the City's pedestrian infrastructure. Maintaining safe, accessible pedestrian links in established areas of the municipality is a key component of the strategy. Key redevelopments such as the Bradmill and former Maribyrnong Defence sites into residential areas will necessitate responsive planning and clear guidelines for developers. The Walking Strategy aims to guide the creation of excellent pedestrian infrastructure in these new neighbourhoods and ensure connectivity between these sites and the rest of the municipality. Walkability will be facilitated by the provision of shade, regularly spaced benches and water fountains, in addition to well maintained footpaths.

The Walking Strategy fits with projects such as the Victorian Government's Footscray Renewal initiative as part of *Melbourne 2030* with its planning update *Melbourne @ 5 million*. Projects such as the redevelopment of Footscray station and forecourt will create easy and accessible connections between walking and other transport modes. Changes such as the growth of the Port of Melbourne and the flow-on impact of an increase in freight movements will also affect the City of Maribyrnong. A key component of the Walking Strategy will be maintaining the balance between facilitating growth in general car use and freight movements and ensuring a safe and enjoyable pedestrian environment.

[1] *Making London a Walkable City: The Walking Plan for London*

1.3.2 Bringing Economic Benefits

The Walking Strategy aims to enhance the economic benefits associated with walking. As outlined in the Victorian Government's Towards an Integrated and Sustainable Transport Future: Policy Statement, the ability to move people and freight efficiently results in a stronger and more competitive economy. Likewise the costs of creating and maintaining pedestrian infrastructure is minimal when compared to the costs associated with building and maintaining road infrastructure.

Walking provides people with direct access to jobs, services and local business as well as to the wider community through public transport. The City of Maribyrnong has a comparatively low level of car ownership. The municipality also has a low socio-economic rating, ranking third on the SEIFA index of disadvantage within Melbourne municipalities. Facilitating low cost forms of transport helps ensure that all sectors of the community have access to jobs, education and services. Being able to walk to work and to schools is most effective when employment opportunities are dispersed throughout the municipality and there is a correlation between the local skill set and the employment opportunities available.

1.3.3 Contributing to Community Wellbeing

Protecting and promoting the health and wellbeing of our community is Council's primary objective. The Council Plan, in a Victorian-first, incorporates the Municipal Public Health Plan in order to achieve this. The promotion of walking and the creation of walkable neighbourhoods is a key component of this community wellbeing.

Actions from many Maribyrnong City Council policy documents including: Ageing Well Strategy 2004-2016; Disability Policy and Action Plan 2007-2012; Public Toilet Facility Strategy 2004 and Road Safety Plan 2007-2011 contribute to improving walkability.

The City of Maribyrnong faces significant challenges in reducing the incidences of preventable diseases such as heart disease, Type 2 diabetes and stroke. The promotion of walking for transport and recreation has the potential to make significant changes to the health of all residents. Walkability and open space also make an important contribution to strengthened mental well-being. Making pedestrian areas more accessible is a key component of the Walking Strategy, given that 1 in 5 Maribyrnong residents has a disability, and like most municipalities, the City of Maribyrnong has an aging population. Connectivity to key destinations such as food outlets, schools, community centres and other retail areas that enable people to carry out their daily activities is an integral aim of making Maribyrnong more walkable.



Encouraging walking to school as part of a healthy lifestyle

The City of Maribyrnong is a diverse community made up of established and newly arrived residents. Walkable communities are friendly communities; they facilitate community cohesion, build community pride and make people feel safer. The issue of

personal safety continues to be a prime concern of the community, as seen in the results of Maribyrnong City Council Annual Community Survey 2008. The Walking Strategy views safety as an overarching goal in all of its nominated actions.

The Maribyrnong Early Years Plan (MYEP) is underpinned by the UNICEF benchmarks to create a Child Friendly City including commitment to fulfilling children's rights, including their right to:

- Walk safely in the streets on their own
- Meet friends and play
- Have green spaces for plants and animals
- Live in an unpolluted environment

A number of the MEYP actions aim for a city where children can access services, amenities and spaces by walking to them.

1.3.4 Meeting our Commitment to Becoming Carbon Neutral

Maribyrnong City Council is committed to the principles of environmental sustainability and becoming Carbon Neutral by 2020. Walking is the transport mode with the lowest impact on the environment. The promotion of walking as transport ties into Maribyrnong City Council's key environmental policies including the Greenhouse Reduction Strategy 2006, Carbon Neutral Action Plan Report 2007 and Peak Oil Policy 2009.

1.4 Methodology

The Walking Strategy was developed through data collection and analysis and through consultation with an internal working group and the Maribyrnong community via a survey. It also involved consultation across Council departments, collecting information on other Council strategies that currently promote walking or walkability.

The draft Walking Strategy was available to the community for comment in August 2010. *Victoria Walks* conducted a targetted community consultation session to gain feedback from residents interested in walking. The draft Strategy was also distributed to Council departments that contributed to the creation of the strategy. Following this consultation the Walking Strategy was finalised and adopted by Council.

2 Policy Context

2.1 The Maribyrnong City Council Plan 2009-2013

The Maribyrnong City Council Plan 2009-2013 seeks to protect and promote the wellbeing of the community. The Council Plan, through its key commitment areas of:

- Moving Around the City: We will plan, implement, manage and advocate for transport and parking systems for the city that will enable people to get around safely at their destination, with a positive impact on community well-being and the environment
- Amenity: We will create a well planned City and improve its amenity by creating streets, neighbourhoods, and public places that are safe, sustainable, well used and the pride of the community
- Environmental Sustainability: We value our precious environmental resources. In partnership with our community we will lead, trial and promote sustainable practice

underpins the Walking Strategy.

2.2 Municipal Strategic Statement

The Municipal Strategic Statement (MSS) expresses Council's 10–15 year vision for the land use, planning and development of the municipality. Many of the objectives and strategies of the MSS focus on encouraging sustainable transport practices such as walking, cycling and use of public transport. For example a key objective of the Activity Centres Network is to improve access to and within activity centres by public transport, car, foot and bicycle.

The MSS introduces the ability to request green travel plans where appropriate and reflects planned improvements to the transport network, including State Government projects. It sets policy guidance for the consideration of physical infrastructure, such as walking facilities, in decision-making.

2.3 Maribyrnong Integrated Transport Strategy (2001)

The key objective of the Maribyrnong Integrated Transport Strategy (MITS) is to:

Plan, facilitate and implement a transport system for Maribyrnong which is based on the principles of sustainability; quality urban form and amenity; and builds on the benefits of our inner City location with good access to public transport.

A primary objective of MITS is to improve access to the social, cultural and economic life in Maribyrnong whilst minimising the financial, human and environmental costs of that access. MITS aims to enable people to access their destination with minimal impact in a safe equitable and efficient manner. It also seeks to identify appropriate land use and transport planning strategies that contribute to sustainable urban form.

Based on these objectives MITS identified key objectives for a Walking Strategy for the municipality. The key objectives for the Maribyrnong Walking Strategy are very similar to the following Strategic Principles included in the *International Charter for Walking* developed by Walk 21[2]:

1. Increased inclusive mobility
2. Well designed and managed spaces and places
3. Improved integration of networks
4. Supportive land-use and spatial planning
5. Reduced road danger
6. Less crime and fear of crime
7. More supportive authorities
8. A culture of walking

and have been used to guide the development of this strategy.

