

GEELONG GROWTH AREAS TRANSPORT INFRASTRUCTURE STRATEGY

Developer and Landowner
Workshop

City of Greater Geelong

16/03/2020



GEELONG GROWTH AREAS
TRANSPORT INFRASTRUCTURE
STRATEGY



PURPOSE OF THE PROJECT

The **purpose** of the Strategy is to develop an overarching framework for investment in road and rail infrastructure to support ultimate development of scenario of Geelong's three major growth areas by 2051.

Key outcomes:

- A prioritisation plan of action to transform the strategy into tangible solutions
- A plan that aims to deliver on our communities Clever and Creative Transport Vision to achieve active and public transport ride share targets.

PROCESS

- Planning for major transport infrastructure follows a specific process:



- Modelling is undertaken using a statewide model, which is an industry standard tool
- Model takes population, employment etc. as inputs and helps us understand the impacts of infrastructure changes (e.g. on traffic movements)
- Focus is on broader / strategic infrastructure ('big ticket items'), many of which are outside growth areas – this project doesn't look at finer grain detail
- Many of the major infrastructure items are outside of PSPs and look at impact on wider Geelong
- Working with State Government agencies (VPA and DoT) as partners

TRANSPORT IN GEELONG TODAY

- Currently, Geelong has a population of about 260,000
- 95% of trips are taken by car. Less than 5% of trips are by public transport or walking.
- Parking is an issue
- Congestion is relatively low – but there are some pinch points, and experience is relative
- Public transport services are infrequent, some running every 30 minutes or worse. Focus on getting people to Melbourne, not within Geelong.



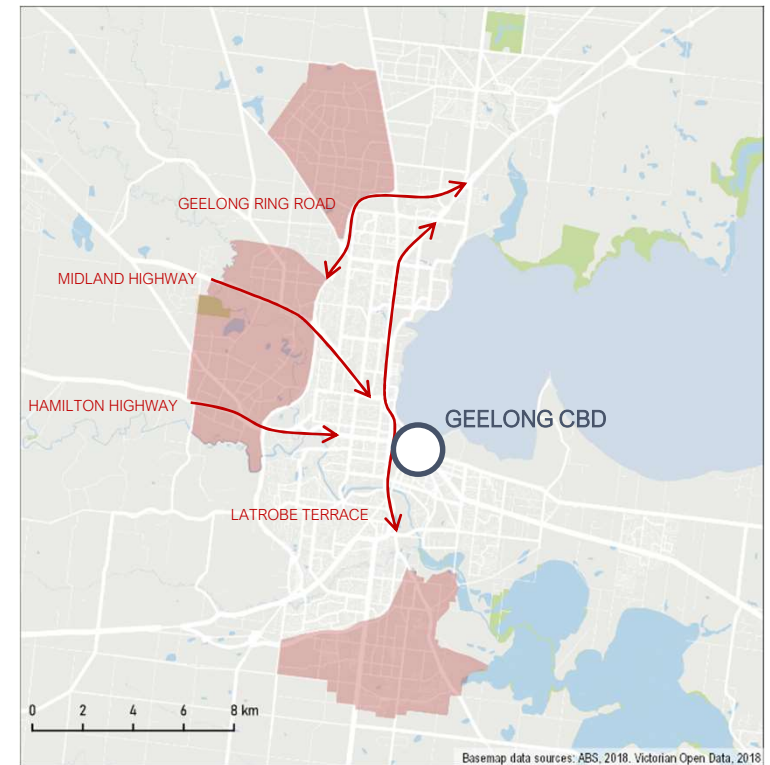
GEELONG IN 2051

- Geelong is forecast to double in population – 650,000
- One third of this growth is planned to be in the three growth areas
- Concentration of jobs are likely in inner and central Geelong, so many will need to travel for work to the same place
- Modelling for 2051 suggests that without change, car will remain overwhelming way of travel
- Jobs are forecast to be concentrated in the central area



TRAVEL TIMES (TRAFFIC VOLUMES) EXPECTED TO INCREASE

- Traffic volumes are expected to increase. Traffic in Geelong CBD is forecast to double.
- Congestion is expected to increase, particularly from growth areas to South Geelong but also around the CBD
- The worst performing high-volume roads:
 - Latrobe Terrace
 - Hamilton Highway
 - Midland Highway
 - Geelong Ring Road
- Without managing demand, delays are expected on these corridors



TRAVEL TIMES SET TO WORSEN

Bacchus March Road

↑ 40%

Increase from 20 min
to 30 min in 2051

Surf Coast Highway

↑ 25%

Increase from 20 min
to 25 min to 2051

* Estimated travel times for Growth
Areas to CBD, AM inbound

Midland Highway

↑ 40%

Increase from 20 min
to 30 min in 2051

Barwon Heads Road

↑ 25%

Increase from 20 min
to 25 min to 2051

Hamilton Highway

↑ 130%

Increase from 15 min
to 35 min to 2051

This does not include congestion caused by finding a park, road
works, weather or accidents

WITHOUT CHANGE, GEELONG COULD LOSE SOME OF ITS APPEAL

- Modelling suggests that without change, public transport is expected to remain poorly used in the future, less than 3% of trips
- Increasing congestion will slow buses down, reinforcing dependence on driving
- Increasing congestion will also make it difficult to reach rail stations, for example, to access jobs in Melbourne
- Modelling suggests a 70% increase in emissions

What is the impact on the attractiveness of Geelong as a place to live and work?

