# Maribyrnong Integrated Transport Strategy
# Background and Strategic Directions

## Discussion Paper

A review of the strategic context, base conditions, challenges and opportunities to inform the development of the Maribyrnong Integrated Transport Strategy.

Maribyrnong
CITY COUNCIL

**Acknowledgement of Country**

Maribyrnong City Council acknowledges that we are on the traditional lands of the Kulin Nation. We offer our respect to the Elders of these traditional lands, and through them to all Aboriginal and Torres Strait Islander peoples past, present and emerging.

This report was prepared by Ratio Consultants and Veitch Lister Consulting on behalf of Maribyrnong City Council.

# Executive summary

**Current situation**
The City of Maribyrnong is diverse in its population and throughout its various neighbourhoods, which extends also to the level of transport accessibility.

Areas to the east generally have higher density and better access to high-capacity and frequent rail services, along with access to trams, buses and cycling facilities.

The western part of the municipality is generally lower density and suburban in nature, with higher dependency on car use.

When compared to other municipalities, Maribyrnong has similar levels of population density and public transport efficiency when compared to Darebin and Moonee Valley.

**What is changing around us?**
The City is undergoing rapid and transformational change, including once-in-a-lifetime transport investments nearing completion in the West Gate Tunnel and Metro Tunnel projects.

By 2041, the population of the City of Maribyrnong is anticipated to increase by 67% between 2016 and 2041, to over 157,000 residents[1].

Without intervention, this will place additional strain on safety and efficiency of the City's transport network, including road, public transport, and active transport.

**Updating the 2012 Integrated Transport Strategy**
The updated ITS will be a strategic document providing a transport framework that integrates with sustainability, wellbeing and land use planning within the City of Maribyrnong.

It is important that the updated ITS recognise the diverse nature of the municipality, and guide decision making as it relates to the advocacy and investment in infrastructure to achieve the overarching vision of Council and the community.

**Purpose of this document**
The report introduces a set of draft preliminary strategic directions (see below). These directions, which are to be further refined using input from community engagement, will provide the long-term objectives for which the updated strategy will be prepared.




[1] *Maribyrnong City Council City Snapshot webpage, 2024*

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# 1. Introduction

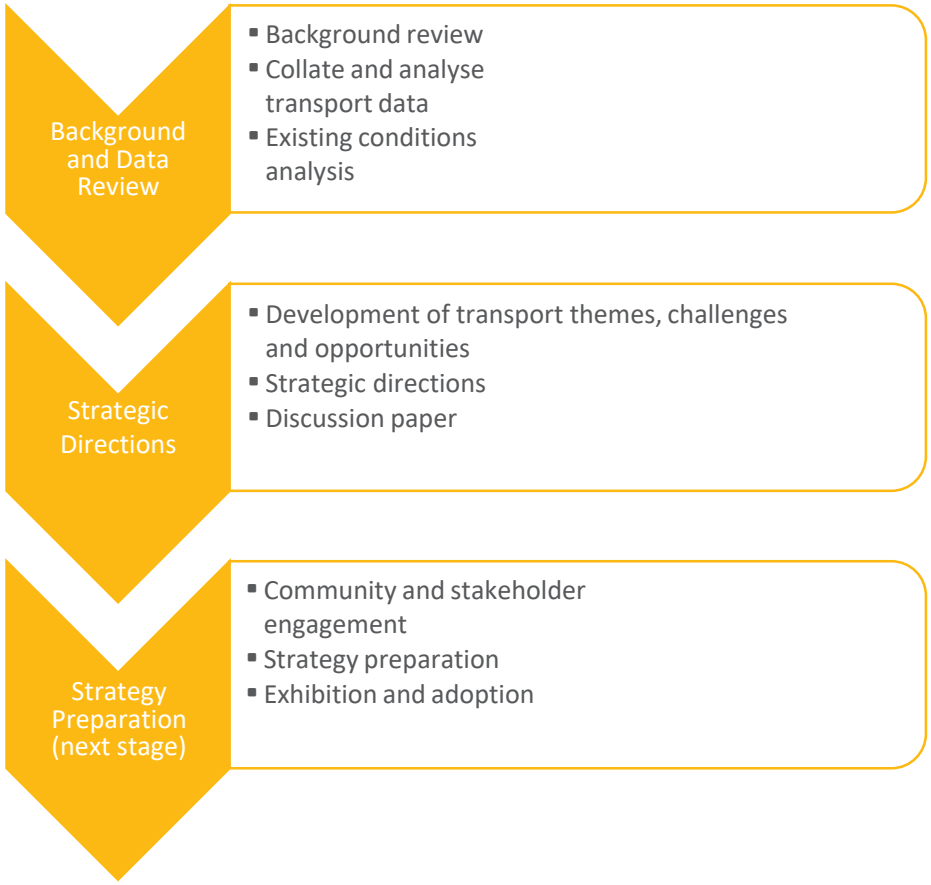
The following report provides:

- a summary of the background review including local and state policy;
- a snapshot of transport and the current situation within the City of Maribyrnong; and
- a set of preliminary strategic directions for the updated Integrated Transport Strategy.

The analysis and findings presented in this document are the first step in reviewing and updating Council's Integrated Transport Strategy.

In this regard, the report also outlines a range of next steps including further investigation, community and stakeholder engagement tasks, and a suggested structure for the new Integrated Transport Strategy.

The overall project process is shown adjacent.



# 2. Background and Policy Review

**Overview**
A wide range of Council local strategies, plans and policies were reviewed relating to transport, land use, and sustainability.

**Local Policy**
Key documents relevant to the preparation of the ITS review include:

- Maribyrnong Integrated Transport Strategy (April 2012)
- Council Plan 2021-2025 – Incorporating Municipal Health and Wellbeing Plan
- Road Safety Strategy 2021-2030
- Bicycle Strategy 2020-2030
- Walking Strategy 2023-2033
- Housing Strategy (2018)
- Climate Emergency Strategy 2020-2025

**State Policy**

- Movement & Place in Victoria
- Plan Melbourne 2017-2050

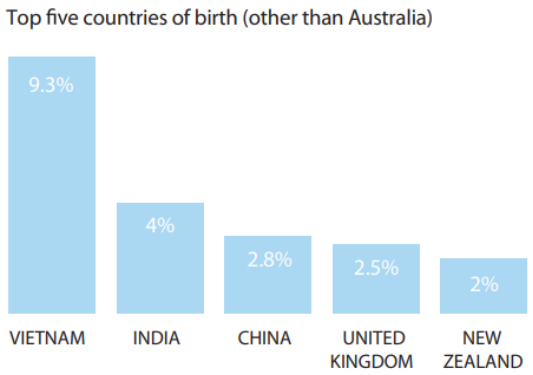
**State Plans**

- Victorian Bus Plan
- Victorian Freight Plan
- Victorian Rail Network Plan
- Victoria's Big Build
- Victorian Cycling Strategy

# 2. Background and Policy Review

**Diversity in Maribyrnong**

Maribyrnong has a highly diverse population throughout the municipality with 38% of people born overseas. The top five (5) overseas countries of birth are shown below.




*Data Source: ABS Census / Population.ID*

In late 2023, Maribyrnong released its Intercultural Maribyrnong Strategy 2023-2026, which aims to *create an environment that supports equality, diversity and interaction between a community's different cultures*.

The Council Plan 2021-2025 has identified that some areas of the population are experiencing disadvantage to a greater extent than others. Braybrook, for example, is a highly diverse neighbourhood, with 20.8% of its residents speaking another language than English and did not speak English well and has an employment percentage of 55.2% compared to the neighbouring suburb Seddon with 71.3% employment.

**Key findings**

There is a significant amount of local policy that currently exists in support of sustainable development and transport use, to support a thriving and diverse municipality.Maribyrnong is highly diverse in terms of its population and as such, the future transport system for Maribyrnong must consider this diversity to ensure it is accessible and inclusive for everyone.

From a state-wide policy perspective, Maribyrnong will continue to play a significant role in providing future population, industry and workforce in Melbourne's 'Inner West'.

The emerging Movement & Place approach is highly relevant to the preparation of the updated Integrated Transport Strategy, including ensuring the right infrastructure and supports can be accessed within 20-minutes of a resident's home.

# 3. Current situation

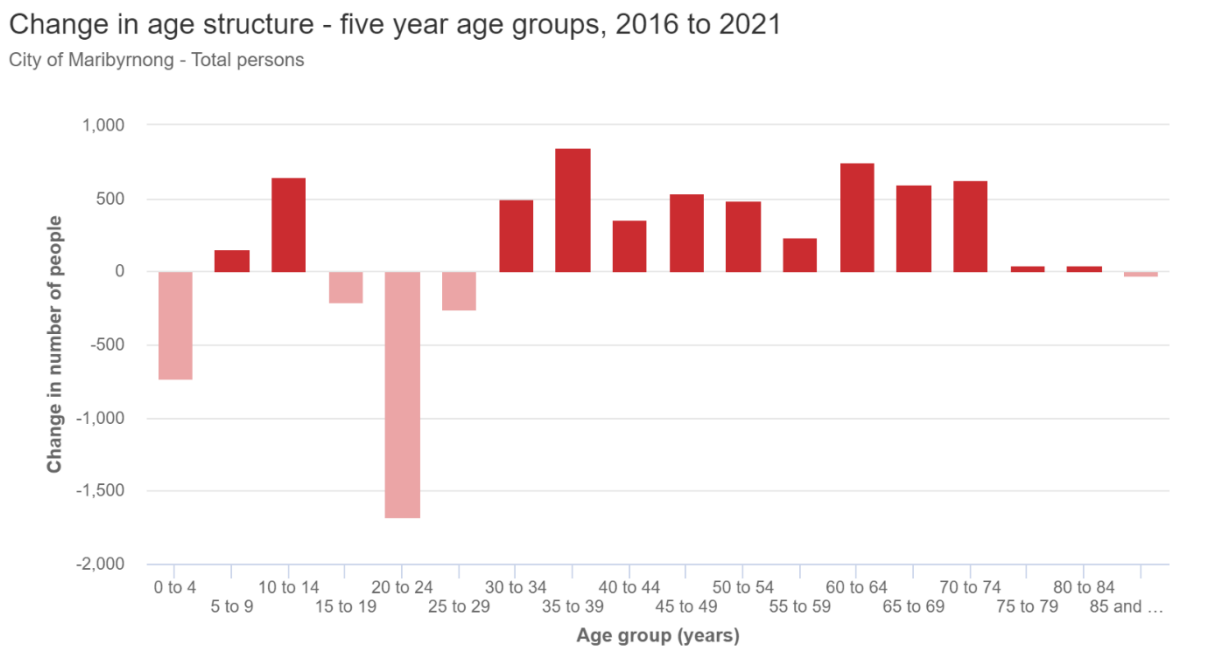
This section contains an analysis of the current situation within Maribyrnong relating to the following key themes:

- Population Demographics and Density
- Employment
- Public Transport Accessibility
- Journey to Work and Human Movement Data
- Bicycle Facilities and Connectivity
- Road Capacity and Operation
- Crash History

*Note: The data collected for this review is from a range of sources and time periods. Therefore, there may be some discrepancies in the data presented due to the factors and sources used to derive results at the time of analysis.*

# 3. Current Situation: Demographics

## Current trends in Maribyrnong's age profile

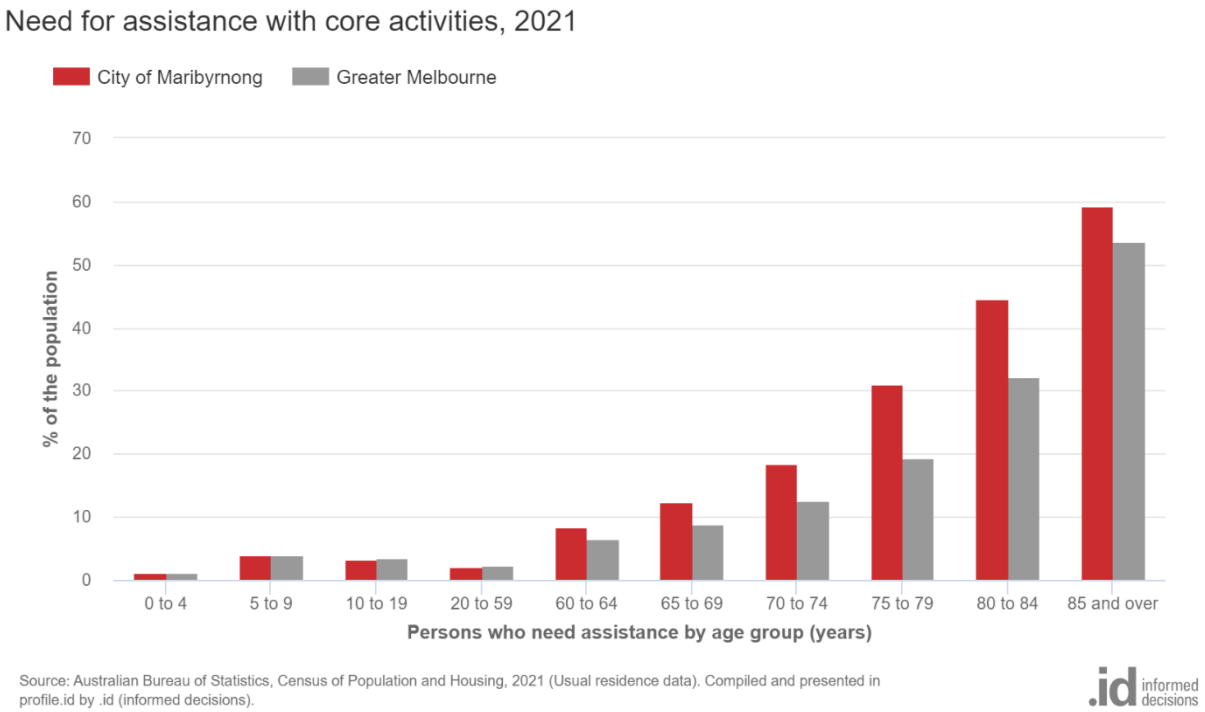



*Data Source: ABS Census / Population.ID*

Maribyrnong's population is ageing, with a decrease in infants (0-4) and young adults (15-29), and increase to other age groups most notably residents over the age of 65.

