



WARRNAMBOOL  
CITY COUNCIL

# Warrnambool: A safe and connected city **2018-2026**

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ROAD USERS PLAN

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## ROAD USERS PLAN

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# 1. INTRODUCTION

Warrnambool City Council has undertaken a review of their Road Users Plan (2013).

This strategy document provides: (I) a summary of crash statistics, (II) road safety issues identified in conjunction with stakeholders, (III) an action plan which includes guidance on road safety issues.

Six years has elapsed since the strategy was last updated, and during this time Warrnambool has experienced a period of growth and expansion. In response to this growth Warrnambool has developed a number of key policy and strategy documents that support the delivery of a range of Council services including road safety measures.

In 2011 the Australian Government adopted the National Road Safety Strategy 2011-2020 which supports the 'safe systems' approach to road safety and provides a framework for local government to use when planning for and considering approaches to road safety.

The safe systems approach has been adopted by all state and territory road authorities. It is timely to review Warrnambool's road safety practices to ensure they are relevant and consistent with current best practice approaches and that any new elements are incorporated into initiatives and planning being undertaken to respond to

current and predicted growth trends.

Warrnambool City Council recognises that road trauma exists and local government plays a role in improving the safety of our road systems. Warrnambool is a growing community, this impacts on road safety and creates the need for changes to road infrastructure. It is important that current responses to road safety issues and future planning for road users is guided by best practice road safety principles.

Warrnambool City Council has developed the Warrnambool Road Users Plan which provides a summary of the current crash data, road safety issues, a 'safe systems' framework to guide and assess the delivery of road safety initiatives in Warrnambool and a review of current and planned approaches to road safety in Warrnambool in the context of this framework.

## 1.1. METHODOLOGY AND PROCESS

The Warrnambool City Council Road Users Plan was developed as an outcome of a review, research, consultation and engagement process.



## Municipal Road Safety Strategy Review

A review of the Road Users Plan 2013 determined that it required significant updating because:

All actions proposed in the Strategy are underway (ongoing actions) or complete Strategy road crash data is becoming outdated, particularly given that Council has delivered the actions proposed;

Significant changes to international and Australian approaches to road safety

## Research and Literature Review

Research was conducted to identify innovative road safety measures and determine 'best practice' approaches to improving road safety.

The WCC Road Users Plan approach reflects international best practice as defined in the Organisation of Economic Cooperation and Development's (OECD) landmark report Towards Zero: Ambitious Road Safety Targets and the Safe System Approach.

The Australian Government as part of a review of National road safety initiatives has adopted the 'safe systems' approach to road safety, it has also been adopted by all Australian state and territory road authorities.

The National Road Safety Strategy 2011-2020 notes that the safe system approach can be used reactively to address issues and proactively to plan for improved road safety.

## Review of road crash data

The Road Users Plan safe systems approach to road safety worked with the community to review crash data and community concerns. This review occurred as follows:

- Identification of road safety and road user issues
- Review of key policy and Planning documents with relevance to road safety in the context of the 'safe systems' approach framework
- Stakeholder Consultation and Community Engagement
- Warrnambool City Council Staff and Councillor officer discussion workshops
- Roadshare – Moyne and Warrnambool Road Users Group workshop
- Focus Group Discussion
- Draft plan offered for public comment through Council's website and Council Noticeboard in The Standard

## 1.2 LINKS TO NATIONAL & VICTORIAN STRATEGIES

### National Road Safety Strategy 2011-2020

Warrnambool City Council is committed to providing well designed commercial, residential, cultural and recreational precincts that are accessible, sustainable, adaptable, multi-use and safe; to do so Council continues to follow the safe systems approach.

National road safety based on the "safe systems" approach, an inclusive approach which caters for all groups using the road system- drivers, pedestrians, motorcyclists, passengers, cyclists, commercial and heavy vehicles. This strategy recognises people make mistakes that can result



in crashes so there must also be a focus on roads, speeds, vehicles and road user behaviour. The National Strategy aims to build a culture where safety is an inherent part of decision making that affects the road system, its operation and its use.

### **Pedestrian Access 2010 Strategy**

Improving infrastructure is a key element of making roads safer. Safety and security can be increased in the road system by creating high quality crossing points for pedestrians; establishing pedestrian priority around destinations; using traffic calming treatments; regulating speed limits; providing lighting and passive surveillance; planning private frontages; and developing shared spaces.

