Our draft transport strategy

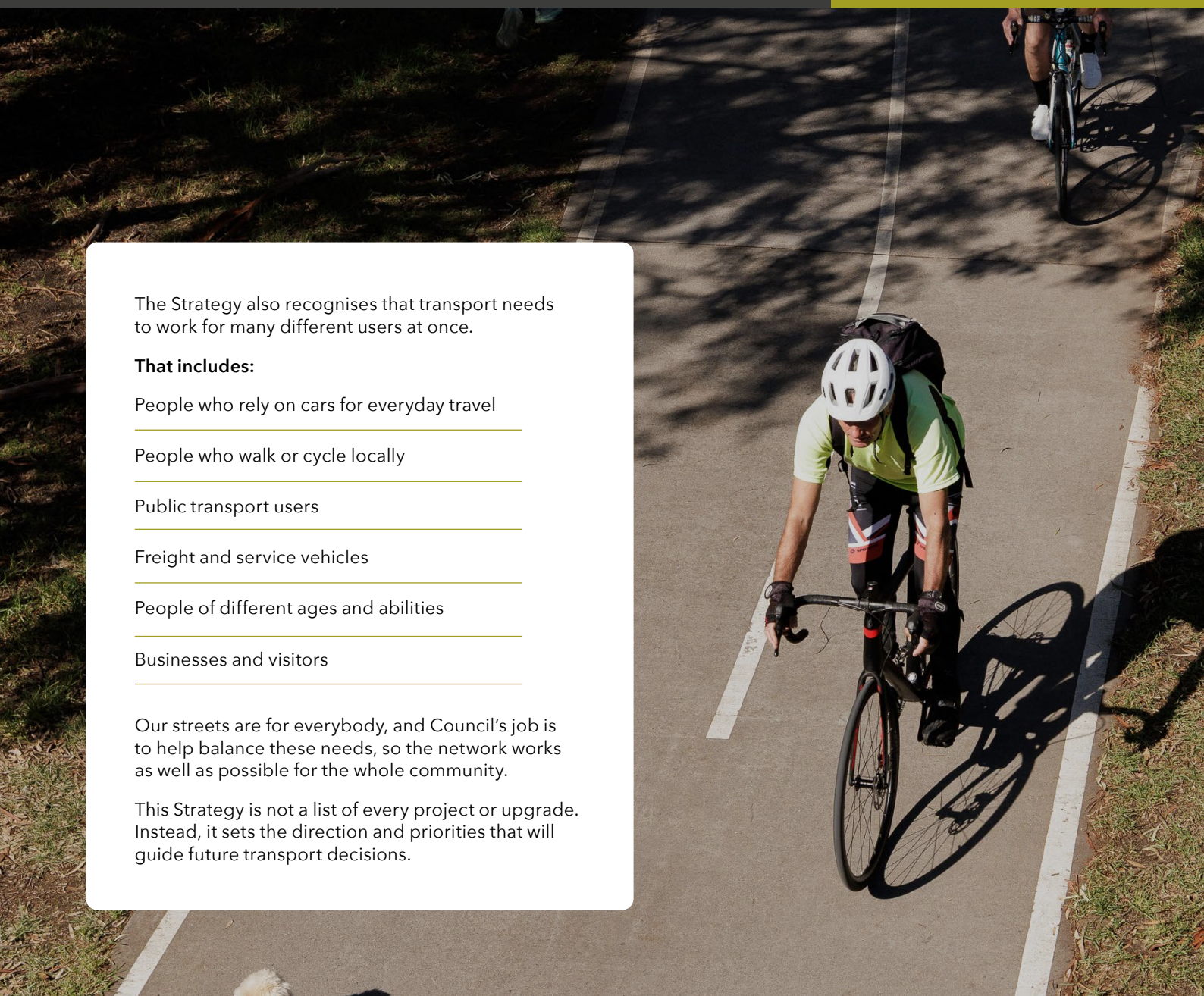
Maribyrnong CITY COUNCIL

Thriving and connected communities

What is it about?

The City of Maribyrnong is growing and changing, and so are the ways people travel.

The draft Integrated Transport Strategy sets out Council's long-term direction for transport in Maribyrnong. It aims to make it easier and safer for people to get where they need to go no matter how they travel.



The Strategy also recognises that transport needs to work for many different users at once.

That includes:

- People who rely on cars for everyday travel
- People who walk or cycle locally
- Public transport users
- Freight and service vehicles
- People of different ages and abilities
- Businesses and visitors

Our streets are for everybody, and Council's job is to help balance these needs, so the network works as well as possible for the whole community.

This Strategy is not a list of every project or upgrade. Instead, it sets the direction and priorities that will guide future transport decisions.