# 3. Current Situation: Demographics

## Level of assistance Maribyrnong residents require for core activities compared to the rest of Melbourne




*Data Source: ABS Census / Population.ID*

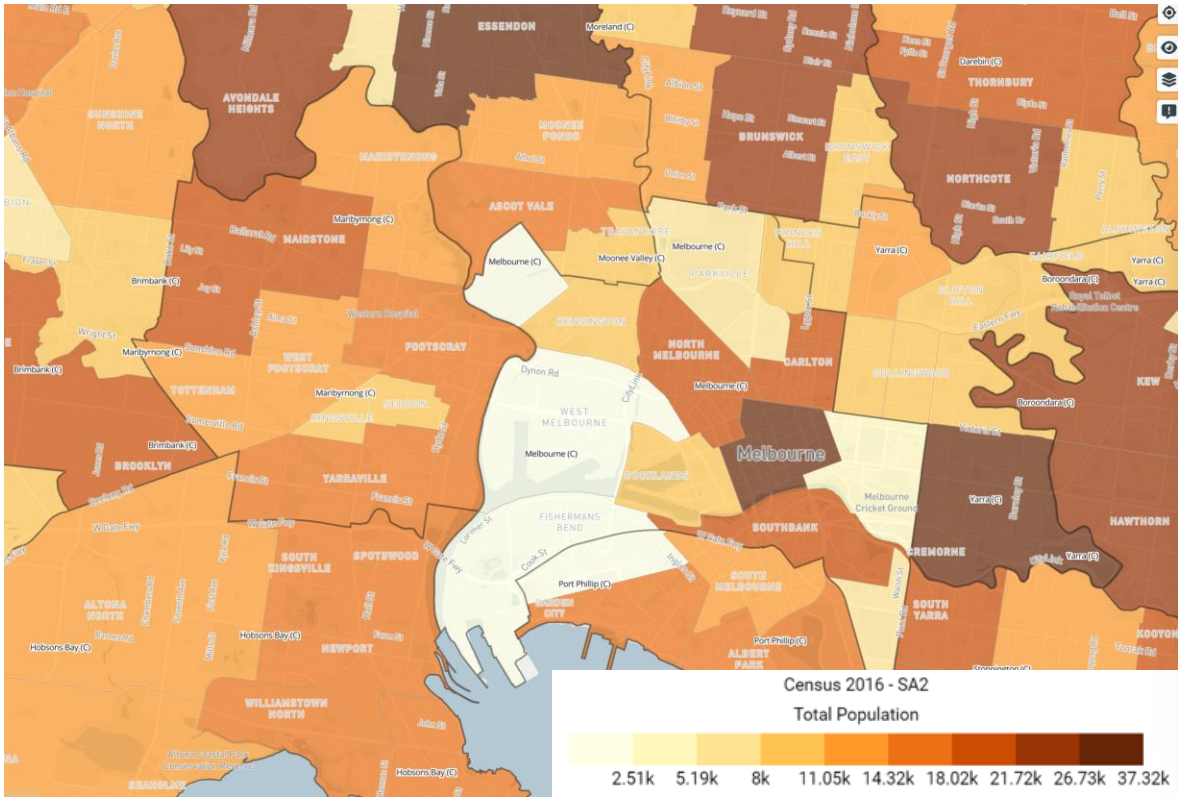
Maribyrnong has a higher percentage of its population which requires assistance with core activities in comparison to Greater Melbourne, in particular with the elderly segment of the population (including 70 years old and over).

# 3. Current Situation: Demographics

## Maribyrnong suburbs population and level of density

| SA2 in MCC | 2016 Census Poplulation | Population Density (person / sq km) |
|---|---|---|
| Braybrook | 18,230 | 2,436 |
| Footscray | 16,345 | 3,291 |
| Yarraville | 14,798 | 2,633 |
| Maribyrnong | 12,216 | 2,224 |
| West Footscray - Tottenham | 11,457 | 1,916 |
| Seddon – Kingsville | 9,235 | 5,497 |
| **Total** | **82,281** | 2,576 |

*Data Source: ABS 2016 (SA2 Areas), VLC Planwisely (2023)*




In 2016, there were over 82,000 people living in Maribyrnong. The suburbs of Footscray, Seddon, Yarraville are more densely populated than those in the west of the municipality.

# 3. Current Situation: Demographics

## Maribyrnong's population and density compared to other similar municipalities

| LGA Name | Population | Area (sq km) | Population Density (ppl/sq km) |
|---|---|---|---|
| Port Phillip | 103,990 | 20.60 | 5,048 |
| Yarra | 92,301 | 19.50 | 4,733 |
| Melbourne | 159,993 | 38.41 | 4,165 |
| Stonnington | 106,418 | 25.70 | 4,141 |
| Merri-Bek | 174,735 | 52.07 | 3,355 |
| Moonee Valley | 123,038 | 44.10 | 2,790 |
| Darebin | 150,483 | 54.65 | 2,753 |
| Maribyrnong | 87,526 | 31.94 | 2,740 |
| Brimbank | 193,256 | 126.15 | 1,532 |
| Hobsons Bay | 91,803 | 65.77 | 1,396 |
| Wyndham | 309,125 | 555.20 | 557 |

*Data Source: ABS Estimated resident population and components, Local Government Areas, Victoria, 2021 to 2022*

When compared to other municipalities, Maribyrnong has a lower population and population density which is comparable to Darebin, and Moonee Valley, but substantially less than council areas closer to the CBD.

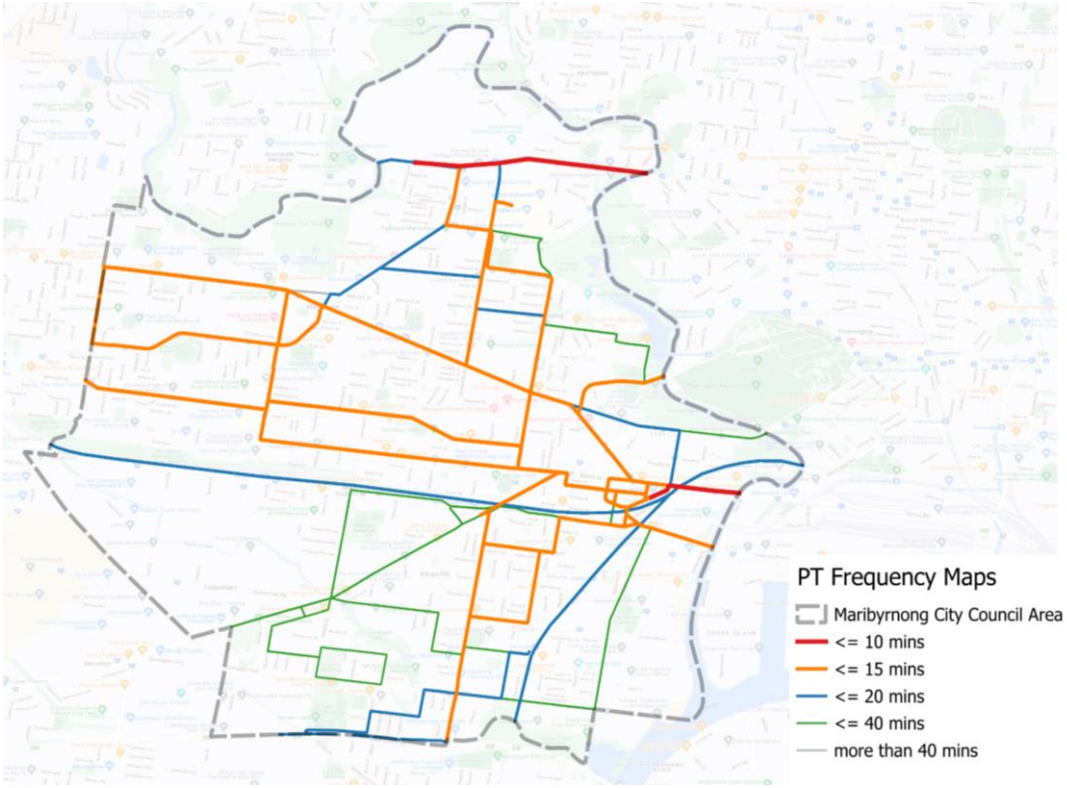
# 3. Current Situation: Public Transport Accessibility

## Public transport services level of coverage and frequency in Maribyrnong

**Public Transport Frequency**

| Frequency | # of services | Types of services | Services |
|---|---|---|---|
| <= 10 mins | 2 | Tram, Bus | Tram 57, 402 |
| <= 15 mins | 6 | Tram, Bus | Tram 82, 216, 220, 223, 410, 472 |
| <= 20 mins | 8 | Train, Bus | 432, 232,403,406,408, Werribee, Williamstown |
| <= 40 mins | 8 | Bus | 431, 407, 404, 409, 411, 468, 421, 414 |
| > 40 mins | 1 | Bus | 215 |
| Total | 25 | | |

*Data Source: DTP, PTV Timetable, 2023*




Maribyrnong's existing public transport services have relatively good frequency, with 64% of services including both train lines operating with 3+ services per hour (i.e. one every 20 minutes or better).

The suburbs of Tottenham, West Footscray, Kingsville and parts of Yarraville have poorer coverage and frequency of services.

# 3. Current Situation: Public Transport Accessibility

## Public transport network (supply vs demand) efficiency

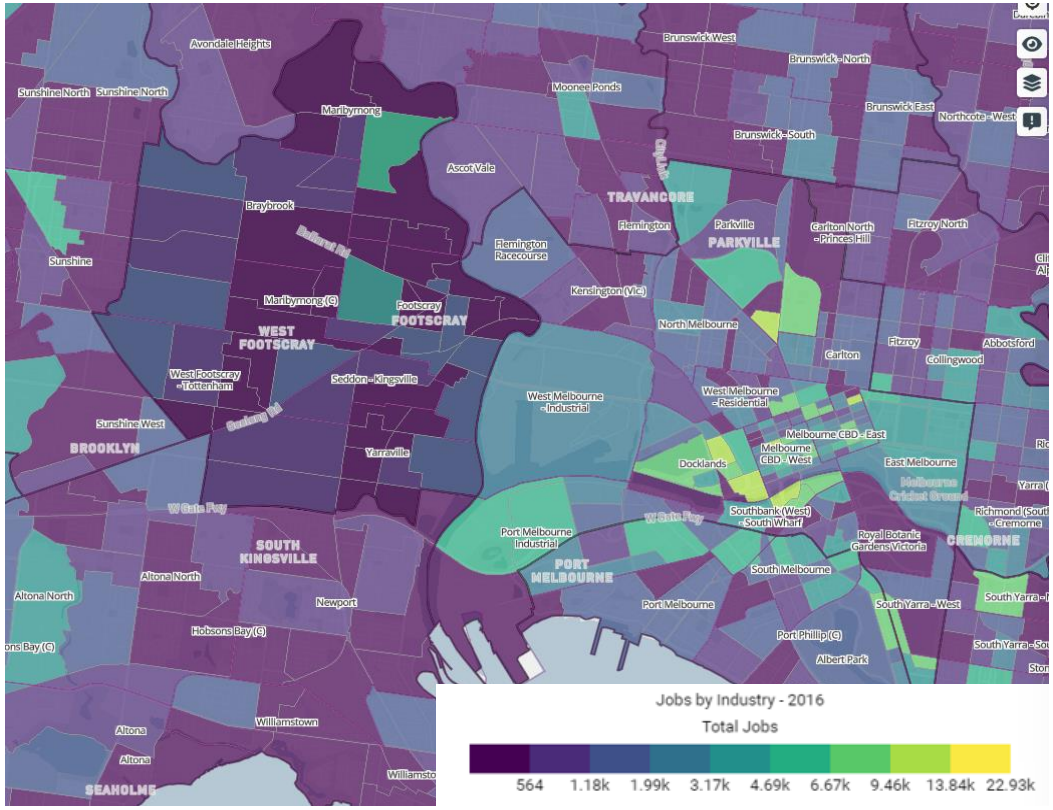
| LGA Name | Boardings per Capita | Service kms per Capita | Boardings per Service km |
|---|---|---|---|
| Port Phillip | 1.671 | 0.106 | 15.79 |
| Yarra | 1.688 | 0.182 | 9.29 |
| Melbourne* | 2.626 | 0.290 | 9.07 |
| Stonnington | 0.944 | 0.128 | 7.37 |
| Merri-Bek | 0.620 | 0.120 | 7.31 |
| Moonee Valley | 0.538 | 0.078 | 4.86 |
| Maribyrnong | 0.621 | 0.131 | 4.75 |
| Darebin | 0.558 | 0.125 | 4.45 |
| Wyndham | 0.111 | 0.044 | 2.55 |
| Brimbank | 0.168 | 0.082 | 2.04 |
| Hobsons Bay | 0.199 | 0.125 | 1.59 |

** Tram data for Melbourne excludes boardings within the free tram zone. Data Source: DTP, Bus / train patronage (1/3/2023-31/10/2023)*

When compared to similar municipalities, the public transport network in Maribyrnong has similar demand (boardings per capita) and supply (service km's per capita) as Moonee Valley and Darebin.