### **Victorian Cycling Strategy 2018-2028**

Improving infrastructure is a key element of making roads safer. Supporting cycling for transport by investing in safer, low stress and better connected integrated transport networks. Utilising the Safe System approach to reduce the risk of serious injury and death for cyclists.

### **Victoria's Towards Zero**

Road safety is a shared responsibility and all Victorians can contribute to safer roads and safer driving behavior. Within the Safe System approach, Towards Zero follows the National Road Safety Strategy addressing three critical elements: Safe Roads and Roadsides, Safe Vehicles and Safe Road User.

### **Great South Coast Regional Partnerships Priorities**

Two of the five themes and corresponding priorities outlined in the Great South Coast Regional Partnership priorities support the implementation of the safe systems approach to road safety. Indeed, their vision statement covers key aspects of the safe system:

1. Create attractive, safe, vibrant and liveable community by investing in the health and well-being of our communities through improving our health facilities and tackling lifestyle diseases.
2. Create better roads, transport and infrastructure as enablers for prosperity, safety and livability by investing in enabling physical infrastructure through upgrade of our road and rail networks, public transport.

## 1.3 PURPOSE & FUNCTION OF THE WARRNAMBOOL ROAD USERS PLAN

Warrnambool City Council's Road Users Plan is intended as a reference document highlighting Council's strategic consideration of road safety in Warrnambool.

Actions and deliverables have been strongly suggested by the community and are covered in three other significant strategic documents:



W2040 Community Plan, Warrnambool City Council Plan and Sustainable Transport Strategy. Other documents consulted and considered in the development of the Road Users Plan were the Active Warrnambool Plan (under development), Warrnambool-A Healthy City (2017-2021), Open Space Strategy (2014), Disability Action Plan (2017-2021), Structure Plans and Growth Area Structure Plans

The Road Users Plan seeks to:

- Outline a vision for road safety in Warrnambool
- Define Council's role in improving road safety
- Provide a framework to consider, develop and deliver road safety within the Warrnambool community
- Provide direction to support the implementation of a 'safe system' approach to road safety
- Review Council's current and planned actions relevant to road safety and check they are consistent with 'safe systems' principles
- Identify and highlight 'safe system' compliant actions from Warrnambool City Council Plans and Strategies impacting road safety in Warrnambool





## 2. WARRNAMBOOL ROAD SAFETY TRENDS

Identifying road safety issues impacting the community of Warrnambool and its road users provides a contextual setting and evidence of need for the application of specific road safety measures.

Our Community	What's Happening	Indicator Action Plan
	<p>From 2011 to 2016 the city's population increased by 5%<sup>1</sup></p> <p>Between 2018-2036 Warrnambool population will grow by 34.95%<sup>1</sup></p> <p>Between 2018-2036 it is forecast that the largest increase in population will be people aged between 10-15.<sup>1</sup></p> <p>18% of the population is aged between 0 and 16 and 18.9% are aged 65 and over.<sup>1</sup></p> <p>The biggest change in age structure is an increase in 60-74 year olds (2011 compared to 2016) and the biggest change is an increase people aged 25 to 29.<sup>1</sup></p> <p>Walking was identified as the top physical activity<sup>3</sup></p> <p>Perception of community access to walking and cycling infrastructure has dropped from 2013 (79) to 2017 (65).<sup>7</sup></p> <p>45.4% of adults (18-64) do not meet physical activity guidelines<sup>2</sup></p> <p>5.5% of people used public transport, walked or rode to work<sup>1</sup></p> <p>22.9% of people are obese<sup>2</sup></p> <p>16.6% of local people take part in active transport<sup>3</sup></p> <p>Road network has piloted varying modes of transport to reduce congestion. le City Centre<sup>4</sup></p> <p>Warrnambool is the most liveable regional city in Australia<sup>6</sup></p>	<p>1.0</p> <p>2.0</p> <p>3.0</p> <p>4.0</p>