CHANCE TO WRITE THE STORY

- Geelong is a relatively flat, compact city.
- Even growth areas are about 10km from the CBD, a 30-45 minute bike ride.
- What role can public transport play? How do people access public transport?
- Opportunity to enable broader 'non-movement' outcomes, like liveability, place, air quality.



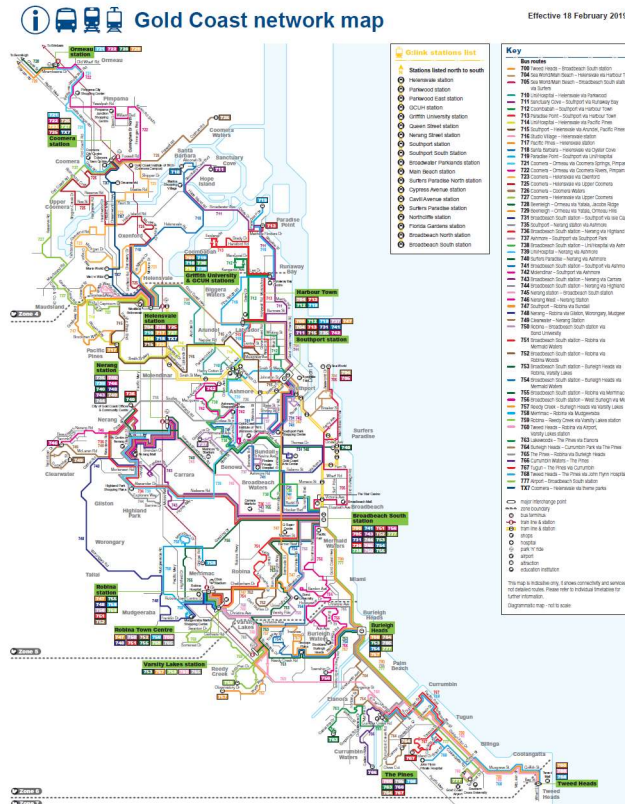
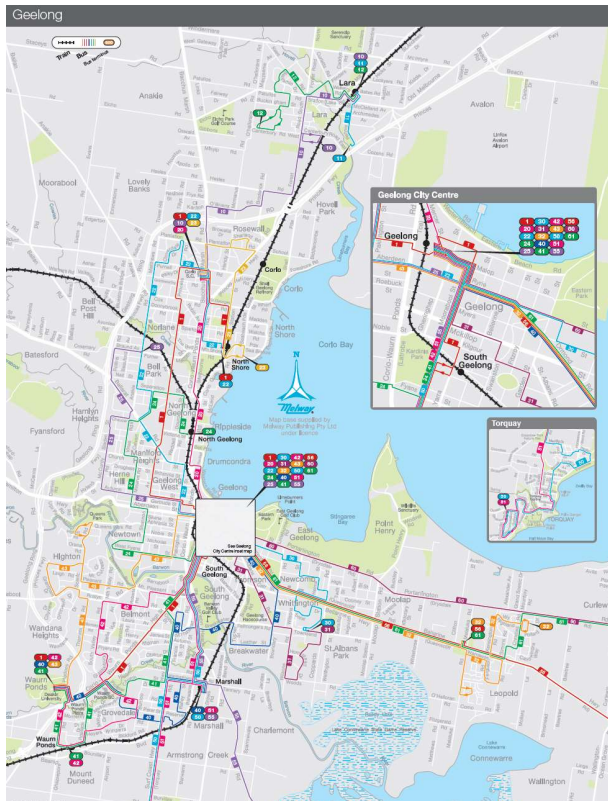
Image: <https://www.outlinesla.com.au/cms-projects/regional-provincial/grovedale-station.php>

OTHER CITIES AT 650,000

	Geelong (2051)	Gold Coast / Tweed Heads (current)	Portland, Oregon (current)
Number of people	650,000	690,000	650,000
Proportion of people that drive to work	94% car (3% PT and 3% active travel in 2051)	88% car (Gold Coast, all trips - not just work)	60% driving alone (single occupant in car)
Key transport objective	50% public transport, walk and cycle	74% car (Gold Coast, all trips by 2031)	30% (or less) driving alone (70% by public transport, walk and cycle, carpool etc. by 2035)

<https://www.sanjosca.gov/home/showpublisheddocument?id=66661>, <https://www.sanjosca.gov/your-government/departments-offices/transportation/planning-policies/downtown-transportation-plan>,
https://en.wikipedia.org/wiki/List_of_cities_in_Australia_by_population, <https://www.portlandoregon.gov/transportation/article/726360>, https://en.wikipedia.org/wiki/List_of_United_States_cities_by_population,
<https://www.goldcoast.qld.gov.au/documents/bf/GC-transport-strategy-2031.pdf>

OTHER CITIES AT 650,000



Gold Coast / Tweed Heads has a similar population to the future of Geelong...