# 3. Current Situation: Employment

## Location of places of employment (jobs) across Maribyrnong




The highest proportion of employment in Maribyrnong is in the following industries (listed from high to low):

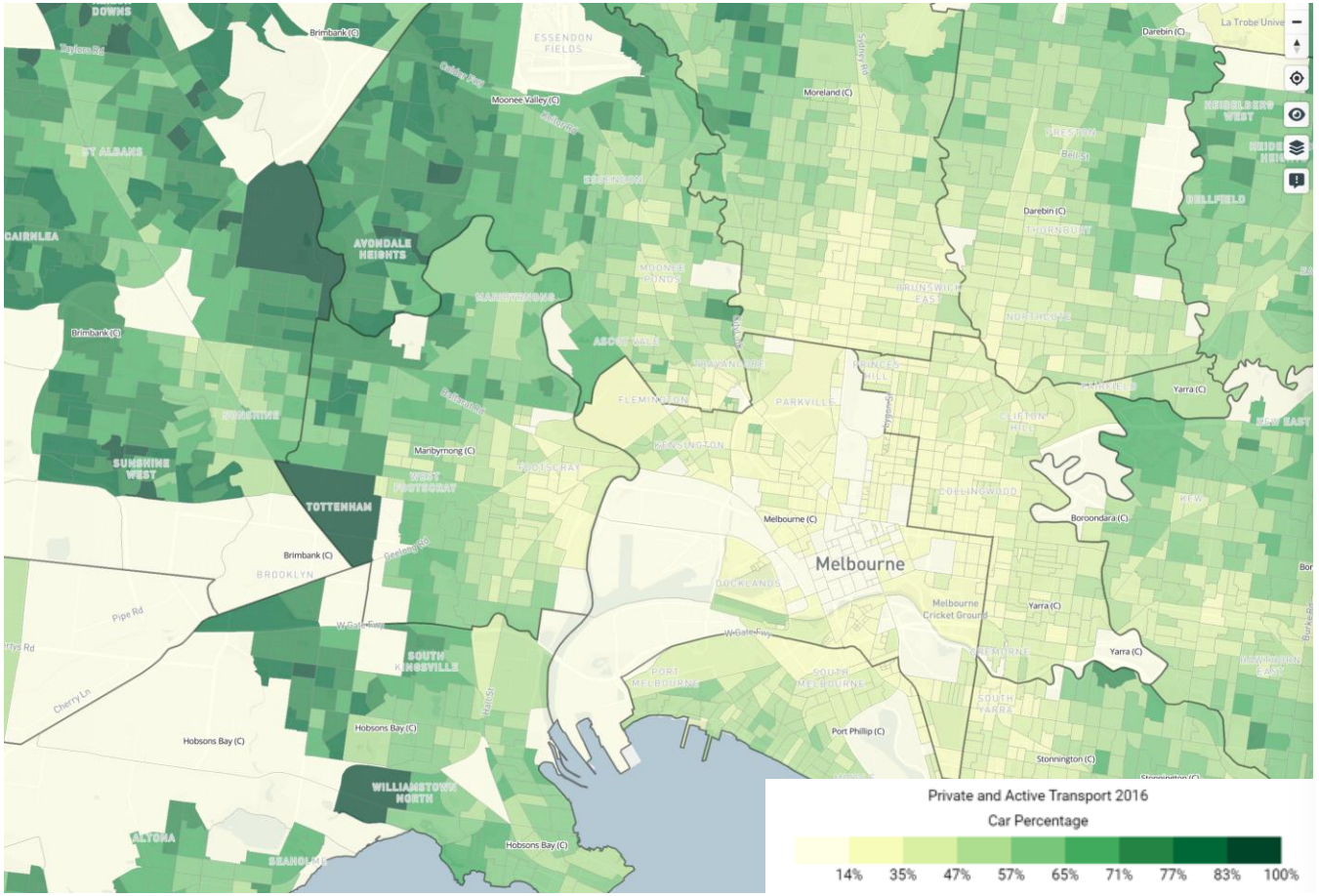
1. Health Care and Social Assistance
2. Retail Trade
3. Public Administration and Safety
4. Manufacturing
5. Transport - Postal and Warehousing
6. Wholesale Trade

*Data Source: ABS 2016, VLC Planwisely (2023)*

The average total number of jobs in Maribyrnong is just under 800 per square kilometre. The most concentrated areas of employment in Maribyrnong are centred around the existing Footscray hospital and Highpoint. Additional areas of employment are primarily located in the Footscray Metropolitan Activity Centre and industrial areas to the west.

# 3. Current Situation: Travelling to Work

Proportion of people who live in Maribyrnong travel to work **by car**

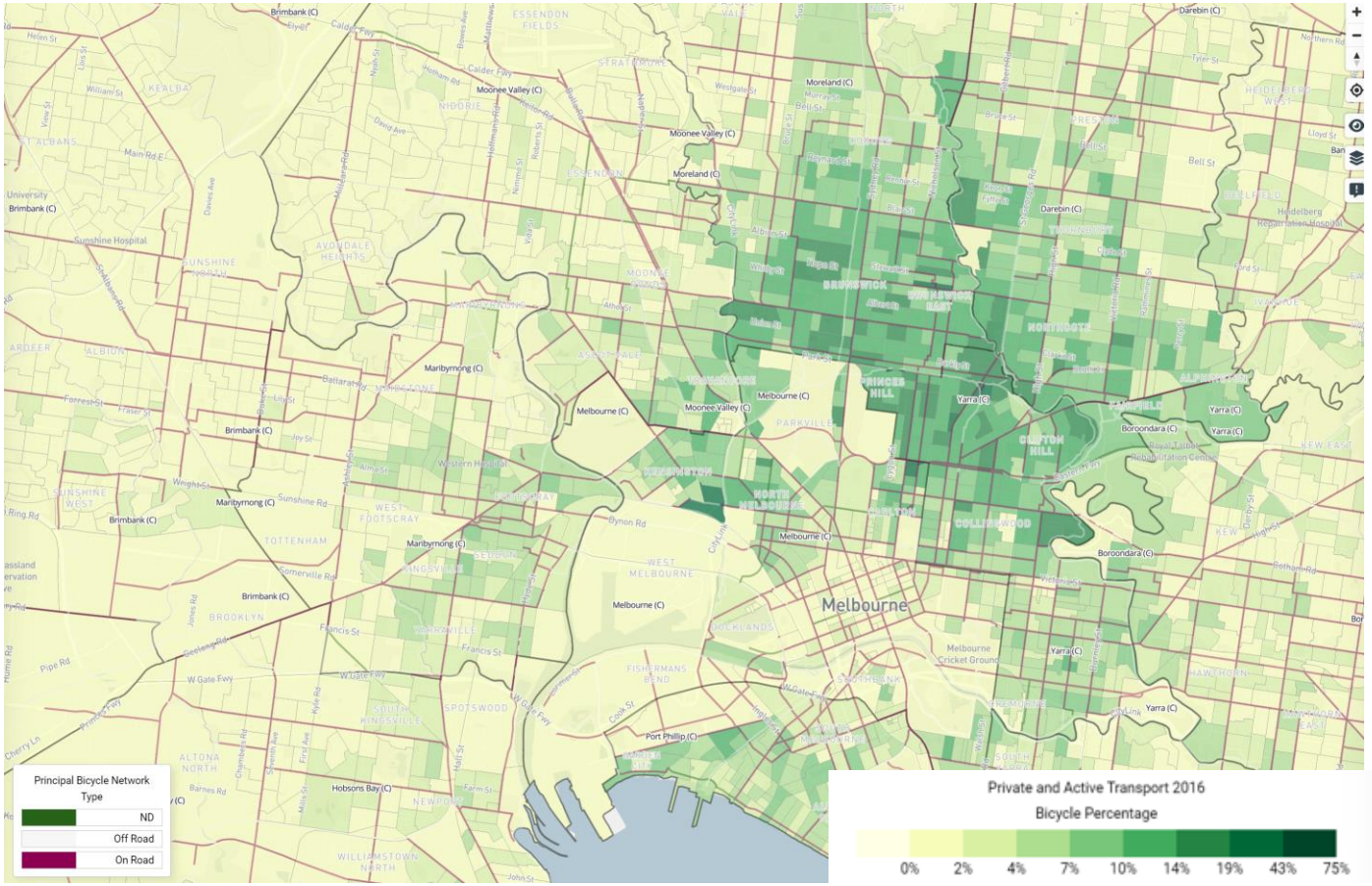



*Data Source: ABS 2016, VLC Planwisely (2023)*

Areas better serviced by public transport (e.g. Footscray) have a much lower percentage of journey to work trips made by cars compared to the rest of the municipality.

# 3. Current Situation: Travelling to Work

Proportion of people who live in Maribyrnong travel to work **by bike**

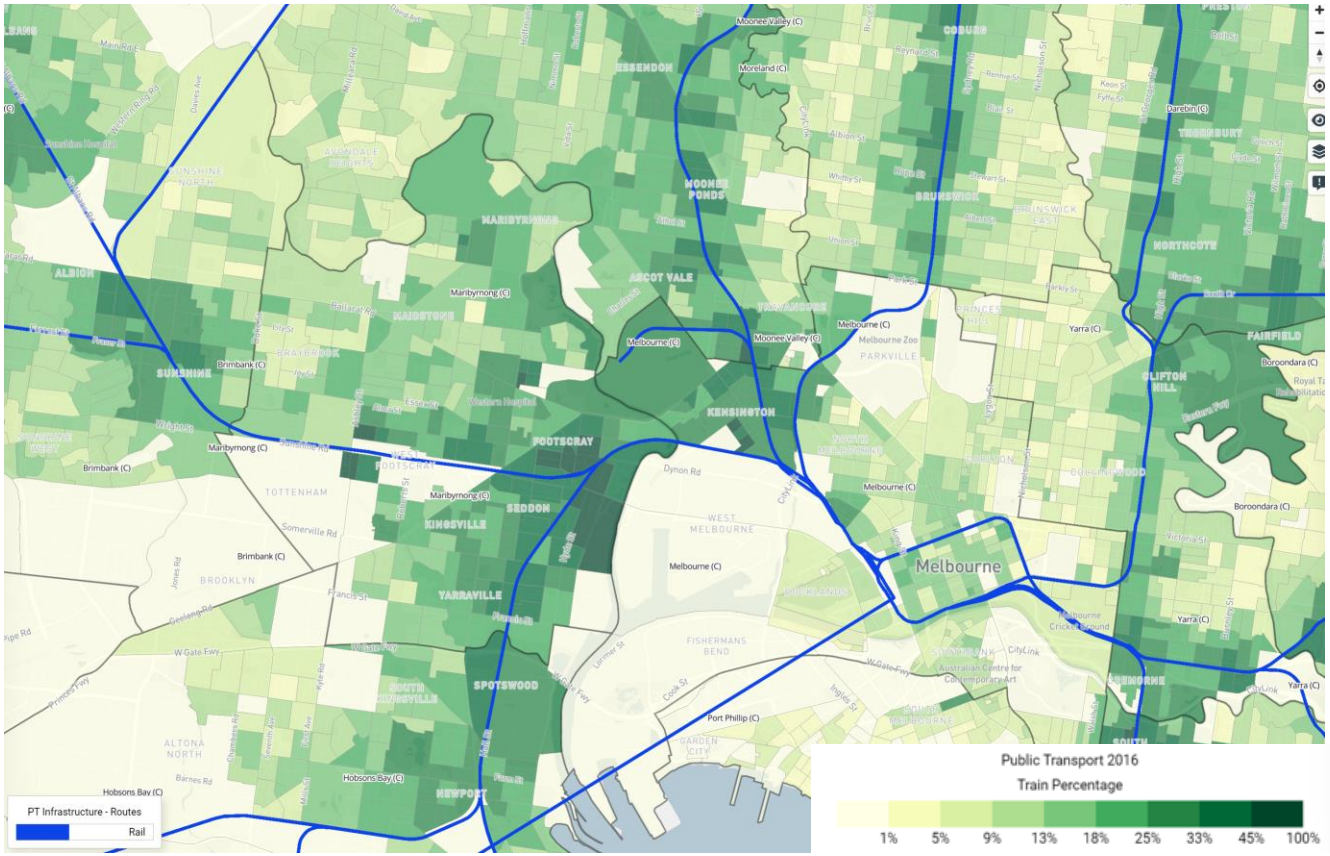



*Data Source: ABS 2016, VLC Planwisely (2023)*

There is a significantly lower level of trips to work made by bicycle in Maribyrnong compared to inner northern municipalities such as Merri-bek, Darebin and Yarra. In Maribyrnong, rates of cycling to work are higher in the east (Footscray / Yarraville / Seddon) compared to the west.