In managing and developing a safe and well-connected transport system, Council will give priority to transport modes in the following order:

1. Walking
2. Cycling

[2] Walk21 exists to champion the development of healthy sustainable and efficient communities where people choose to walk. See www.walk21.com for more information.

3. Public transport
4. Freight
5. Multiple-occupancy vehicles
6. Single occupancy vehicles.

2.4 State Government Walking Policy

The *Pedestrian Access Strategy* (2010) sets out the Victorian Government's vision for a more pedestrian-friendly transport system for Victorians. The aim of the strategy is to encourage more Victorians to walk, especially for short trips.

The strategy establishes broad policy principles and the first steps to guide the Victorian Government's investment in walking over the next 10 years – including infrastructure, planning and design, safety and behaviour change programs.

*The Transport Integration Act (*2010) sets out a vision, objectives and decision making principles for the Victorian transport portfolio and agencies including municipal councils and Parks Victoria. The Act has a strong integration and sustainability focus, and ensures decision makers consider sustainable transport outcomes, such as walking, that support the wider transport system. The Transport Integration Act also creates new charters for Victoria's transport agencies, to build sustainability into their businesses, giving them a triple bottom line focus.

3 Important Trends and Social Indicators that Impact on Walking

3.1 Land Use Change within the Municipality

In the past, the defence industries and other manufacturing industries dominated the municipality, which was once Melbourne's industrial heartland. With the closure and redevelopment of many of these industrial sites, and the comparative affordability and proximity to central Melbourne, considerable changes to its pattern of land uses and population has occurred in the last two decades.

Compared to the metropolitan area, the city has a culturally diverse population and has a lower proportion of younger and older age groups and a larger proportion of family age groups. The city has a higher proportion of lone person households and an increasing proportion of family households.

Areas within City of Maribyrnong have developed different roles within the housing market due to the large immigration of overseas migrants, the activity of Government in public housing provision, the location of various institutions and associated accommodation (for example Victoria University Student Housing) and the changing value of residential land in the municipality. Areas such as Footscray are attractive to tertiary students and recent overseas migrants due to the opportunities for affordable rental accommodation and being close to significant retail services and education. Seddon, West Footscray and Yarraville tend to attract slightly older adults, many of whom are looking to upgrade within the Maribyrnong housing market, although these areas do tend to lose young and mature families. Maribyrnong and Maidstone have maintained a greater role in housing families, while Braybrook has attracted people

seeking affordable housing to purchase, as well as public housing renters. This variety of function and role of the specific areas in City of Maribyrnong means that make up of the population differs significantly across the municipality.

The supply of residential development opportunities within the City will have a major influence in structuring different population and households over the next five to fifteen years. Significant redevelopment sites have been identified across the municipality to meet the expected need by 2030 for 13,000 to 16,000 additional dwellings. Significant redevelopments to occur over the next 10 years include: Bradmill, Joseph Rd, and Maribyrnong Defence sites.

Footscray is expected to undergo substantial redevelopment in the future, with a significant increase in higher density dwellings expected in the Footscray CAD and areas within and around other designated activity centres, such as Highpoint and Central West. Activity centres such as Footscray CAD have a key role in reducing car use and increasing walking and bike use.

All areas of the municipality are also likely to have some further new residential opportunities through infill.

It is also worth noting that due to the changing value of land within City of Maribyrnong and the move to convert former industrial, light industrial and other 'underutilised' land (car parks etc.) to residential purposes, further development opportunities should be expected. This is especially probable, given that three areas within the municipality have been recognised as Activity Centres by the State Government. These are: Highpoint and Footscray (Principal Activity Centres) and Victoria University (Specialised Activity Centre).

Generally the City's activity centre network has limited transit orientation. Footscray and Yarraville are the only two centres with a train station in the heart of the centre. Buses serve most centres and are the main form of public transport. The majority of centres are on or immediately adjacent to busy roads and concentrate on exposure to passing car traffic rather than interaction with pedestrians. Planning for centres must focus on the role of activity centres as places that can encourage sustainable transport practices such as increased walking, cycling and use of public transport.

3.2 Population growth and change

Overall, 38.9% of the City of Maribyrnong's population was born overseas, with 34.2% from a non-English speaking background. When compared to Melbourne as a whole, residents within the municipality are more likely to have been born overseas and speak a language other than English as their first language. The diversity of the population has implications for Road Safety and our Road Safety Plan 2007-2011 discusses ways in which road safety can be addressed with diverse communities.

For more than a decade the City's population has been steadily increasing and in 2008 was estimated at nearly 70,000. Forecasts by id consulting expect this to increase to 103,000 by 2030 as an increasing proportion of Melbourne's residential growth occurs within established suburbs.

3.3 Travel to Work

When compared to the Melbourne Statistical Division, residents in the City of Maribyrnong are less likely to travel to work by car as driver-commuters (53.3% compared to 61.1% - see Figure 1. below). In comparison, a larger percentage of residents use public transport- 20.2% compared to 11.7% within the Melbourne Statistical Division. A small percentage of residents walk only to work (3.0% compared to 3.1% for the Melbourne Statistical Division).

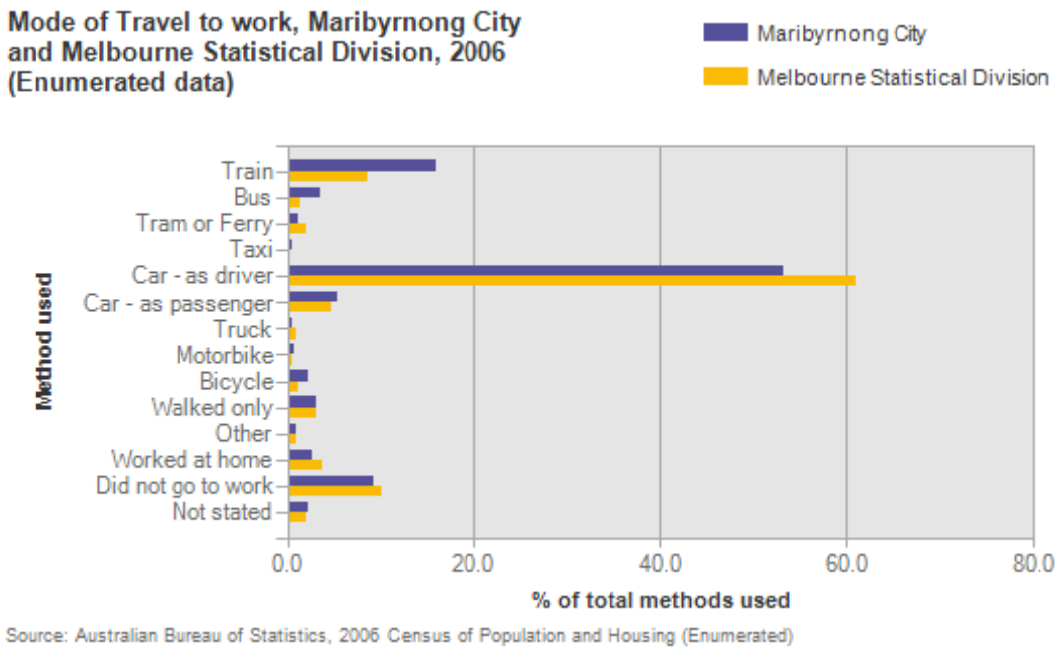


Figure 1. Mode of Travel to Work

The percentages of residents (by Census Collection District) who use public transport to get to work is shown in Figure 2 below. Residents within walking proximity of train stations are the highest users of public transport.