...but transport networks are very different

Many ways to 'change', what is the best fit for Geelong?

BREAKOUT: WHICH TRANSPORT TAGLINES DO BUYERS LOOK FOR?

AN EXAMPLE OF CURRENT OUTCOMES

- People's access to jobs/services and 'transport'
- Based on attractiveness, lifestyle
- Presented in terms of distance to major places, the rest shown as 'available'



AN EXAMPLE OF CURRENT OUTCOMES



- Convenient access to key destinations as part of the 'experience'
- Lifestyle and brand
- Presented in terms of 'time' (by car)

A CLEVER AND CREATIVE FUTURE

- 30 mins to anywhere – **access**
- 50% mode share to maintain Geelong as a city of choice – **travel times and lifestyle**
- Wider outcomes – a sustainable region; which are aligned with the community
- Growth provides an opportunity
- Cities are not constant
- Problems can be flipped into opportunity
- Before understanding your thoughts on the opportunities, we will present some ‘broader’ thinking

A CLEVER AND CREATIVE FUTURE

THE COMMUNITY'S VISION

By 2047, Greater Geelong will be internationally recognised as a clever and creative city-region that is forward looking, enterprising, and adaptive, and cares for people and environment.

A FAST, RELIABLE AND CONNECTED TRANSPORT NETWORK

Success will be achieved by:

- a pedestrian and cycling network that covers the whole municipality
- accessible transport options connecting people within the city-region
- development of Greater Geelong as Victoria's major logistics and freight centre
- diversion of road traffic around urban centres
- cycling becomes a credible and safe on-road commuter option.

The Greater Geelong community values:

- sustainable, connected and networked walking, riding and public transport services that allow all citizens to move into and across the city-region
- fast journey to Melbourne and other parts of Victoria

The measures of success are:

- being able to travel to Melbourne from Geelong within 30 minutes, and from the Bellarine Peninsula within 65 minutes utilising a variety of travel options
- an international freight terminal and passenger airport within the city-region, connecting Greater Geelong to all Australian state capitals and Asia
- being able to access all parts of Greater Geelong within 30 minutes through a variety of travel options
- 50 per cent of journeys to work are made by public transport, walking or cycling

MOST STRONGLY SUPPORTS CONNECTED

NEW IDEAS FOR MOBILITY INFRASTRUCTURE

Kinto Mobility by Toyota



- Car-sharing program as part of “Mobility as a Service” model
- Works as a subscription model for car-sharing for on-demand use with a fixed fee

NEW IDEAS FOR MOBILITY INFRASTRUCTURE

OptimusRide



- A fixed-route AV shuttle service running within a private development (Brooklyn Navy Yard)
- Provides a transit connection between major rail and ferry routes into the site
- Outcome

NEW IDEAS FOR MOBILITY INFRASTRUCTURE

WeShare by Volkswagen



- An electric vehicle car-sharing program as part of “Mobility as a Service” model
- An on-demand pay-as-you-go car share service across Berlin

NEW IDEAS FOR MOBILITY INFRASTRUCTURE

Super bike highways



- Most people are less than 10KM
- E-bikes are taking off
- Not for all trips but even 10% of trips is a big change
- Seen as 'livability' when it is an option

NEW IDEAS FOR MOBILITY INFRASTRUCTURE

Turn-up-and-go trunk buses (fixed route)



- No need for a timetable, bus every 10 minutes on key roads

NEW IDEAS FOR MOBILITY INFRASTRUCTURE

FlexiRide



- Pick up from homes, drop-off at stations, schools or the shops (select destinations)

SEEKING YOUR IDEAS

You will now move into a virtual break out rooms

Please 'brainstorm' as many ideas as possible to improve future mobility in Geelong.

Once complete, we will ask you to agree the top three ideas then report back to the main group

Each breakout room will have a facilitator from the project team

Room 1 – Krystle Wittingslow

Room 2 – Jarrod Malone

Room 3 – Will Fooks

Room 4 – Luke Sherwell

NEXT STEPS

- We will take the ideas provided today onboard and explore within the project
- We will then undertake scenario modelling and analysis to determine the preferred solution
- We will seek broader community feedback on the preferred solution via the Have Your Say webpage <https://yoursay.geelongaustralia.com.au/GGATIS>
- The final report including community feedback and recommendations will be presented to Council

HOW TO GET IN TOUCH

Have questions or want to learn more about a project, contact us below:

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GGATIS - Developer and Landowner Workshop

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