# 3. Current Situation: Travelling to Work

What proportion of people who live in Maribyrnong travel to work **by train**

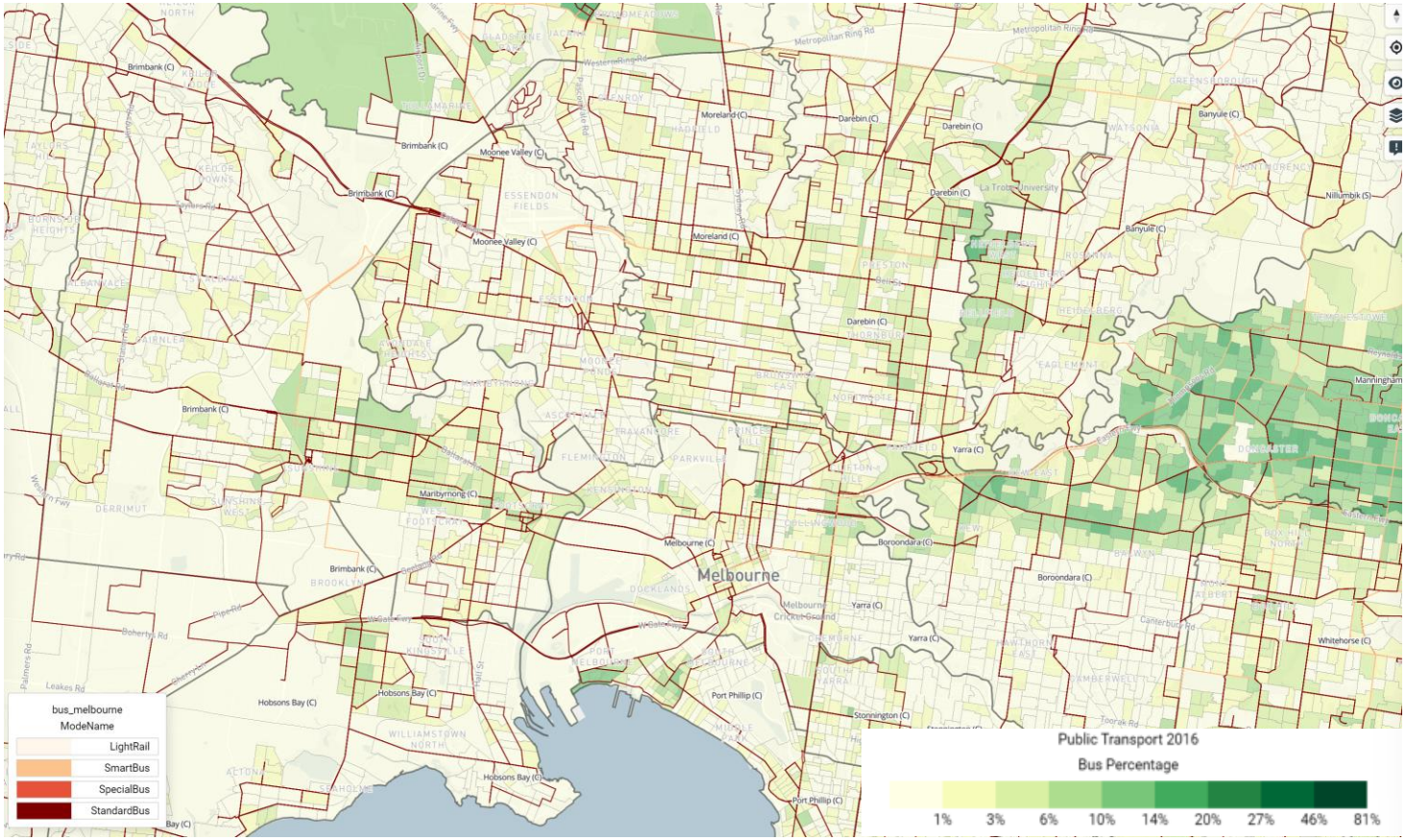



*Data Source: ABS 2016, VLC Planwisely (2023)*

The proportion of train trips to work is related to the service density and distance from railway stations. Generally, there is a higher proportion of journeys to work by rail in suburbs along the rail lines. The suburb of Maribyrnong is an outlier, with a higher proportion of journey to work by rail than other suburbs not located along rail lines, possibly due to customers using tram or bus services to access rail stations.

# 3. Current Situation: Travelling to Work

Proportion of people who live in Maribyrnong travel to work **by bus**

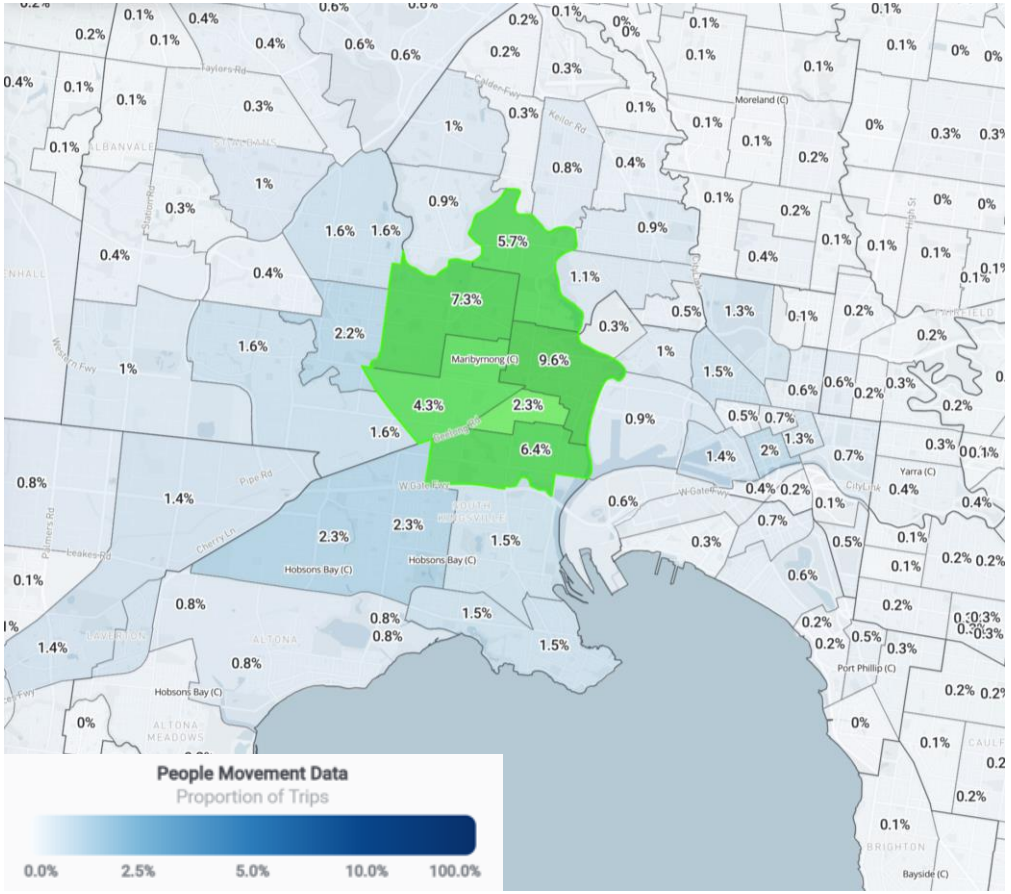



*Data Source: ABS 2016, VLC Planwisely (2023)*

There is a higher proportion of journey to work trips by bus in suburbs north of the Sunbury Line. These suburbs are served by relatedly frequent, direct bus routes such as 216 and 220, connecting people with activity and employment centres in Footscray, Highpoint and Sunshine.

# 3. Current Situation: Origin and Destination

## Destination of trips originating from Maribyrnong in the AM Peak




### Top 10 Destinations from Maribyrnong

| SA2 | Proportion of total trips |
|---|---|
| Footscray | 9.60% |
| Braybrook | 7.30% |
| Yarraville | 6.40% |
| Maribyrnong | 5.70% |
| West Footscray - Tottenham | 4.30% |
| Altona North | 2.30% |
| Seddon - Kingsville | 2.30% |
| Sunshine | 2.20% |
| Melbourne CBD - West | 2.00% |
| Sunshine North | 1.60% |

*Data Source: People Movement Data (Mobile Phone GPS), VLC Planwisely (2023)*

More than a third of trips are made within Maribyrnong (35.6%) with almost 10% of trips generated in Maribyrnong are ending in Footscray. The most popular destinations outside of the City of Maribyrnong are Altona North (2.3%), Sunshine (2.2%) and Melbourne CBD – West (2%).

# 3. Current Situation: Cycling Routes

## Current and projected cycling routes in Maribyrnong

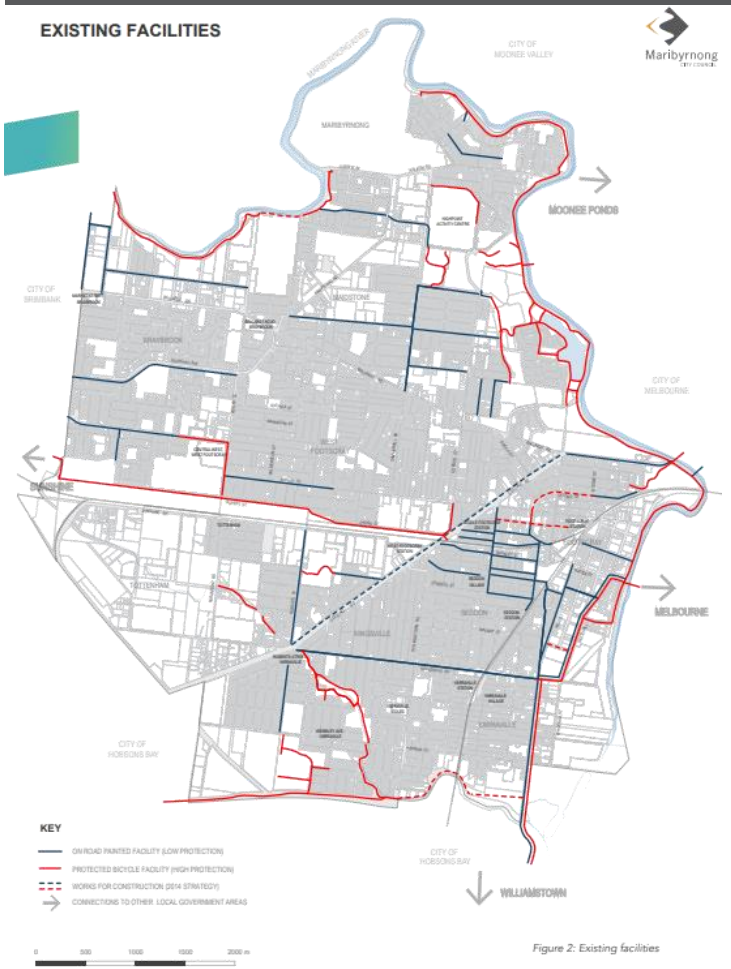



Figure 2: Existing facilities




*Data Source: Maribyrnong Bicycle Strategy 2020-2030*




Figure 3: End of strategy network

Off-road active transport infrastructure (shared paths) are located along the Maribyrnong River and through the south-western portion of the municipality in Yarraville. Cycling infrastructure generally is concentrated to the eastern half of the municipality and there are limited cycling routes in the western half of Maribyrnong.