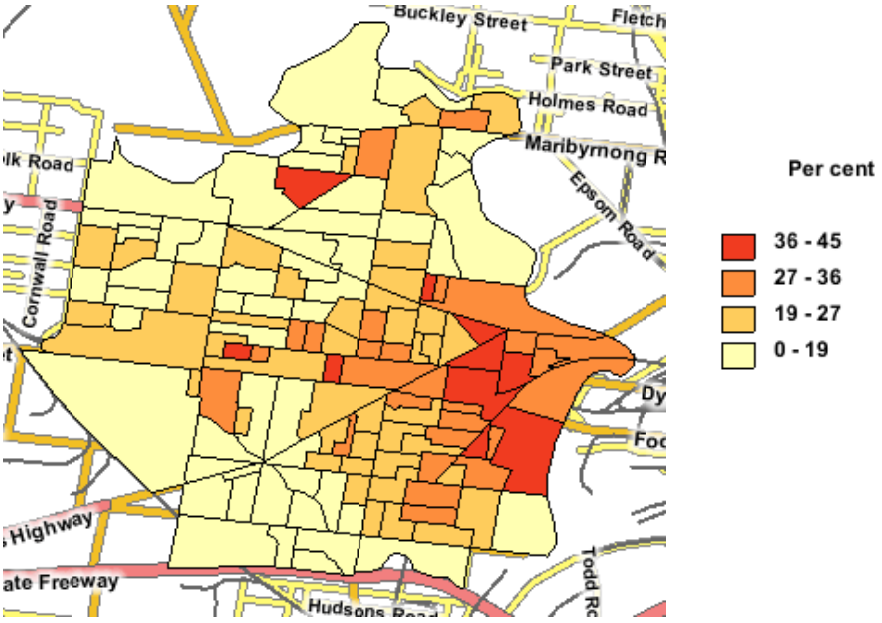


Figure 2. People who travelled to work by public transport

Of Maribyrnong residents who are employed 18.5% work within the municipality. In comparison Moonee Valley and Hobsons Bay have self-containment levels of 20.3% and 25.9% respectively. Maribyrnong's slightly lower self-containment is due to the close proximity of the City Of Melbourne as a source of employment.

The Maribyrnong Economic and Industrial Development Strategy (under development) will identify and examine the key issues facing the future economic and industrial development of the municipality including identifying and promoting opportunities for local employment.

3.4 Travel to School

In 2009/2010, Maribyrnong City Council funded a School Travel Planning Project in order to promote active travel (use of walking, cycling or scootering) for school journeys. Through completing travel to school surveys for some schools, it became apparent that a municipality wide picture of school travel would be useful in planning for future programs and in the Council's transport strategies. All schools (who had not previously been surveyed) were invited to take part in the research.

From the travel data obtained from all of these schools, it was found that most students continue to travel by car to school- nearly 40%. Travel by bus (19%) and walking (16.7%) were the next highest transport modes.

For primary schools, 38.2% of students travelled less than one kilometre to get to school and the majority (67.4%) travelled less than two kilometres to school. In comparison, only 14% of secondary students live within one kilometre of the school, however the majority live within five kilometres (47%). Nearly a third of secondary students (31%) travelled more than ten kilometres to get to school.

3.5 Car Ownership

For residents in the City of Maribyrnong, 72.8% of the households owned at least one car, compared with 82.7% in the Melbourne Statistical Division. A larger percentage of households have no vehicles (16.9% compared to 9.4% in the Melbourne Statistical Division) and there is a smaller percentage of households with two vehicles (26.3% compared to 35.0% in the Melbourne Statistical Division).

4 Identifying the Needs of the Community

4.1 Footscray Central Activities District Access and Mobility Strategy

Activity Centres have a role in reducing travel by private car and encouraging walking and cycling. VicRoads' *Footscray CAD Access and Mobility Strategy* identified key pedestrian routes and a pedestrian priority zone in central Footscray (informed by the Footscray Wayfinding and Signage Strategy, 2006).

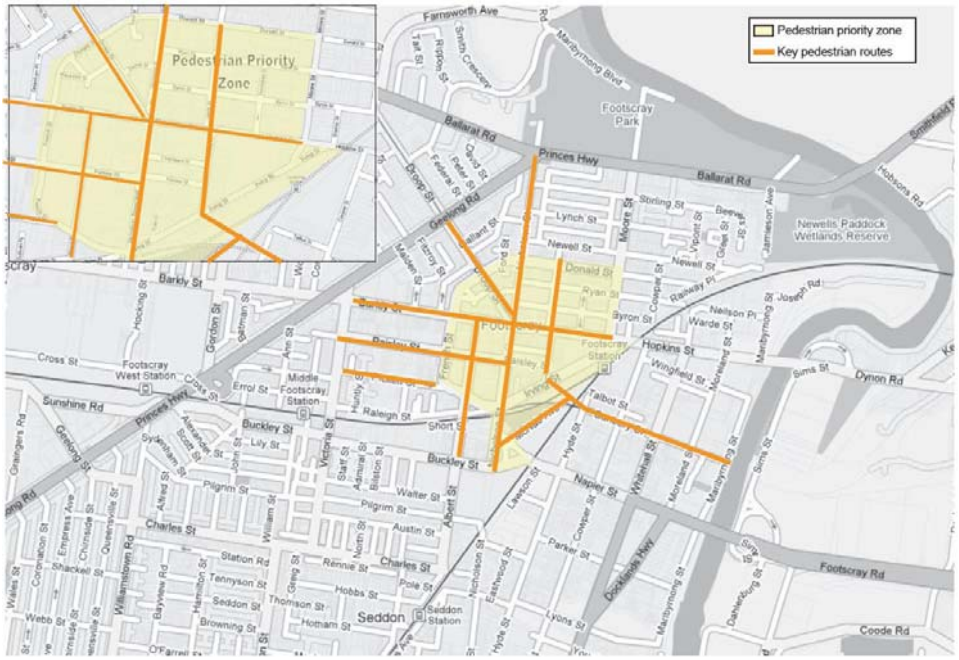


Figure 3. Key Pedestrian Routes and the Pedestrian Priority Zone identified by the *Footscray CAD Access and Mobility Strategy*

4.2 Community Survey Results

External consultation for the Walking Strategy was conducted through a community survey which was available online and through Community Information Points. A total of 217 surveys were completed by the community. A submission was also received from the West Footscray Walking Action Group.

What the community wants:
Survey respondents were asked to state the reasons they walked. The responses indicated that the main reasons residents walked were for leisure and fitness, to go to the shops and to get to public transport. Results showed that most people walk in local streets, along the river and in local parks for leisure and fitness. The main improvements survey respondents wanted both in their local shopping area and their local neighbourhood were better maintained footpaths, more lighting and reduced tripping hazards.