How we got here

This Strategy has been shaped by supporting studies and community feedback.

Timeline	
October 2023	At the October 2023 Council Meeting, Council resolved to advance an updated Integrated Transport Strategy, which was due for review.
Mid-2024	We gathered community feedback to help shape a draft Integrated Transport Strategy. Initial thinking was shared in a discussion paper for community feedback.
2025	We progressed the development of a draft Integrated Transport Strategy by bringing together community feedback, technical analysis, transport planning priorities/commitments, and stakeholder conversations.
Now	Sharing the draft Strategy with the community for feedback, focussing on explaining the draft, testing key directions, and hearing what should be refined before we finalise the Strategy.
Late 2026	Final Strategy presented to Council for consideration.

Why develop an Integrated Transport Strategy?

Our City is under transport pressure. There are more people, more homes, and more demand on the existing network.

That means Council needs a clear plan to manage:

- congestion
- parking pressure
- traffic movement
- public transport access
- walking and cycling safety
- freight and servicing needs
- accessibility for people of all ages and abilities.

The Strategy is intended to help us plan for growth and change in a way that keeps the City moving while supporting liveability and local access. It is about making transport work better across the whole City.

What this means for our community

The goal is to provide a transport network that supports daily life and meets the needs of a growing and diverse community.

Over time, the Strategy aims to help create a city where residents and visitors can:

- get to shops, schools, parks and services easily
- choose from a range of transport options
- move around without unnecessary delays
- use public and active transport simply and safely.

We recognise that transport decisions need to support economic activity as well as neighbourhood amenity and safety.

The Strategy also aims to support local business, workers and visitors by making it easier and safer to:

- reach shops, offices and services
- access parking to shop or use local services
- move freight and deliveries efficiently.





A balanced approach to transport

The draft Strategy recognises that Maribyrnong needs a transport network that works for everyone.

That means balancing:

car travel, which remains important for many trips in our City

freight and service vehicles, which support local business and everyday needs

public transport, which helps move people efficiently across the city and beyond

walking and cycling, which support both commuter journeys and short local trips, access and healthier neighbourhoods

accessibility, so people of different ages and abilities can travel more easily

It's about making everyday travel simpler, safer and more reliable across all of these modes.

How the Strategy is organised

The Strategy is built around a vision, guiding principles and five priority areas. Together, these shape how Council will plan for transport over the next 10+ years.

Priority area 1:
Safe streets for all

This priority area focuses on making streets safer and easier to use for everyone, including people walking, cycling, driving, catching public transport, and those with mobility needs.

Priority area 2:
Connecting our community

This priority area looks at how people move between neighbourhoods and key destinations, and how Council can improve everyday travel within Maribyrnong.

Priority area 3:
A sustainable way to travel

This priority area is about giving people more practical options for getting around, so they can choose the mode that best suits their trip.

Priority area 4:
Accessible places and destinations

This priority area considers how transport should respond to growth, development and changing land use so that new and existing areas remain connected and functional.

Priority area 5:
Leading the way in transport innovation and technology

This priority area focuses on long-term planning, including how Council can prepare for new transport needs, changing travel behaviour and future investment.

Priority area 6:
Culture change and behavioural shifts

This priority area focuses on how great transport is about people, and that the way we choose to travel shapes our community's health, our environment, and how connected we feel to our community.

How the Strategy will be delivered

The Strategy sets the long-term direction for transport in Maribyrnong. Annual action plans will turn that direction into more detailed short- to medium-term actions.

This means Council can focus on:

- immediate improvements
- staged delivery over time
- practical actions that respond to local needs
- regular review and adjustment as conditions change

The Strategy sets out three stages of implementation.

Kickstart (0 to 3 years)

The first stage focuses on quick wins, improving existing transport connections, making streets safer and addressing the most pressing accessibility issues.

Gaining momentum (4 to 7 years)

This stage is about building on early progress and embedding longer-term improvements across the network.

Locking it in (8 to 10+ years)

By this stage, Council wants the transport system to reflect the long-term vision: one where people have more real choice in how they travel and the network works well for a wide range of users.

How Council will measure progress

Council will track progress over time using measures such as:

- safety
- access to key destinations
- travel reliability
- accessibility
- network connectivity
- use of different transport modes
- community feedback.

This will help Council understand what is working and where further changes may be needed.



What do you think?

We want as many people as possible to help shape this Strategy.

To share your thoughts, you can:
visit yourcityyourvoice.com.au/transport
attend a workshop
chat to us at a pop-up event
email us at transport@maribyrnong.vic.gov.au

Maribyrnong
CITY COUNCIL