# 3. Current Situation: Road Network Capacity

## Existing road network capacity in Maribyrnong during AM peak (critical)




*V/C is the 'volume to capacity' ratio.*

*It is a measure of the roads capacity to cater for traffic movements with defined levels of service, with 1.0 representing a road 'at capacity'.*

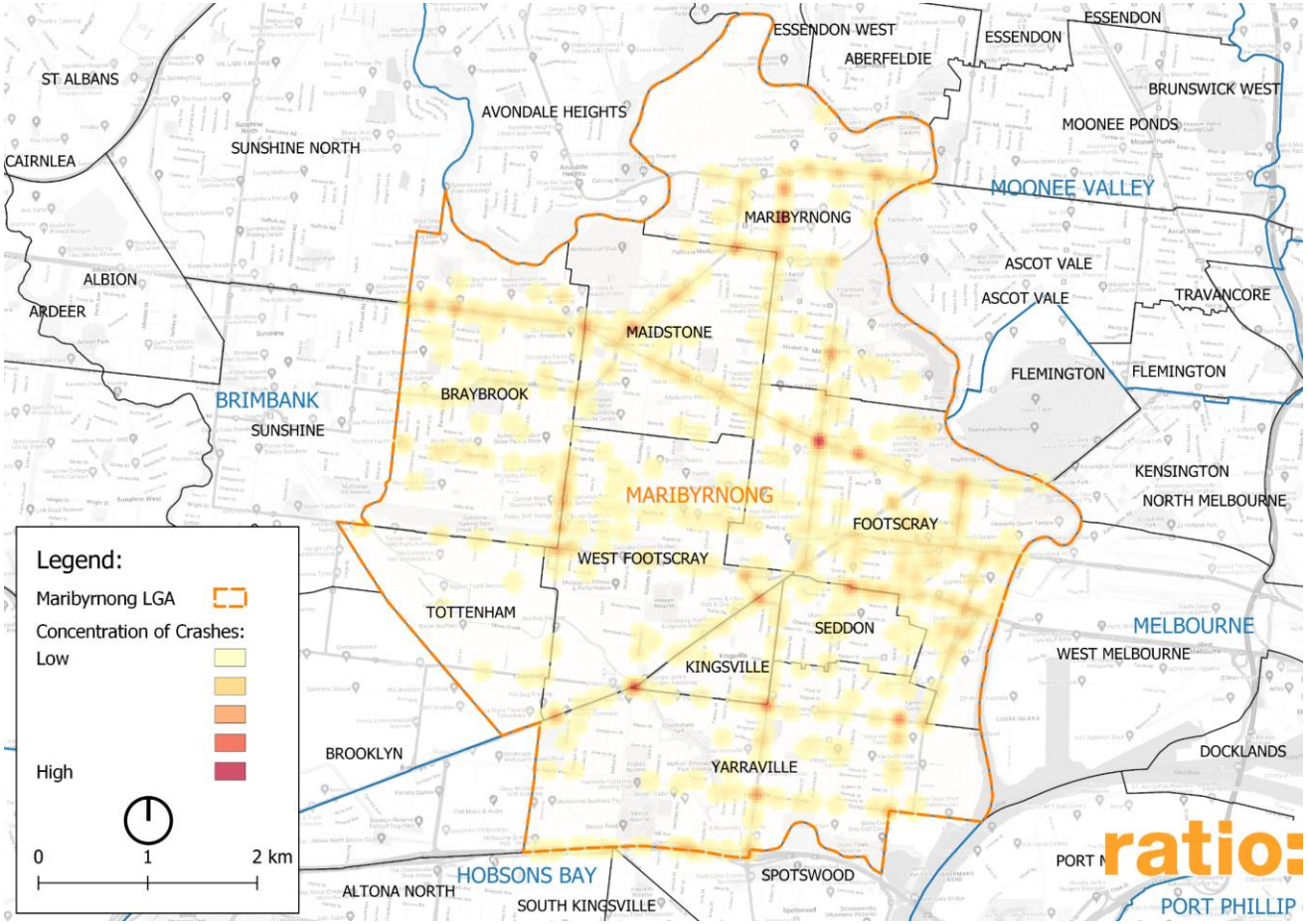
*A V/C of >0.9, while not unusual in metropolitan Melbourne, typically results in large delays and queuing, leading to drivers taking alternate routes.*

*Data Source: VITM 2031 Reference Case, Department of Transport and Planning (2023)*

For the most part, the road network is currently operating within acceptable levels of service. The exception is Geelong Road and some east-west arterial roads within Footscray, which exceed 0.9 in the AM Peak hour (the critical peak).

# 3. Current Situation: Road Safety

## Location of casualty (injury and fatal) crashes in Maribyrnong across the last five years?

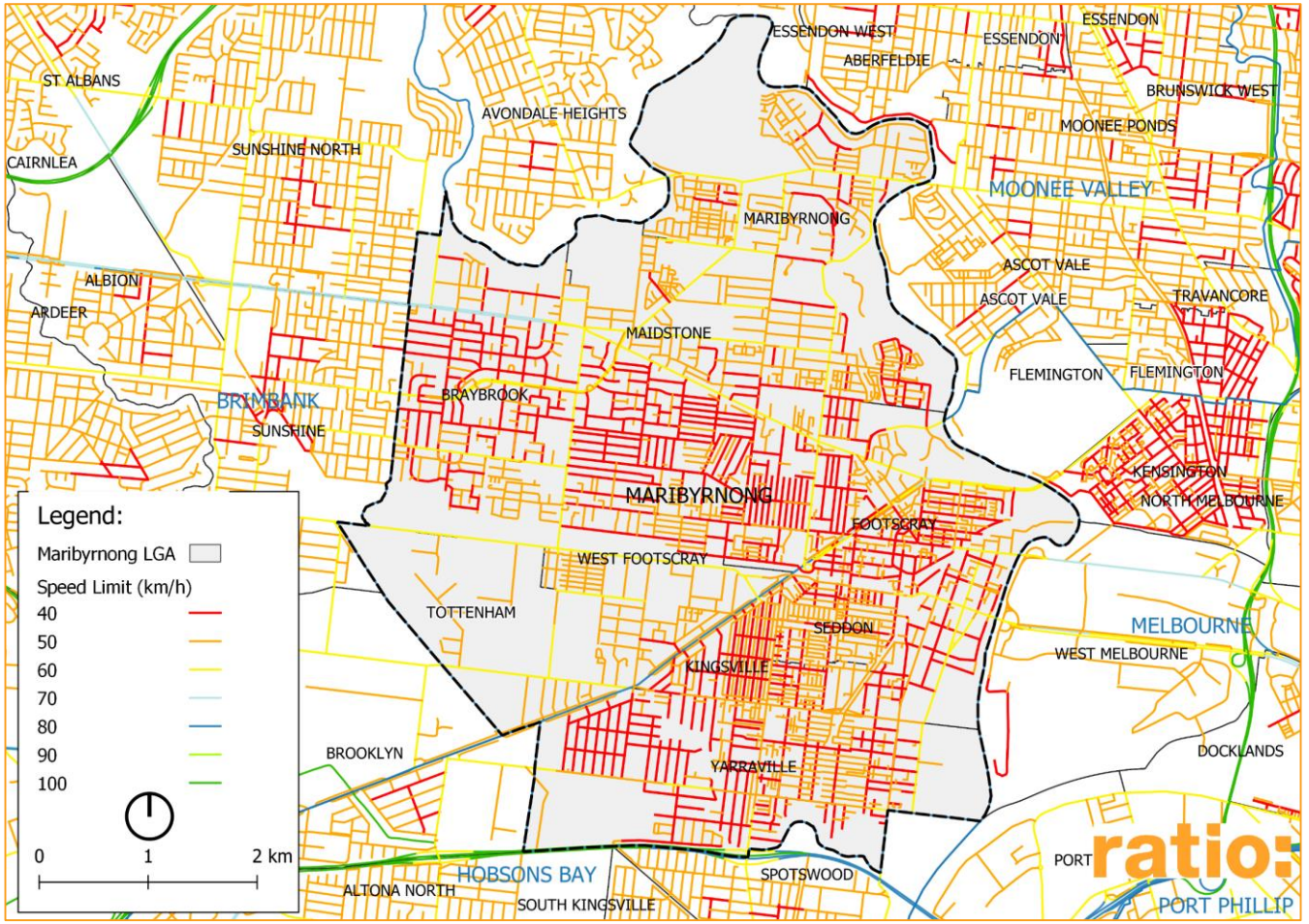



*Data Source: Department of Transport and Planning Crashstats 2018-2023*

Crashes (both fatal and those resulting in injury) are shown to have occurred primarily on the arterial / major road network and within Footscray Metropolitan Activity Centre. As shown in red on the above map areas which experience multiple crashes are primarily located at arterial / major road intersections.

# 3. Current Situation: Road Safety

## Speed limit on Maribyrnong's road network




*Data Source: Department of Transport and Planning Road Speed GIS Data, 2022*

Almost all of Maribyrnong's local streets have a posted speed limit of 40km/h, and a significantly higher proportion of its streets when compared to surrounding municipalities.

# 4. 2012 Integrated Transport Strategy

**Vision and Objectives (2012 ITS)**

In 2012, the ITS Vision and Objectives were as follows:

Our vision is for a transport system which is convenient, safe, equitable and sustainable, achieved by:

- Integrating transport and land use planning
- Improving the pedestrian environment and linkages
- Improving connections to public transport
- Improving opportunities for cycling
- Encouraging investment in, expanding and prioritising public transport
- Increasing the efficiency of freight operations and commercial movement by directing trucks onto efficient arterial routes away from residential areas
- Addressing road congestion by prioritising space-efficient transport modes
- Reducing greenhouse gas emissions and improving air quality through efficiency improvements
- Informing people about their travel choices

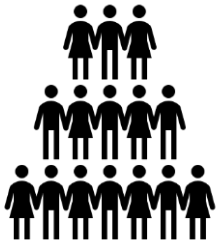
**Population Projections vs Actual**

In 2012 the population was 70,000 which was forecasted to increase to 103,000 by 2030 (approx. 2.2% increase per annum)[2].

Since 2012, the population has increased by approx. 17,500 people (or 1.9% per annum)[3].



**70,000 people in 2012**



**87,526 people in 2024 (Actual)**

From a resident trip generation perspective only, the increase in population over 12 years has generated the following additional number of daily trips (not taking into account any mode shift of resident of existing dwellings or walking trips linked with public transport):



+5,000 resident car trips[4]



+1,300 resident trips by train, bus and tram[4]



+2,000 resident trips by walking (only)[4]



+315 resident trips by cycling[4]

[2] *2012 Maribyrnong ITS*
[3] *Maribyrnong City Council City Snapshot webpage, 2024*
[4] *ABS 2016 Journey to Work applied to population increase*

# 4. 2012 Integrated Transport Strategy

**Road Safety – Injury Crash Trends**

*There was no standalone policy or objective relating to Road Safety in the 2012 ITS.*

Between the five-year periods 2006-2010 and 2018-2022, casualty crashes (e.g. those resulting in injury or death) increased from 934 to 1,716 (an increase in 84% over 12 years)[5].

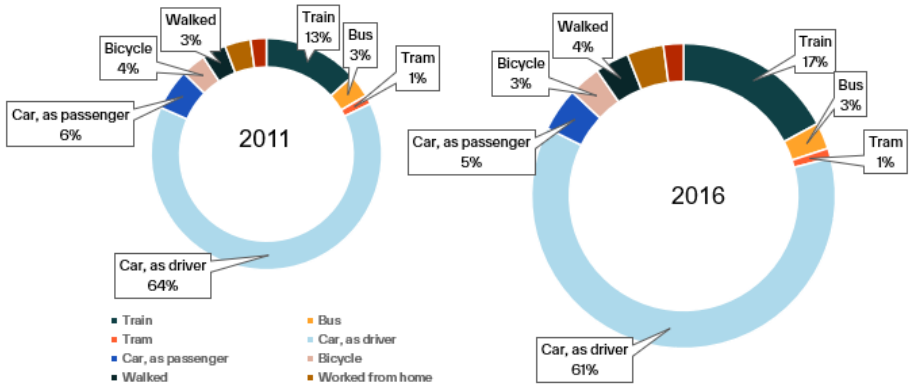
For the same time period, fatalities have reduced from 12 to nine lives lost.

The significant increase in overall crashes is occurring at a greater rate than new vehicle trips on the road network.

However, fewer fatalities indicates lower speed limits, improved enforcement, along with improvements to vehicle technology may have had life-saving impacts.

**Travel to Work Trends - 2011 vs 2016**

There was no measurable goal relating to mode shift away from private motor vehicle in the 2012 ITS.




Between 2011[6] and 2016[7] there was a slight reduction in the number of people travelling by car (as the driver) from 64% to 61%.

The number of people who travelled to work by train or walking increased from 13% to 17% and 3% to 4%, respectively. These changes were likely influenced by the location of new dwellings, as the rail network and location of jobs remained largely fixed, unchanged since 2012.

[5] *2006-2010 crashes as reported in Maribyrnong Safe Travel Plan 2012-17 and 2018-2022*
[6] *ABS 2011 Journey to Work*
[7] *ABS 2016 Journey to Work*

# 5. Changing Nature of Transport and Land Use in Maribyrnong



**Overview**

There are a range of land use and transport changes that are known or expected. These changes (many of which are outside of Council's direct control) are occurring both at a local and global level and require a range of interventions for which Maribyrnong will play a role.

*Other changes, such as those to transport networks will facilitate a level of change that benefits the community, and these represent an opportunity to leverage this to achieve the overarching goals of the ITS.*

**A growing population**

The population in Maribyrnong is anticipated to increase by 70,000 between 2024 and 2041[8].

Meeting the needs of a growing population will be a monumental task, requiring integration of land use and transport, ensuring access to community facilities, jobs, health and education amongst a range of other needs.

Most of the housing required to accommodate this increase will be centred around existing activity centres with access to public transport.

*Transport will be critical in providing for a liveable and thriving community.*

**A changing climate**

In 2019 Maribyrnong declared a climate emergency which requires urgent action by all levels of government.

Maribyrnong has already begun to feel the impacts of global warming with extreme weather events, heat waves and river flooding.

Maribyrnong has developed a Climate Emergency Strategy and Action Plan to address the impacts of global warming with a priority on ceasing greenhouse gas emissions and removing emissions from our atmosphere.