The Community Survey identified 3 priority areas for the Walking Strategy:

- Personal Safety
- Improved Footpaths
- Lighting

4.2.1 The West Footscray Walking Action Group

The West Footscray Walking Action Group (WAG) is a group of residents who advocate for improved walkability. The West Footscray WAG made a formal submission to Council as part of the Walking Strategy consultation with their priority issues being:

- Need to improve connectivity between suburbs and areas
- Advocate for 40km/hr speed limit
- Major geographical/infrastructural barriers exist eg Ashley Street, Geelong Road, Sunshine Rd/Tottenham Rail yards
- Priority for pedestrians through treatments, signals etc at a variety of locations,

but especially Barkly Village, and other areas identified by VicRoads Network Operating Plans (Smartroads) as pedestrian priority

- Improve wayfinding, signage, network connectivity and legibility

A number of locations identified by the WAG as needing attention have been or will be improved.

4.3 Addressing Community Priority Areas:

4.3.1 Personal Safety

The data collected by the survey confirms information about community perceptions gained through Community Indicators Victoria, 2007. The data gained through Community Indicators found that within the municipality, most people feel safe walking around the local area during the day. The majority of males (70.1%) feel safe walking around the local area at night however their perceptions of safety are not shared by females– just over one-third (38.7%) of females in Maribyrnong feel safe walking around their local area at night.

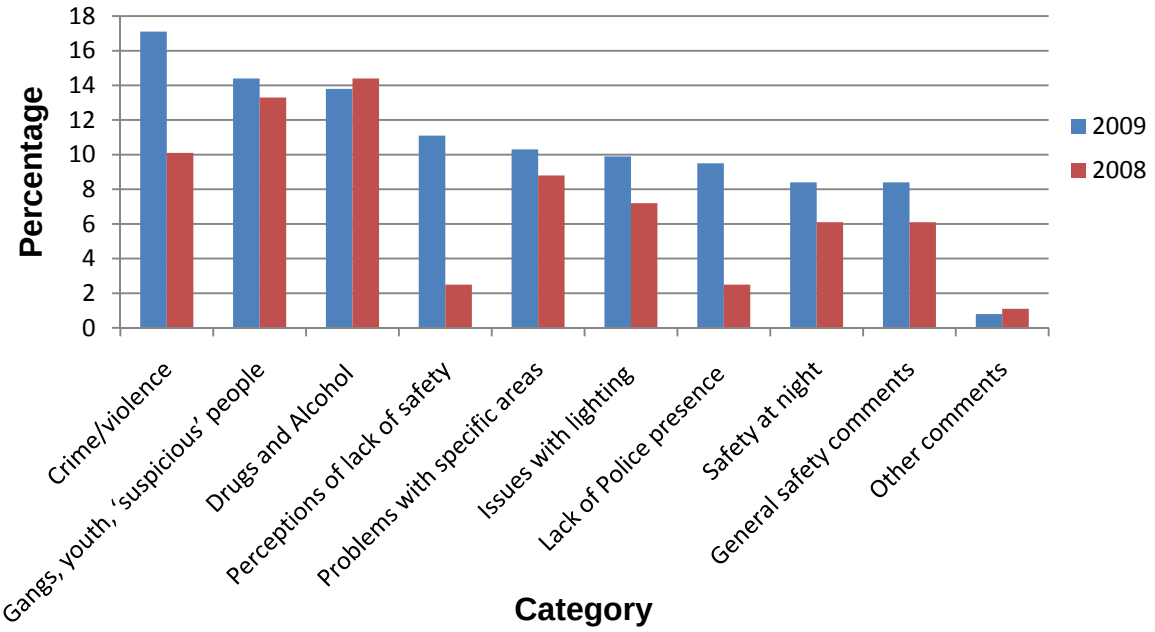


Figure 4. Reasons for feeling less safe (Source: annual community surveys)

The community's perceptions of crime and the actual rates of crime in the municipality do not correlate, as crime is actually decreasing in the area. For the financial year 2007-08, there were 627 recorded crimes committed against the person in Maribyrnong representing a rate of 924.4 per 100,000 population. This rate is slightly higher than that of the other local government areas in the west (with the notable exception of Melbourne) but reflected a decrease of 8.0% from the previous year.

Council has long recognised that increasing people's perception of safety is key to achieving maximum levels of public participation and connectedness within the community. Council has consistently encouraged Victoria Police to enforce the local law which prohibits consumption of alcohol in the area bounded by Irving, French, Moore, Barkly/Hopkins Streets (an action of Council's Public Drinking Strategy).

The strategy also seeks to integrate CPTED (crime prevention through environmental design) principles across Footscray Renewal Projects ensuring best practice in crime prevention design.

Council has been working on a wide range of strategies to improve perceptions of safety and actual safety, both in Footscray and other areas of the municipality. The Railway Reserve community development project has engaged with public drinkers using an assertive outreach model, through developing alternative recreation opportunities and linking park users into relevant social support agencies such as housing and employment; activation activities and events in central Footscray; partnerships with Responsible Alcohol Victoria and Footscray Police to coordinate the Maribyrnong Liquor Accord; facilitation of the Maribyrnong Safety Taskforce and implementation of the Graffiti Management strategy, which promotes the integration of CPTED principles.

In addition to this, initiatives such as Walking Maribyrnong encourage people to get to know their local area and also aim to increase the number of people accessing parts of the city.

4.3.2 Improved Footpaths

Maribyrnong City Council also recognises that footpaths are a priority for the community. As shown below the 2010/11 Budget for Capital Works and Improvements Program includes many projects that will improve Maribyrnong's walkability.

Project	**Amount**
Footpath Improvement Program	$460,000
Footpath Grinding and Replacement Program	$500,000
Cross Street Off Road Shared Footway	$320,000
Off Road Path Renewal	$30,000
West Footscray UDF implementation	$127,200
Yarraville Streetscape Improvements	$106,000
Leeds St Streetscape Improvements	$633,877
Footscray Street Tree Planting	$100,000
Seddon Urban Design Framework implementation	$148,400
Public Toilets	$75,000
Whitten Oval Landscape upgrade	$200,000

Figure 5. Capital Works & Improvement Program 2010/2011

Maribyrnong City Council recognises that despite these commitments, more can be done to promote ways for the community to report footpath problems. Council also recognises the need to find funding sources to implement the Footpath Kerb Ramps Report undertaken in 2008.

4.3.3 Lighting

Improving lighting in the municipality rated highly across all the improvements desired by survey respondents. Council initiatives such as *Footscray at Night* that has been allocated $104,000 in the 2010/11 budget aim to improve actual and perceived safety through improved area lighting to generate night time activity and trade in central Footscray. Another initiative in the budget involves Council undertaking a public

lighting audit of all non-standard lighting in the municipality, replacing faulty lights with reliable lighting sources.

4.4 Pedestrian Safety within the Municipality

4.4.1 Crash Risk for Walking as a Transport Mode

The VicRoads' CrashStats data for 01/01/2005 to 31/12/2009 shows that Maribyrnong has a considerably higher percentage of pedestrians killed and injured than other road user types in comparison to metropolitan Melbourne (see Figure 6 below) on all (both local and arterial) roads. On local roads this percentage of pedestrian crashes is double that of metropolitan Melbourne (26% vs 13%) whereas on arterial roads there is less difference in percentage of pedestrian crashes (11% vs 8%) between Maribyrnong and metropolitan Melbourne. Pedestrians were seven of the 14 fatalities for this period.

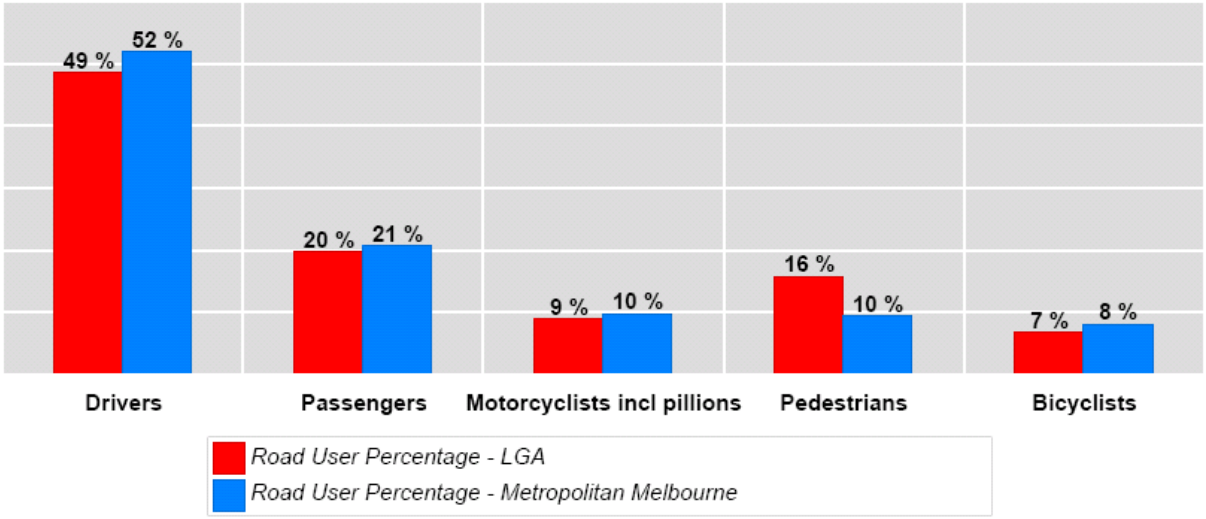


Figure 6. Persons killed or injured by Road User Type on all roads: % of total killed or injured, 2005-2009

Of the three female pedestrian fatalities in Maribyrnong from 2005 to 2009 all were aged 60+. The four male fatalities for this period ranged from the 18-21 age group to 75+.

4.4.2 Locations Creating Risk

The Maribyrnong Road Safety Plan 2007-2011 and data from VicRoads' CrashStats 2005-2009 identify concentrations of pedestrian crashes in the following locations:

- Footscray Central Business District
- On Ballarat Road
- On Geelong Road West Footscray
- On Barkly Street West Footscray
- Somerville Road Kingsville
- Raleigh Road, Maribyrnong
- Gordon Street, between Ballarat Road and Barkly Street.

More than half of pedestrian crashes in Maribyrnong occurred on arterial roads. 396 persons were killed or injured in crashes on local roads in the period 2005 to 2009 compared to 922 injuries or deaths on arterial roads. Of the 14 fatalities in Maribyrnong in this period all but 2 were on arterial roads. This is a disproportionate number of crashes on arterial roads given that there are considerably less of them than local roads. VicRoads' *Safe System* approach to road safety includes providing safer roads and roadsides to reduce the number of crashes to help achieve the target of *arrive alive 2008-2017* to reduce road trauma by 30%.

The majority of pedestrian casualty accidents occurred during the day, in dry weather conditions and where there was no traffic control (lights/crossing). Nearly 70% of fatal pedestrian crashes occurred away from intersections with no controls.

Pedestrians are the only category of road user in which all types of accident (other injury, serious injury and fatality) have been reduced over time. All other categories of road users – cyclists, motorcyclists, drivers and passengers had one or more accident categories increase over time.

4.4.3 40km/hr Speed Limit in Local Streets

An action of the Walking Strategy is to explore reducing the default speed limit on local streets to make streets safer and more attractive for pedestrians. As Figure 7 shows, the risk of death as a result of a collision with a motor vehicle decreases significantly at less than 40km/hr.

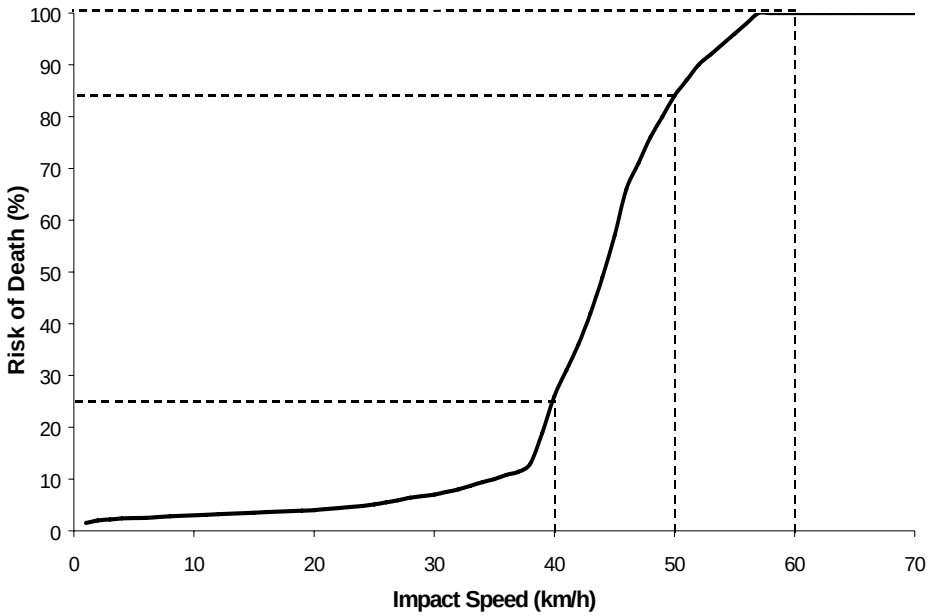


Figure 7 ***Relationship Between Risk of Death to Pedestrians & Impact Speed***[3]

[3] Source: *Anderson, R., McLean, A., Farmer, M., Lee, B., & Brooks, C., (1997). Vehicle travel speeds and the incidence of fatal pedestrian crashes. Accident Analysis and Prevention 29(5), 667 – 674.*

5 The Walking Strategy Action Plan

The following plan lists the new and existing actions Council will undertake to improve the pedestrian environment, increase walking rates and meet identified community needs. Each action has been allocated a timescale for completion. Following this action plan is a list of all Council Policies and Strategies which are currently promoting walking or improving walkability in the municipality.