*The strategy requires all Council strategic documents (including an updated ITS) to integrate climate emergency responses, including both mitigation and adaptation.*

[8] Maribyrnong City Council City Snapshot webpage, 2024

# 5. Changing Nature of Transport and Land Use in Maribyrnong

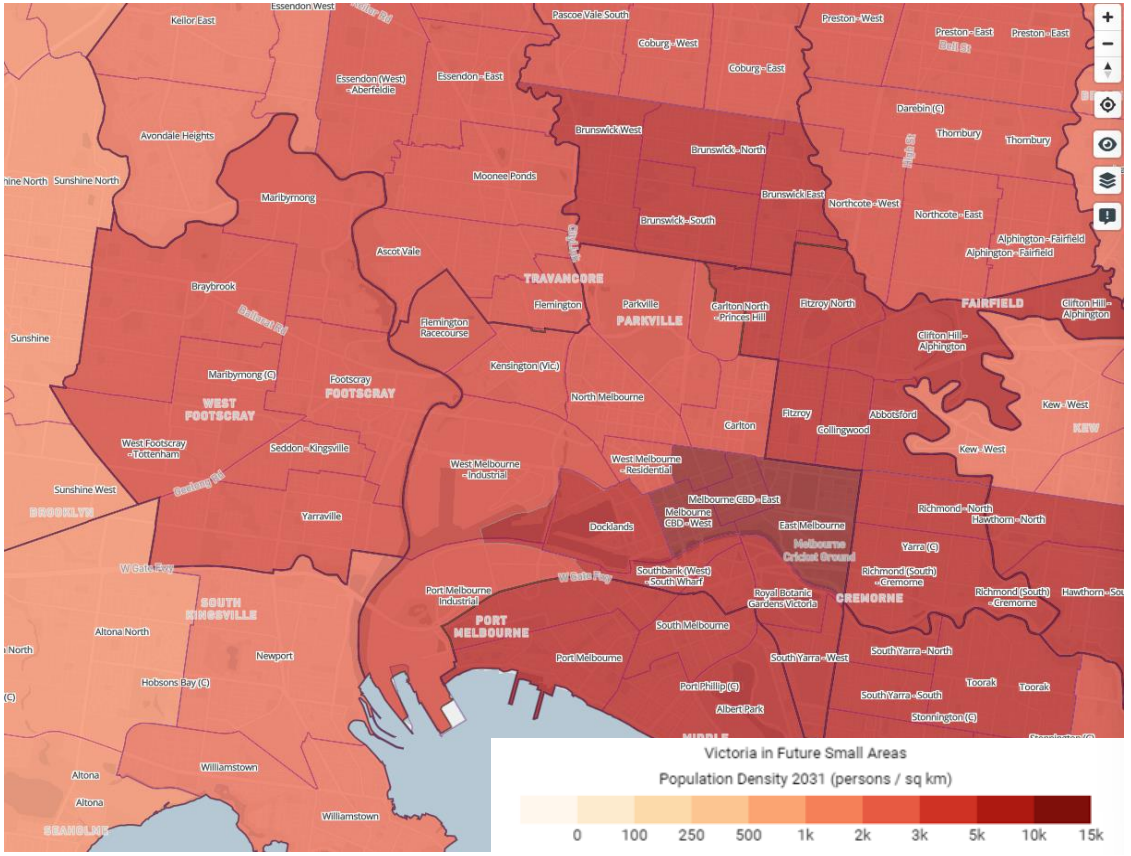
### Future Population Density

Maribyrnong's population density forecast in 2031 is more than 4,000 people per square kilometre, with an annual growth rate greater than most Melbourne inner city council areas at:

- +3.5% per year between 2021 and 2026, and
- +1.9% per year between 2026 and 2031

### Census and Forecast Population

| Year | Population |
|---|---|
| 2011 | 75,154 |
| 2016 | 85,471 |
| 2021 | 101,342 |
| 2026 | 119,044 (Forecast) |
| 2036 | 130,377 (Forecast) |



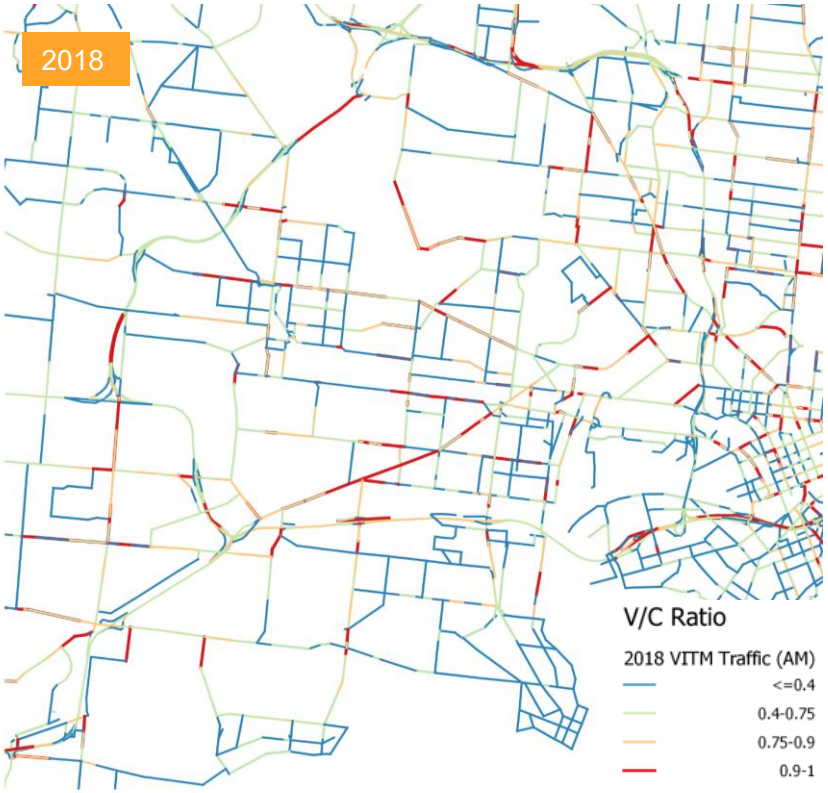

*Data Source: Victoria in Future – Data Tables (2011-2031), DELWP, VLC Planwisely (2023)*

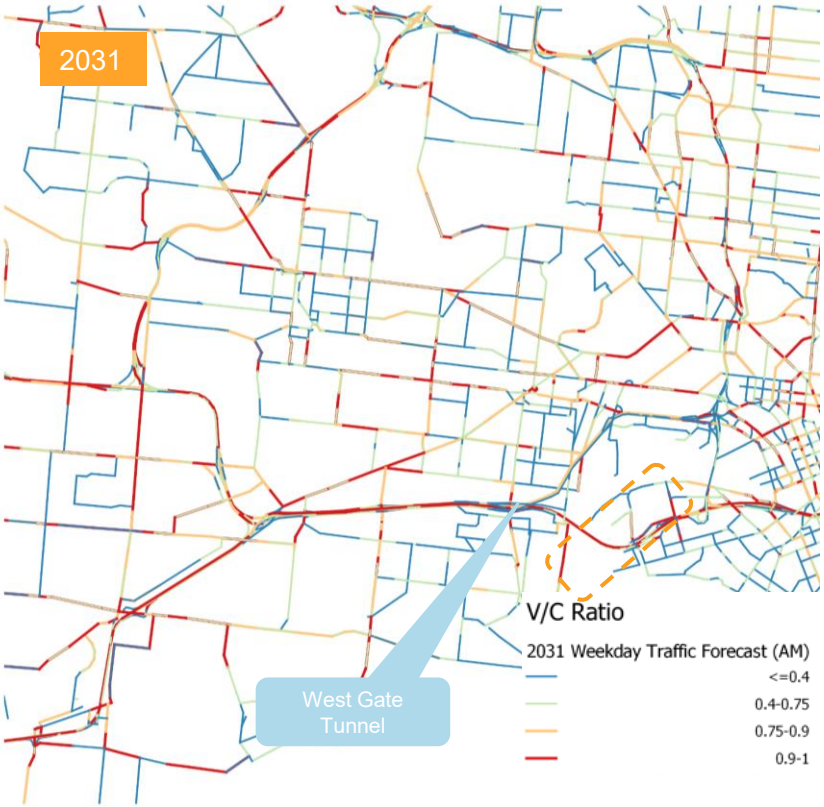
# 5. Changing Nature of Transport and Land Use in Maribyrnong



**Road Congestion (Peak Periods)**

*By 2031, large parts of the arterial road network within and surrounding Maribyrnong will be nearing capacity during the AM peak period.*



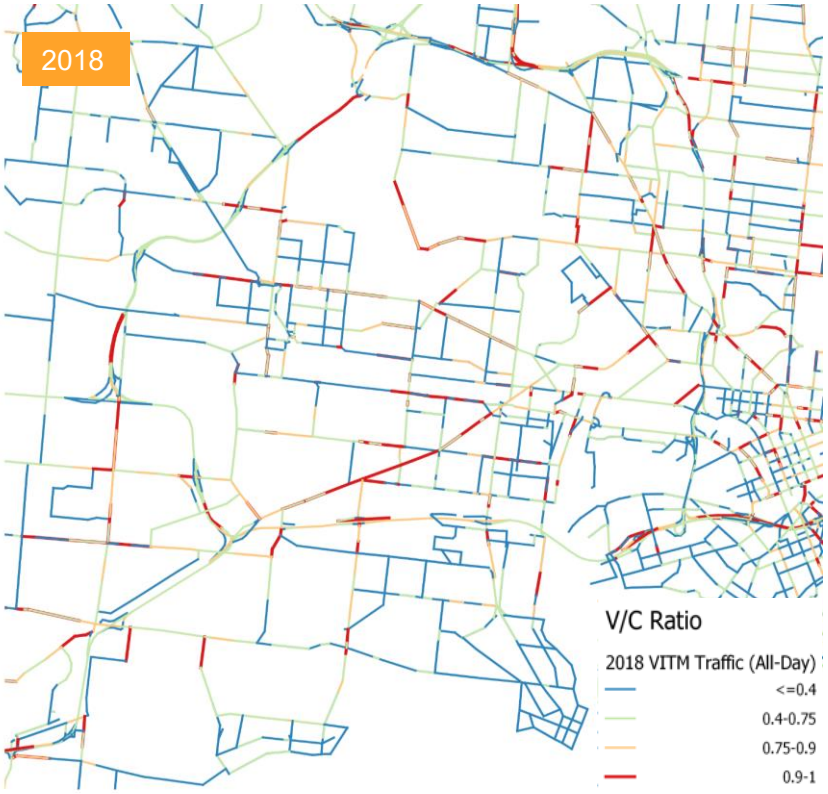



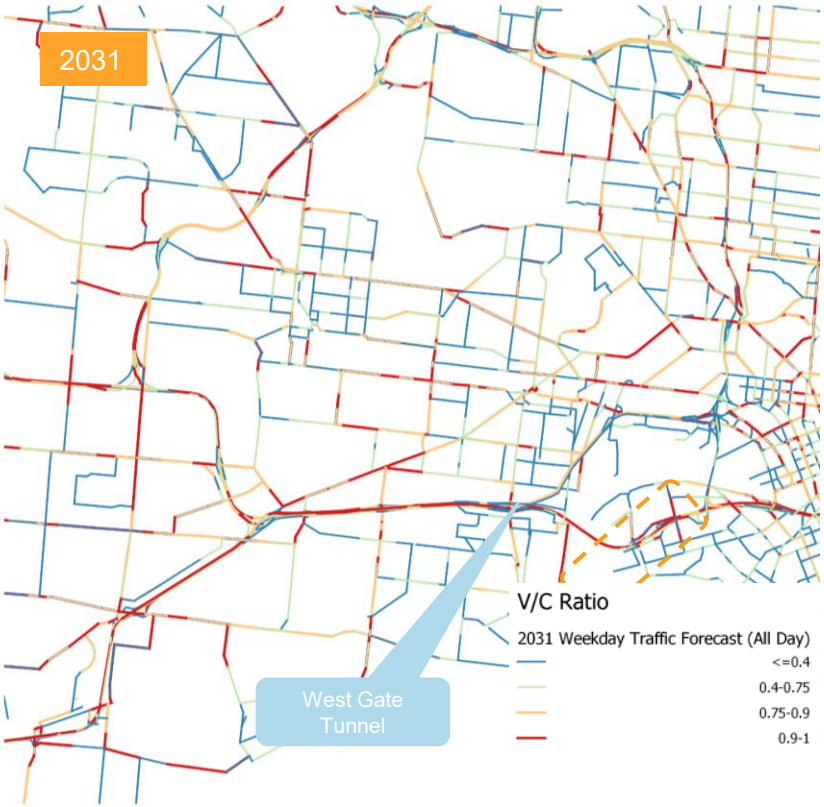

*Data Source: VITM 2031 Reference Case, Department of Transport and Planning (2023)*

# 5. Changing Nature of Transport and Land Use in Maribyrnong

**Road Congestion (Daily)**

*By 2031, some parts of the road network will be nearing capacity for most of the day*




*Data Source: VITM 2031 Reference Case, Department of Transport and Planning (2023)*

# 5. Changing Nature of Transport and Land Use in Maribyrnong



**Micromobility and shared mobility**

In 2022 shared e-scooters were introduced in three inner city municipalities on a trial basis to establish a framework for expanding e-scooter rentals and privatising e-scooters.

Currently, the shared e-scooter scheme has been extended and private e-scooters are now legal and should be considered as a modal choice in transport planning.

Shared mobility schemes and other disruptive technologies that facilitate Mobility as a Service (MaaS), are anticipated to continue to rise and fall until they are widely adopted with appropriate supporting infrastructure to allow safe and efficient movement.

*Monitoring of trends and changes to regulations will be critical in identifying the level of infrastructure or investment required to support future demands.*

**Ongoing influence of Covid-19 pandemic**

There has been an overall rise in the popularity of working from home and hybrid working, which has seen a decrase in public transport use and an increase in active transport.

The approach to working is not expected to change drastically from current conditions, including return to pre-pandemic levels (approx. 4% in 2016[9]).

There have been a number of trials which aimed to leverage significantly reduced vehicle demands during the pandemic, such as the pop up bike lane program and repurposing on-street parking for outdoor dining. These approaches have been widely accepted by local communities and will provide valuable empirical evidence for ongoing improvements.

*Travel behaviours will need to continue to be monitored and transport planning flexible to meet the changing demand.*

[8] *Maribyrnong City Council City Snapshot webpage, 2024*
[9] *ABS Census 2016*

# 5. Changing Nature of Transport and Land Use in Maribyrnong



**Metro Tunnel**

The Metro Tunnel is set to open in 2025 and provide a new end to end train line between Sunbury and Cranbourne / Pakenham, unlocking new inner-city areas of Arden, North Melbourne and St Kilda Road precincts.

*The Metro Tunnel project will provide higher frequency and higher capacity trains in Maribyrnong along the existing Sunbury Line and represents an opportunity to support future residents in areas surrounding these stations including the suburbs of Footscray, West Footscray, Seddon and Braybrook.*

**West Gate Tunnel**

The West Gate Tunnel is set to open in late 2025 and is intended to provide an alternative to the West Gate Bridge. The tunnel will link the West Gate Freeway to the Port of Melbourne, the City Link and the CBD. The project is projected to provide a significant benefit to Maribyrnong and anticipated to remove over 9,000 trucks off local roads[10].

Additionally, the project will also deliver a 2.5 km separated bicycle path (the 'veloway') and will serve as a key cycling link between Footscray and the CBD.

*These reductions will provide an opportunity to reclassify local streets and previously affected areas, with the view of protecting the longer-term use of these streets from freight movement.*

*The veloway will make bicycle travel between Footscray and Melbourne CBD quicker, safer and a more attractive travel option..*

**The unknown**

With the benefit of hindsight and review, there have been numerous unexpected changes since 2012. These changes, including the pandemic, micromobility schemes / e-scooters and rideshare, have transformed the way people move and live in Maribyrnong.

To a lesser extent – major infrastructure projects have progressed at different paces (West Gate Tunnel, Metro Tunnel, Tram Upgrades / Improvements, Bus Network Reform and Level Crossing Removals), with some cancelled altogether (East West Link and Regional Rail Revival), while others are still in planning with no expected timeframe (Suburban Rail Loop and Airport Link).

*The updated ITS will need to ensure Council and the community remain flexible to change, resilient to the unexpected, and open to innovation.*



[10] *Victorian State Government Big Build West Gate Tunnel Project webpage, 2024*

# 6. Challenges and Opportunities

**Overview**

Utilising the analysis and findings from the previous sections of this report, the following section identifies and describes the challenges and opportunities relating to transport in Maribyrnong.

These challenges and opportunities will be further defined through community and stakeholder input, and combined with the community vision to establish the objectives and subsequent actions in the updated ITS.

For the purposes of this report, the challenges and opportunities have been split into six key modes or transport themes:

1. Walking and Cycling
2. Car Parking
3. Road Safety
4. Freight and Congestion
5. Public Transport
6. Supporting a Growing Population



Image: Footscray Railway Station

# 6. Challenges and Opportunities: Walking and Cycling

Maribyrnong's population and demand for transport is forecast to significantly increase over the next 10 years, much of which will rely on walking and cycling to move to, from and within the municipality.

The majority of streets and roads within Maribyrnong are provided with footpaths on either side of the road.

The majority of bicycle routes are provided on-road and concentrated within the eastern portion of the municipality, with minimal supporting shared paths, notably along the Maribyrnong River and Sunshine Rail Line.

In both cases – high volumes of traffic and heavy vehicles present a barrier to active transport use on arterial and Council collector roads, as well as in industrialised parts of the municipality.

Maribyrnong Council has developed a number of strategies to address strategic planning for and implementation of active transport within and connecting to activity centres outside of the municipality. These strategies include Walking Strategy 2023-33, Maribyrnong Safe Travel Plan 2012-2017, Bicycle Strategy 2020-2030, and Road Safety Strategy 2021-2030.

Maribyrnong Council has adopted a number of active transport state and regional policies within the Planning Scheme, aimed to increase and prioritise walking and cycling within the municipality.

| | Walking and Cycling |
|---|---|
| **Challenges** | Arterial roads, in particular Geelong Road, present major barriers to the safe and efficient movement of people via walking and cycling.<br><br>High volumes of heavy vehicle traffic use roads within Maribyrnong, both for local and through access.<br><br>20% of fatal and serious injury crashes on the road network involve pedestrians[14].<br><br>Competing demand for road space allocation to accommodate active transport, public transport, cars, trucks, and emerging technologies / mobility devices.<br><br>The on-road cycling network is fragmented and does not provide for users of differing ability and confidence. |
| **Opportunities** | Increased participation by removing barriers.<br><br>A large proportion of the population live within walking or cycling distance to key attractions such as shops.<br><br>Development focused suburbs, to the east and north, have high levels of walkability and access to daily goods & services, employment and education. |

[14] *Maribyrnong Walking Strategy 2023-33*

# 6. Challenges and Opportunities: Car Parking

Car parking is valued highly by residents, traders and visitors within Maribyrnong, especially in major and neighbourhood activity centres such as Footscray, Highpoint Shopping Centre, Yarraville and Seddon.

Maribyrnong has implemented car parking sensors to monitor the occupancy and duration of stay for timed public car parking spaces throughout the municipality. Sensors are located in Footscray and to a lesser extent in Highpoint, Seddon, Maribyrnong and Yarraville.

Car share schemes through providers such as GoGet and Flexicar operate within Maribyrnong utilising Council owned public parking spaces and paying a yearly fee to Council.

Maribyrnong has developed strategic documents relating to the management of parking within the municipality, including:

- Footscray Central Activities Area Car Parking Strategy (2012)
- Car Share Policy 2016-2021
- Draft Highpoint Parking Plan (2023)
- Parking Management Policy (2017)
- Resident Parking Permit Policy (2014)

| | Car Parking |
|---|---|
| Challenges | Without intervention, increasing population and visitation to Maribyrnong will increase demand for parking, a consequence of which will be to create more traffic congestion.<br><br>More people are requesting parking permits.<br><br>Higher density development needs new ways of thinking on transport and parking.<br><br>Parking management and providing sufficient parking for new developments is highly contentious throughout Melbourne's activity centres and surrounding residential streets and Maribyrnong is no different.<br><br>Introducing more ride / car share options where people don't want to lose parking. |
| Opportunities | High levels of parking supply and demand are located in Footscray, where public transport access is also high.<br><br>The expansion of paid parking or other ways of collecting parking revenue could actively fund active transport and other improvements.<br><br>Car parking in new developments is becoming increasingly diverse and innovative including car share, electric / low emission and autonomous vehicles. |

# 6. Challenges and Opportunities: Road Safety

Maribyrnong's perception of road safety can partly be attributed to the level of freight and heavy vehicle movements on its roads, particularly in local streets. The West Gate Tunnel, which is set to open in 2025, will assist in removing freight from the local road network.

A review of the last five years of available crash history shows that crashes have primarily occurred on the arterial and major road network.

Maribyrnong has developed the following documents to improve safety within the municipality:

- Road Safety Strategy 2021-2030
- Safe Travel Plan 2012-2017

More broadly, Victoria has developed a Road Safety Strategy (2021-2030) which sets an overarching target of halving road deaths by 2030 and fully eliminating them by 2050.

The Strategy adopts the Safe Systems Approach to road safety, which aims to achieve its road strategy goals through reducing the likelihood, severity, and exposure which are seen as the key pillars to road accidents.

Compared to other municipalities, Maribyrnong has a relatively high proportion of streets with 40km/h speed limits, aligning with the Safe System approach.

| | Road Safety |
|---|---|
| Challenges | There is relatively high proportion of heavy vehicle traffic using roads within Maribyrnong, when compared to adjacent areas.<br><br>To improve network efficiency, arterial roads are posted with higher speed limits (up to 80km/h), resulting in a poor alignment with the Safe System.<br><br>Arterial roads are at capacity at peak times, pushing more traffic onto local streets, where demand for active transport trips and other on-street staying activities is higher.<br><br>New parking or visitation associated with future development will increase vehicle trips, and thereby also the exposure to crashes. |
| Opportunities | Align speed limits and all road / transport infrastructure design with the Safe System approach.<br><br>Reduce reliance on vehicles (including heavy vehicles) for all trips by providing better alternatives.<br><br>Ensure drivers are appropriately educated and restrictions are enforced. |

# 6. Challenges and Opportunities: Freight and Congestion

Maribyrnong serves as a ‘gateway’ to the western suburbs to and from the Melbourne CBD.

Key roads within the municipality carry significant amounts of ‘through’ traffic, including West Gate Freeway, Geelong Road and Ballarat Road.

A significant number of freight and heavy vehicles also use the local road network due its proximity to industrial areas and the Port of Melbourne.

Truck bans have been previously imposed through Yarraville to reduce the impacts of freight on the local community. Additionally, in the 2024 State Budget, $10.2 million has been allocated for cameras to enforce Truck Bans on six roads in and around Maribyrnong once the West Gate Tunnel is open.

The state-wide VITM shows the arterial road network is operating at or near capacity during peak hours, as well as across the day in key areas.

Even with the West Gate Tunnel, by 2031 the road network including the West Gate Freeway will be under significant strain. This is largely due to continued urban growth to the west of Melbourne, as well as the effects of induced demand, whereby an increase in road capacity will encourage more people to drive who would not have otherwise.

| | Freight and Congestion |
|---|---|
| Challenges | State Government is responsible for the operation and delivery of infrastructure on arterial roads.<br><br>The arterial road network is currently at capacity and is anticipated to stay that way due to ongoing growth in Maribyrnong, in the west of Melbourne, and also from the effects of induced demand.<br><br>Ongoing need for movement of freight and heavy vehicles within the municipality, to support local industry and the economy.<br><br>Heavy vehicle traffic creates a range of public health and amenity impacts in addition to road safety which have been recognised in Council’s Air Quality Improvement Plan. |
| Opportunities | Last mile freight and other heavy vehicle innovation will reduce the impacts on local communities.<br><br>Mode shift to sustainable modes including active and public transport for both existing and new road users.<br><br>Potential for increased e-mobility / micromobility options with the upcoming legalisation of e-scooters.<br><br>Transit oriented development and use of car parking provisions in new developments as a lever to reduce impacts of future growth on the road network.<br><br>Enforcement of truck bans and curfews post opening of the West Gate Tunnel. |

# 6. Challenges and Opportunities: Public Transport

Maribyrnong is served by three public transport modes, bus, tram and rail, as well as regional rail. These services provide varying levels of coverage of residential areas and link residents with activity centres and jobs.

Footscray Railway Station is a significant transport interchange, with trips to, from and through Footscray accounting for a large proportion of commuter trips from Melbourne's western suburbs to the CBD.

Growth within Footscray and surrounding suburbs will place additional demand on the rail and bus networks, which will extend to linked active travel trips.

Maribyrnong is set to benefit from the opening of the Metro Tunnel Project in 2025, providing increased rail services due to the freeing up of capacity within the city loop.