The Walking Strategy Action Plan will be reviewed on a yearly basis by the Transport Team within Council. Each action will be reviewed as to its status and whether it has commenced or been achieved and relevant Lead Departments notified of progress on actions.

5.1 High Priority (1-2 years)

Number	Actions	Lead Department
1	Implement a new footpath and new kerb ramp Capital Works program by conducting an audit to identify gaps and creating a priority list of sites requiring new footpaths and kerb ramps.	CD & T
2	Monitor and evaluate council expenditure on pedestrian improvements	CD & T
3	Audit the pedestrian phase time, advance/delay and frequency of sequencing of signals in high activity areas. Encourage council staff and residents to report inadequate “green man” time. Create a priority list of sites requiring pedestrian signal upgrades, prepare program and submit to VicRoads.	CD & T
4	Advocate to VicRoads to improve arterial roads and roadsides to create a safe pedestrian environment to reduce pedestrian crashes.	CD & T
5	Seek funding for the implementation of improvements prioritised by the Footpath Kerb Ramps Report. Update the document as required. Promote the existence of this document amongst Council Staff.	Infrastructure & Engineering
6	Undertake pedestrian counts on key routes on a yearly basis and set targets for improving pedestrian numbers on these routes. Explore adding questions about walking behaviour to the Community Satisfaction Survey.	CD & T
7	Create an internal walking taskforce to better integrate and promote walking programs/projects across Council.	CD & T
8	Advocate for quality pedestrian infrastructure as part of state government projects such as Regional Rail Link, Westlink.	CD & T/ Strategic Planning
9	Produce a *Less Traffic Kit* (alternative methods of reducing the impact of speeding traffic) for residents in response to complaints about the impact of traffic	CD & T
10	Raise profile of walking through programs such as green travel plans, walk to school/work days, distributing walking maps, information and incentives	CD & T

11	Support the worldwide movement to develop a culture where people choose to walk by having Council sign the Walk 21 Walking Charter (www.walk21.com)	CD & T
12	Explore the introduction of a 40km/hr speed limit in local streets where appropriate and seek VicRoads approval	CD & T
13	Incorporate 40km speed limit in Seddon LATM in consultation with the community and subject to VicRoads approval	CD & T
14	Identify location and condition of lanes and other pedestrian links that provide useful walking connections; map and sign	CD & T/City Design
15	Annual evaluation of plan to monitor actions	CD & T
16	Review Council's online service provision and expand online services to minimise the need for residents to travel to Council offices	Communications Customer Service
17	Investigate the implementation of a maintenance schedule for vegetation clearance, removal of grass invasion and hazard removal for paths to provide a higher level of service. Investigate the establishment of a rapid response team to improve the maintenance response for footpath trip hazards, overgrown vegetation and flooding	Open Space Local Laws
18	Promote the process for reporting damaged footpaths, lack of kerb ramps and trees overhanging footpaths.	Communications

5.2 Medium Priority (3-5 years)

Number	**Actions**	**Lead Department**
1	Formalise a Council Tactile Ground Surface Indicators policy	CD & T/ Infrastructure
2	Include road safety in the objectives of the Older Person's Reference Group. Include road safety initiatives at senior events such as the quarterly police dance.	Aged and Diversity/ CD & T
3	Advocate to DOT/VicRoads for improving the pedestrian underpass at Tottenham Station and access into the station generally.	CD & T
4	Complete the Footpath Trading Policy for the location of business related furniture on streets in the municipality	Parking and Local Laws
5	Review the Footpath Policy (2000) to include the width of footpath that is needed by users of motorised scooters.	Infrastructure & Engineering
6	Incorporate a healthy activity and Road Safety theme into funding grants for senior's programs	Aged and Diversity
7	Review information that is included on the Welcome Postcard to new residents about transport	CD & T
8	Complete a Water Fountain Review for highly trafficked pedestrian routes and open spaces	Open Space/ CD & T
9	Develop a process to monitor and coordinate the requirements of green travel plans in new developments	Statutory Planning/ CD & T
10	Provide Wayfinding signage as part of UDF implementation works (Yarraville, Seddon, Braybrook, Highpoint), review existing Wayfinding signage and seek	City Design/ CD & T

	funding to extend it.	
11	Promote the review of existing and development of new access map for major destinations and developments such as Highpoint.	Aged and Diversity Statutory Planning
14	Adopt the VicHealth *Supportive Environment for Physical Activity* (SEPA) principles in streetscape and urban design projects	Infrastructure/ City Design
16	Advocate for a review of VicRoads warrants for pedestrian crossing controls to prioritise pedestrians based on strategic need	CD & T

Legend: CD & T = Civil Design and Transport

Appendices

5.3 Appendix 1: Policies Supporting Walking within Maribyrnong City Council

5.3.1 Disability Action Plan 2007-2012

Actions	Lead Department	Timeline
Promote the complaint process for non accessible buildings and developments.	Assets and Facilities	Year 1
Continue to address barriers and undertake redevelopments to achieve DDA requirements and access in Council buildings.	Assets and Facilities	Ongoing
Continue to advocate to the State Government and peak bodies for changes to achieve disability access.	Aged and Disability Department of Transport Blind Citizens Australia	Ongoing
Undertake community education about the impact of obstructions on footpaths for people- including cars across footpaths, overhanging branches.	Parking and Local Laws Aged and Disability	Ongoing
Consider reviewing the access and mobility map after upgrades and redevelopments of Footscray Station and the Leeds Street redesign. Promote the map when complete.	Aged and Disability	After redesign of areas

5.3.2 Public Drinking Strategy 2008-2011

Actions	Lead Department	Timeline
Promote positive images of Footscray through Footscray Renewal (focus on Image, Diversity and Safety)	Maribyrnong Drug Reference Group DPCD DOT Local businesses Local community organisations	Ongoing
Review the Public Drinking Strategy	Community Planning and Advocacy	During 2011
Continue to regularly and consistently enforce the local law which prohibits consumption of alcohol in the area bounded by Irving, French, Moore, Barkly/Hopkins Streets.	Victoria Police Local Laws	Ongoing
Implementation of CCTV cameras in the CBD as part of the Council's Public Drinking Strategy.	Community Planning and Advocacy Victoria Police	Initiatives Budget 2010/2011
Undertake an evaluation of the effectiveness of the current local law which prohibits consumption of	Local Laws Community	June 2011

alcohol in the area bounded by Irving, French, Moore, Barkly/Hopkins and report back to stakeholders.	Planning and Advocacy Footscray Police	
Review the decision making on new liquor licenses and changes to liquor licenses, to address the potential impact on public places. Implement changes to decision making processes across Council departments.	Community Planning and Advocacy Local Laws Victoria Police	2012
Integrate CPTED (Crime Prevention Through Environmental Design) principles into Footscray Renewal Projects.	DPCD Victoria Police Community Planning and Advocacy	Ongoing

5.3.3 Maribyrnong Road Safety Plan 2007-2011

Actions	**Lead Department**	**Timeline**
Promote pedestrian safety by implementing programs such as Looking Out for Pedestrians	Transport VicRoads RoadSafe	Ongoing
Promote pedestrian safety by advocating for small and medium sized car parks to be declared as Shared Zones with a 10km/h speed limit	Transport RoadSafe	Ongoing
Promote walking as part of the Falls Prevention program.	Aged and Diversity	
Promote alternatives to car use to schools and parents, through programs such as School Travel Planning	Transport	2011
Review safe pedestrian access to schools including road safety improvements to school environs. Assist schools to distribute traffic safety messages via school newsletters and by regular emails to schools of newsworthy items of local interest and relevance.	Parking and Local Laws Transport VicRoads	Review of 8 Schools to be completed 2010/2011
Assist Maternal and Child Health nurses to educate new parents about Road Safety.	VicRoads Transport	Ongoing
Create safe pedestrian conditions at Key Activity Centres. Provide public education programs in community languages. At the planning stage and prior to opening, review and where necessary improve pedestrian access to and from new housing developments.	Transport VicRoads DPCD Victoria Police Strategic Planning	Ongoing
Include pedestrian safety as a key objective of all local area traffic management schemes.	Transport	
Continue to conduct regular inspections of footpaths, assisted by other partners as appropriate and continue to update the program of footpath maintenance works.	Infrastructure	
Provide and promote correct use of suitable facilities at high risk locations and arterial roads as identified by individuals and organisations including improved lighting, pedestrian outstands, refuges and barrier fencing.	Transport	Ongoing

In all new shopping centre developments, require developers to provide suitable safe pedestrian access to, from and within car parks. Link these to public transport services.	Transport	Ongoing

5.3.4 Maribyrnong Integrated Transport Strategy 2001

Actions	Lead Department	Timeline
Continue to advocate for public transport improvements, including low floor trams and buses and better connectivity through forums such as the Metropolitan Transport Forum and RoadSafe Westgate	Transport	Ongoing
Implement DDA compliance program for bus stops and access points	Department of Transport	Due to be completed 2011
Review the Maribyrnong Integrated Transport Strategy	Transport	2011
Continue the footpath repair and maintenance program with a system of identifying priority areas.	Infrastructure	Ongoing
Promoting School Travel Planning and Bike Education within schools	Transport	2010/2011 Council Initiative
Undertake lighting audits in high pedestrian activity areas and develop a program for implementation.	Transport	Ongoing
Develop and implement a Development Contributions Plan for transport infrastructure and service improvements.	Planning	Ongoing
In the review of Council's Municipal Strategic Statement identify opportunities to increase residential densities in areas with high public transport accessibility and to increase the opportunities for increased mixed uses in residential zones.	Strategic Planning	Review to be completed 2011
Apply Environmentally Sustainable Development (ESD) objectives to our strategic transport and land use planning and encourage State Government to adopt triple bottom line evaluation of transport projects.	Strategic Planning	Ongoing

5.3.5 Ageing Well Strategy 2004-2016

Actions	Lead Department	Timeline
Work with relevant stakeholders including the Older Person's Reference Group to ensure the consideration of transport needs of older people in Integrated Transport Strategies	Aged and Diversity	Ongoing

5.3.6 CALD Community Policy and Action Plan 2006-2011

Actions	Lead Department	Timeline
Review and develop community transport strategies to facilitate increased participation by CALD people	Transport	2011

5.3.7 Public Toilet Strategy (2004)

Actions	Lead Department	Timeline
Continue the implementation of the public toilet upgrade and replacement program, investigate new sites for the location of public toilets outside of the Footscray CBD.	Assets and Facilities	Capital Works Program- 3 year funding

5.3.8 Footscray at Night Strategy (2010/2011)

Actions	Lead Department	Timeline
Exceed the minimum standards for street lighting levels for high use pedestrian environments in the Footscray CBD.	City Design and Placemaking	Ongoing
Promote the Footscray CBD as a location to walk around at night through: Encouraging new businesses and increased opportunities for evening trade. Generate increased visitation at night. Offer greater opportunities for night time events and festivals	City Design and Placemaking	Ongoing

5.3.9 Open Space Strategy 2006

Actions	Lead Department	Timeline
Redesign the edge of Footscray Park and the River front car parking, BBQ areas etc and create a path circuit connecting Drew Walk with the bike paths.	Open Space	2011
Continue to develop a pathway through Quarry Park (contamination issues)	Open Space	Negotiation underway with Assets & Facilities
Seek a shared path through any new developments east of the railway and north of Somerville Road, and north of Ballarat Rd to the River, and link with the connections in the CBD.	Strategic Planning (developer contribution)	Ongoing
Enable a pedestrian crossing off the railway in any development in Joseph Road precinct (to the north to Newels Paddock and Footscray Park.).	Strategic Planning	Ongoing
Wherever large developments are proposed ensure a significant open space site of at least 1 hectare for SFR or RCE and off-road trails are taken (such as east of the Williamstown railway line or north of Barkley St. and West of Geelong Road.	Strategic Planning	Ongoing
Negotiate with port and rail authorities to achieve a continuous off-road trail along the River to connect with the Bay trail in Hobsons Bay.	Infrastructure Open Space	Ongoing
Create off-road trail links from the River to the CBD	Strategic	Ongoing

through new developments and in wide nature strips.	Planning Open Space	
Continue to improve the Stony Creek corridor to the north, to meet the demand in this suburb for walking and jogging.	Open Space	Ongoing
The priority in Maidstone is to add a 1ha open space for SFR and off-road trails to the River north of Mitchell St, and to undertake significant tree planting on all reserves and streetscapes in this suburb.	Open Space	Ongoing
Negotiate a link from the River to the new development in Hampstead Road.	Open Space	Ongoing
Develop a consolidated gravel pavement perimeter path around Hansen Reserve for jogging, walking and wheeling.	Open Space	Open Space
Create an unsealed path circuit around McIvor and possibly Angliss Reserves for walking and Jogging.	Open Space	2012
Extend and upgrade the path circuit in the south of the Cruickshank Park in the long term.	Open Space	Dependant on funding
Investigate opportunities for the promotion and development of information about accessible parks and their accessible features	Open Space	Ongoing
Continue to advocate for a pedestrian link for any new transport link / freight line along the river	Open Space Transport	Ongoing
Review and Update the Tree Planting Policy	Open Space	June 2011

5.3.10 Recreation Strategy 2009

Actions	**Lead Department**	**Timeline**
Encourage participation in recreation opportunities by actively promoting recreation facilities, services and programs in various languages, through a range of media types that are best suited for individual CALD groups.	Open Space Metro Access	Ongoing
Assist providers of recreation services to overcome barriers to participation (for example: information, facility design affordability, safety, language and gender considerations)	Recreation Agencies Clubs	Ongoing
Consider recreation programs that provide cross-generational participation to encourage family participation	Recreation Agencies	Ongoing
Offer programs and opportunities with a focus on professional and single people to encourage healthy lifestyle choices outside working hours and other commitments	Recreation Agencies	Ongoing
Promote affordable recreation activities (such as use and acceptance of concession cards and entitlements/promotional initiatives among recreation providers and the community	Recreation Service providers	Ongoing
Regularly update information about services, programs, participation and facilities to evaluate the effectiveness of the Recreation Strategy	Recreation	