The State Government is currently in the early stages of planning for the Yarraville Level Crossing Removal.

| | Public Transport |
|---|---|
| Challenges | State Government is responsible for the operation and delivery of public transport service and infrastructure.<br><br>Poor integration of transport modes, notably at Footscray Station and Highpoint Shopping Centre.<br><br>Lack of public transport connectivity between activity centres.<br><br>Lack of priority and real time information available.<br><br>Missing or unsafe access to stops / stations. |
| Opportunities | Turn Footscray Station into a high quality integrated multi-modal transport hub, with clear connections between modes.<br><br>Provide priority for public transport services in busy corridors, through mechanisms such as bus lanes, signal priority and queue jumps.<br><br>Upgrade tram stops, which will be required to facilitate the new G-class trams that will be used on both routes within Maribyrnong from 2025.<br><br>Extend local tram routes to connect with Docklands.<br><br>Yarraville Station level crossing removal project. |

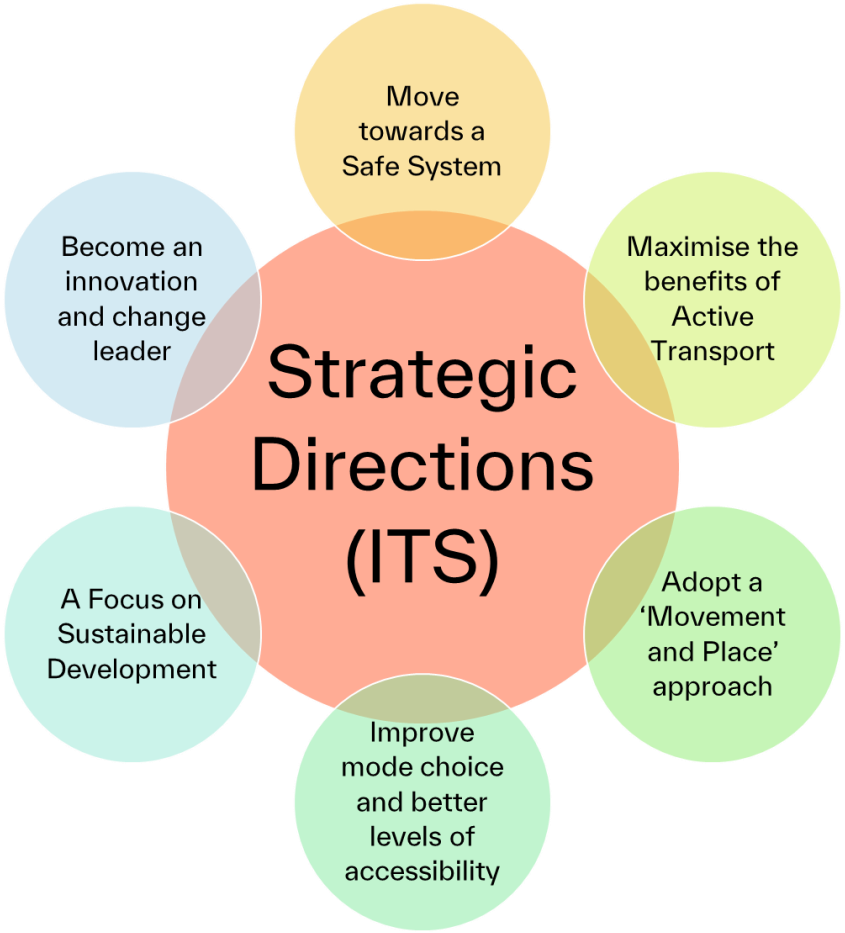
# 7. Strategic Directions

**Overview**

A set of draft preliminary strategic directions have been prepared that:

- Consider Council's existing strategic objectives and Council vision;
- Respond to the current situation and external challenges or influences; and
- Set a path for how transport will safely and sustainably support a growing population.

The six (6) strategic directions are shown adjacent, and further described on the following pages, including how they link with Council's existing strategic priorities (Council Plan 2021/2025).



# 7. Strategic Directions

Alignment with Council's Strategic Priorities

Consideration was given to how the strategic directions outlined on the previous page align with the Council Plan 2021/2025.

The table adjacent shows the strategic directions have significant alignment with Council's existing strategic priorities and community vision.

.

| Council Plan Strategic Priorities -→<br>Preliminary ITS Directions | Safe climate and healthy environment | Liveable neighbourhoods | A place for all | Future focused | Ethical Leadership |
|---|---|---|---|---|---|
| Sustainable Development | | | | | |
| Movement and Place | | | | | |
| Safe System (Towards Zero) | | | | | |
| Active Transport | | | | | |
| Transport Choice and Accessibility | | | | | |
| Innovation and Technology | | | | | |

| | |
|---|---|
| | Strong Alignment |
| | Moderate Alignment |
| | Some Alignment |
| | No alignment – *none stated* |

# 7. Strategic Directions:
## *Maximise the benefits of Active Transport*




**What is the desired outcome?**

A connected and safe walking and cycling network, giving people choice in how they travel, while receiving health, environmental and financial benefits.

**What challenges may present?**

Retrofitting an existing transport network to provide for high levels of walkability and cycling comfort can be complex and costly.

Often it requires some reduction in level of service for motorists, or a loss of on-street parking.

**Some of the ways it could achieved in Maribyrnong**

- Delivery of safe pedestrian[11] and cycling connections around all local, neighbourhood and metropolitan activity centres.
- Deliver the missing links in the cycling network that connect people with jobs and transport hubs (Strategic Cycling Corridors)
- A network of diverse bicycle parking and other facilities for micromobility and e-mobility.
- Improved road, river and rail crossings for active transport users.

[11] 'Pedestrians' is an all-inclusive term for all people travelling by non-vehicular modes, such as walking, wheelchair users, kids in prams etc. Similarly, 'walkability' refers to the characteristics of a place, and often measured by its safety and accessibility of all users.

# 7. Strategic Directions:
## *Adopt a Movement & Place approach*




**What is the desired outcome?**

Movement and place recognises that streets have two key functions:

- To move people and goods from A to B as quickly as possible; and
- As places and destinations where people stay, play and enjoy.

The design of Maribyrnong's transport network will consider how these functions interact and how best to address the conflict that exists.

**What challenges may present**?

Many streets in inner city areas have a high number of movement functions (cycling, walking, public transport), often conflicting with a desire for 'high amenity'. It is often not practical to 'prioritise' one mode over another.

*e.g. taking away parking for cycling, or redirecting freight movements without placing additional strain on other parts of the community.*

**Some of the ways it could be achieved in Maribyrnong?**

- A local policy requiring Movement & Place assessments for all transport projects (cross section changes, cycling corridors, intersection upgrades)
- Streetscape and public realm improvements in high activity places.
- Incorporating 'placemaking' as an objective in Local Area 'Traffic Management' studies.
- Re-classifying future freight networks in anticipation of the West Gate Tunnel, with the view of providing permanent amenity and safety protections in local streets.
- Managing public car parking in a way that supports streets as 'places', and not just for vehicle storage.

# 7. Strategic Directions:
## *Improve mode choice and levels of accessibility*




**What is the desired outcome?**

Residents have access to a broad range of travel choices to meet their local trips and journeys between the places they live, work and visit.

This includes well connected, frequent, reliable and comfortable public transport, integrated with land use and other mobility networks.

**What challenges may present?**

There is a gap in how public transport networks are planned and provided with how local movements occur.

This is especially true for caregivers, and people who need to undertake multi-purpose trips where local neighbourhood activity centres may not provide for all of their needs.

Public transport which falls under the control of the State Government, often do not meet changing community needs in growing suburban areas.

**Some of the ways it could be achieved in Maribyrnong**

- Improvements to bus / tram priority (over cars) and provision of real time information at stops.
- Extended tram routes with connections between Maribyrnong and surrounding suburbs (e.g. Docklands).
- Better integration of the existing bus interchange at Highpoint with the activity centre.
- New or better connectivity for public transport between activity centres in Maribyrnong (north-south) and between municipalities (e.g. Yarraville to Sunshine)
- A long term rail link (and bus link in shorter term) between Footscray and Melbourne Airport via the western suburbs (Airport Link and Suburban Rail Loop),
- Improved accessibility for people with disabilities at bus / tram stops and provision of pedestrian crossings on arterial roads.
- Undertaking streetscape improvement works to provide high quality and safe active transport infrastructure (e.g. reallocating space used for car parking to alfresco dining etc).

# 7. Strategic Directions:
## *A focus on Sustainable Development*




**What is the desired outcome?**

New development will be well located, integrated with transport, and support thriving places.

**What challenges may present?**

If all new development provides car parking at the same rate as existing, by 2041 there will be[12]:

- **an additional 28,000 vehicles owned by residents** requiring on-site car parking; and
- **approximately 80,000 additional car trips per day** on local streets.

The arterial road network is nearing capacity, and it will not be possible to continue to provide for this level of traffic growth in the long term.

**Some of the ways it could be achieved in Maribyrnong**

- High density residential and mixed-use development around train stations and on frequent bus and tram corridors.
- Heavily reduced (or zero) parking requirements in new developments near high quality public transport.
- Integrating car share or other e-mobility / micromobility share schemes into new development.
- Diversity of bicycle parking and high-quality end of trip facilities (charging, showers, change rooms, lockers)

[12] Assumes 2.0 people / dwelling for additional 70,000 residents, at a rate of 0.8 veh per dwelling.
[13] Assumes 5.0 trips per day /dwelling, of which 56% are by car (or 2.8 car trips per day / dwelling)

# 7. Strategic Directions:
## *Become an innovation and change leader in transport.*




**What is the desired outcome?**

Maribyrnong will be a leader in innovation, leveraging off its partnerships with manufacturing, education and health industries.

Council will be amongst the first to trial new approaches and technologies, and the community will also be the first to benefit.

The community will be flexible and resilient to change created by external factors and help create a broader culture of learning and growing with other municipalities around Melbourne.

**What challenges may present?**

Innovation often requires acceptance of risk of the unknown and with limited research to demonstrate the benefits.

**Some of the ways it could be achieved in Maribyrnong**

- Install networks of sensors capturing transport and environmental data to assist with better decision making, including making all data public and open source.
- Develop and trial innovative public transport solutions in partnership with the State Government.
- Work with key local industry stakeholders (e.g. Victoria University) to develop new technologies or approaches that improve road safety or the efficient movement of goods (freight) and people.

# 7. Strategic Directions:
# *Move towards a Safe System*




**What is the desired outcome?**

The Safe System recognises people make mistakes and human life is vulnerable to the impacts of vehicle based collisions.

A road network that has alignment with the Safe System design principles will work towards reducing fatal and serious injury crashes to zero.

**What challenges may present?**

As more vehicles and pedestrians / cyclists enter the transport system, so too does the exposure to crash risk.

Further, the severity and likelihood of a crash occurring is often influenced by road design (costly to upgrade), and speeds (sometimes required for the efficient movement of people and goods).

Road design and speeds are not the only part of the Safe System though, it also requires safer drivers and safer vehicles.

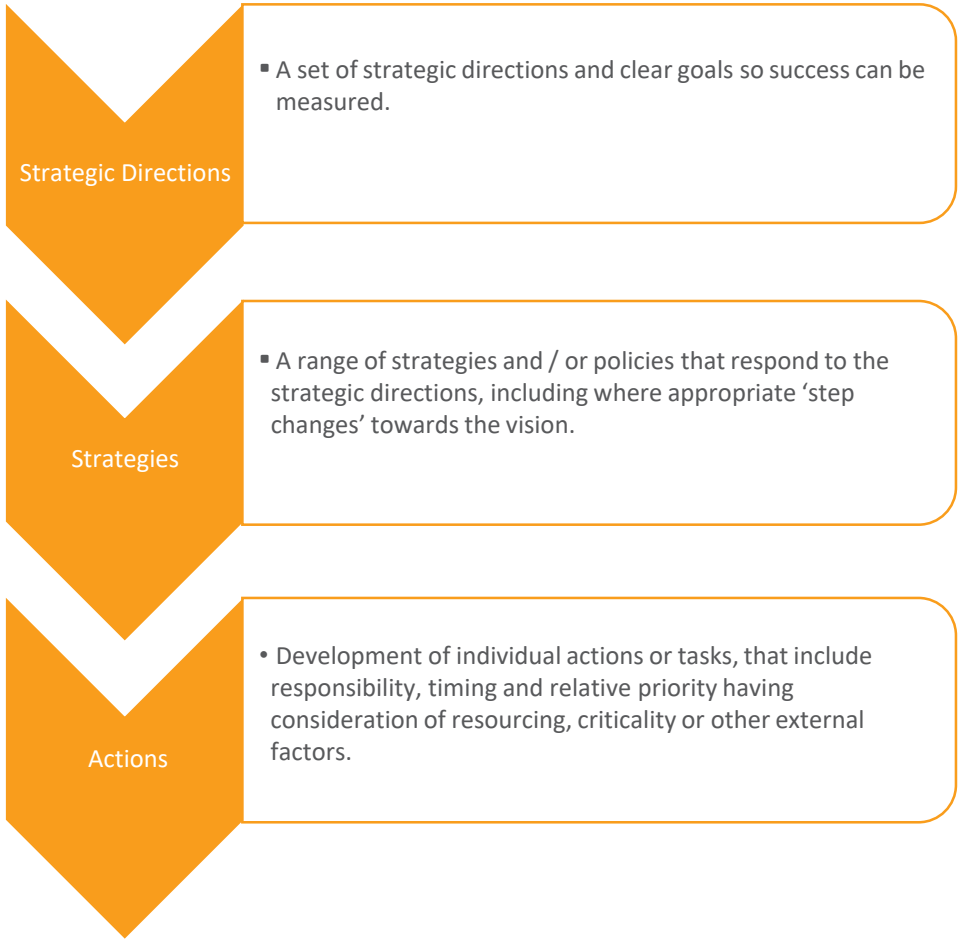
**Some of the ways it could be achieved in Maribyrnong?**

- Further targeted speed limit reductions building on Council's Area40 program previously implemented on local roads.
- Advocacy to State Government to improve the safety of the arterial road network, where the vast majority of fatal and serious injuries occur.
- Continuation of the Local Area Traffic Management and Blackspot funding application approach.
- Developing partnerships with the community, State Government and adjacent LGA's to deliver coordinated education and enforcement programs.

# 7. Strategic Directions

**How the Strategic Directions will translate into ITS Actions**

The adjacent flow chart demonstrates how the strategic directions set out in this report will translate into the strategies and actions.



# 8. Next Steps and Conclusion

**An updated Maribyrnong Integrated Transport Strategy (ITS) will require clear direction and measurable goals.**

**It will also require buy-in from community and key stakeholders at all stages of its development.**

The preceding document and separate analysis and review of background and strategic context has been prepared as part of a holistic review of the 2012 Integrated Transport Strategy. It also identifies the base conditions and strategic directions to be considered in an updated ITS.




Maribyrnong City Council

| | |
|---|---|
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