Upgrade Council's website to provide easy access to information about recreation participation	Recreation	
Prepare a kit for home-based recreation suggesting ways that residents can be active in and around home	Recreation	
Encourage design and upgrade projects on facilities to address barriers to participation including accessibility for people with disabilities, safety issues such as lighting and car parking, signage, etc	Recreation	
When facilities are constructed, upgraded and/or redeveloped, connectedness to public transport and the importance of presentation and attractiveness of facility entrances and spaces should be promoted, so that they are welcoming and inviting to the community.	Recreation	
Diversify the opportunities and activities offered through facilities to maximise utilisation and the value of facilities in the community	Recreation	
In the development of new residential areas such as activity centres, the Defence Site in Maribyrnong, the Bradmill Precinct in Yarraville, and Joseph's Road Precinct in Footscray, consideration is to be given to the creation of suitable facilities, spaces and connections to encourage recreation participation.	Recreation	
Encourage walking as an activity through establishing walking groups and promoting walking as a community priority.	Recreation	Ongoing
Improve spaces in the public realm by providing infrastructure such as paths, seating, public art, etc that encourage recreation and informal activity.	Open Space City Design Parks & Gardens	Ongoing
Completion of the Northern Maribyrnong Regional Trail	Parks Victoria	Ongoing
Implement the priorities for pathways for walking and cycling as indicated in Council's Open Space Strategy and Integrated Transport Strategy. Eg Highpoint & Defence Site	Open Space Strategic Planning (developer contribution)	Ongoing
Continuing the graffiti removal and monitoring program for Council Assets and providing private organisations and businesses with a graffiti removal kit.	Assets and Facilities Local Laws	Ongoing
Undertake a Public Lighting Audit of all non-standard lighting in the municipality replacing faulty lights with reliable lighting sources	Transport	Initiatives Budget 2010/2011
In the development of new residential areas such as activity centres, the Defence Site in Maribyrnong, the Bradmill Precinct in Yarraville, and Joseph's Road Precinct in Footscray, consideration is to be given to the creation of suitable facilities, spaces and connections to encourage recreation participation.	Strategic Planning Open Space	Ongoing

5.3.11 Miscellaneous/Council Budget Initiatives

Actions	Lead Department	Related Council Policy and Plans	Timeline
Incorporate physical, nutrition and well-being programs across Early Years services	MEYA	Early Years Plan 2010-2014	Ongoing
Walking Maribyrnong - 12 heritage walks planned for the year	City Design and Placemaking	Council Initiatives Budget	2011
Name the Laneways in Footscray CBD	City Design and Placemaking	Footscray UDF	2011
Promote walking as part of activities organised by Aged and Diversity	Aged and Diversity	Ageing Well Strategy	Ongoing
Review Council's staff Green Travel Plan targets and include measures to increase walking	Transport	Maribyrnong Integrated Transport Strategy	Every two years beginning 2010
Complete the Cross & Rupert Streets Shared Path in West Footscray and expand the project within a 5 year timeframe	Transport	Maribyrnong Strategic Bicycle Plan	2011
West Footscray UDF Implementation (tree planting and curb outstands)	City Design and Placemaking	West Footscray UDF	2012
Yarraville Streetscape Improvements (station plaza)	City Design and Placemaking	Yarraville UDF	2011
Leeds Street Streetscape	City Design and Placemaking	Footscray UDF	2012
Seddon Urban Design Framework (Charles Street Median Planting)	City Design and Placemaking	Seddon UDF	2011
Irving, Paisley or Albert Street Footscray Redesign and Reconstruction	City Design and Placemaking	Footscray UDF	Ongoing-long term
Complete the writing of the Braybrook Neighbourhood Framework	City Design and Placemaking Community Planning and Advocacy	Braybrook Community (Visioning) Plan	2011
Additional street and park tree planting Waterford Green	Parks & Gardens	Initiatives Budget 2010/2011	2011
Street trees in Murray Street - west of railway line to augment station plaza project	Parks & Gardens	Initiatives Budget 2010/2011	2011
Continue consultations with VicRoads around the creation of the Federation Trail between Millers Road and Fogarty Avenue and beyond	Transport Open Space	MITS	Ongoing
Continue to collect information on how	Early Years	MEYP 2010-	Ongoing

families travel to play groups	Service	2014	
Public Life Survey- counting pedestrians using a certain street and how long they remain there. Before/After surveys to monitor use of facilities after improvement works	City Design and Placemaking	Initiatives Budget 2010/2011	Ongoing
Undertake a public lighting audit of all non-standard lighting in the municipality	Transport	Initiatives Budget 2010/2011	2011
Completion of the Street Furniture Review	City Design and Placemaking Aged and Diversity Transport	Initiatives Budget 2010/2011	2010

5.4 Appendix 2: Policy Review

A summary of the various international, state and local government policies and strategies that support and encourage walking within our municipality.

5.4.1 Federal and International Policies

Walk 21: The International Charter for Walking (2006)
The Australian Pedestrian Charter (1999)
Heart Foundation - Safe Speed: Promoting Safe Walking and Cycling by Reducing Traffic Speed (2008)

5.4.2 State Policies, Plans and Data

Transport Integration Act 2010
Pedestrian Access strategy (2010)
Victorian Transport Plan (2008)
A State of Walking (2005)
A Fairer Victoria (2005)
Melbourne 2030 (2002) and Melbourne 2030: a planning update - Melbourne @ 5 million (2008)
Active Transport: Children and Young People An Overview of Recent Evidence (December 2009)
VicHealth Walk-to-School-Survey Summary of Findings (February 2009)
Victorian Integrated Survey of Travel and Activity (2007)
TravelSmart Local (2005-2007)
Environments for Health Promoting Health and Well-being through Built, Social, Economic, and Natural Environments - Municipal Public Health Planning Framework (2001)

5.4.3 Maribyrnong City Council Policies, Plans and Strategies

Maribyrnong Planning Scheme: Municipal Strategic Statement (under review 2010)
Maribyrnong City Council Council Plan 2009-2013
Integrated Transport Strategy (2001)
Safer Communities Policy and Action Plan 2003-2006
Ageing Well Strategy 2004-2016
Greenhouse Reduction Strategy (2006)

Road Safety Plan 2007 to 2011
Maribyrnong Economic and Industrial Development Strategy (MEIDS) (in development)
Disability Policy and Action Plan 2007-2012
Carbon Neutral Action Plan Report (2007)
Open Space Strategy (2006)
Maribyrnong Early Years Plan 2010–2014
Community Mental Health Promotion Plan 2008 – 2011
Green Travel Plan (2004)
Public Lighting Policy (September 2008)
Seddon Urban Design Framework (2005)
Footscray Central Urban Design Framework (1999)
Central West Major Activity Centre: Structure Plan (2008) and Central West Access and Urban Design (2009)
Annual Community Survey: Executive Summary (October 2008)
Peak Oil Policy (2007)
Yarraville Village Urban Design and Traffic Management Strategy (2006)
Greening Footscray Strategy (2007)
Active West Project 2008-2011, Stage 1 A Scoping Study of Active Transport: Internationally, Nationally and Locally
Active West Active Transport Plan (Draft 2009)
Active West Travel Plan Action Plan (Draft 2009)
Inner Western Suburbs Integrated Transport Strategy (2002)