Key Road Safety Issues	2006-2010 *note this historical data can change due to changes in reporting/more information becoming available about the crash	2012-2016 *Note this data is from Pre-City Centre Renewal	Indicator - Action Plan
<b>Freight Routes</b>	Safe freight access to the South West requires an upgrade to the Princes Highway	Princes Highway Upgrades underway	1.0
		Reduction of serious injury from 10 crashes in 2006-2010 to 4 in 2012-2016.	4.0
		High concentration of heavy vehicle serious injury crashes along Princes Highway these crashes are more common in 70km speed zones. <sup>5</sup>	
<b>Arterial Road Crashes</b>	*70% of serious crash injuries  *previous report data error  89% on Princes Highway West	56% serious injury crashes <sup>4</sup>  74% on Princes Highway West <sup>4</sup>	1.0
<b>Intersection Crashes</b>	56% of fatal and serious injuries were intersection crashes <sup>4</sup>	54% of all serious and fatal intersection crashes <sup>4</sup>	2.0
	4/7 deaths occurred at intersections	2/4 deaths occurred at intersections- (which now have traffic lights) <sup>4</sup>	4.0
<b>Crashes in City Centre</b>	Concentration of pedestrian and cyclist crashes (8 serious and fatal)	Concentration of pedestrian and cyclist crashes <sup>4</sup> (7 serious and fatal)	1.0 2.0
	8/11 inner city pedestrian crashes were are roundabouts	3/7 inner city pedestrian crashes were at roundabouts <sup>4</sup>  (note inner city=between Lave and Timor and Liebig and Kepler)	3.0 4.0
	Accounts for 3/7 road deaths	Accounts for 1/4 road deaths <sup>4</sup>	2.0
	Represents 19% of all crashes	Represents 16% of all crashes <sup>4</sup>	4.0
<b>Unprotected road users</b>	Pedestrians, motorcyclists and bicyclists make up 31.5% those seriously injured	Pedestrians, motorcyclists and bicyclists make up 38% of those seriously injured <sup>5</sup>	1.0 2.0
	Unprotected road users (9) make up 56% of serious injury crashes in the city centre.	Unprotected road users (10) make up 83% of all serious injury crashes in the city centre	3.0 4.0
	37% of drivers involved in crashes aged between 18-25	25% of drivers involved in crashes aged 18-25 <sup>5</sup>	2.0
	Out of 137 fatal or serious crashes 25 were drivers aged 65+ <sup>5</sup>	Out of 96 fatal and serious crashes 29 were drivers aged 65+ <sup>5</sup>	1.0 2.0 4.0
<b>High alcohol involvement</b>  Drug involvement in crashes will be included when data becomes available.	5/7 fatalities involved high alcohol reading	16 Crashes were categorised by police as alcohol related <sup>5</sup>	2.0
	37% of all crashes involved alcohol	45% of drivers involved in alcohol related crashes were young drivers (18 to 25) and 11% were older drivers (65+) <sup>5</sup>	

<b>People Aged 65+</b>		<p>Older people (65+) made up 38% of people involved in serious crashes<sup>4</sup></p> <p>Of all pedestrians involved in serious crashes 43% were older pedestrians (65+)<sup>4</sup></p>	<p>1.0 2.0 3.0</p>
<b>People Aged 40-49</b>		<p>The 40-49 age group had the greatest involvement in crashes<sup>5</sup></p> <p>25% of these crashes involved trucks, motorbikes, cycling and walking. With cycling having the highest representation of these activities<sup>5</sup></p>	<p>1.0 2.0</p>

1. Idcommunity Population forecast Census Data. <https://forecast.id.com.au/warrnambool>
2. Victorian Population Health Survey 2014. <https://www2.health.vic.gov.au/public-health/population-health-systems/health-status-of-victorians/survey-data-and-reports/victorian-population-health-survey/victorian-population-health-survey-2014>
3. Warrnambool 2040 Community Plan outcomes of survey
4. VicRoads Crash Stats <https://www.vicroads.vic.gov.au/safety-and-road-rules/safety-statistics/crash-statistics>
5. Safe Solutions Crash Analysis Completed for WCC in 2017
6. Ipsos Life in Australia 2017 [https://www.ipsos.com/sites/default/files/ct/news/documents/2017-12/lia\\_liv\\_dec-2017\\_v3.pdf](https://www.ipsos.com/sites/default/files/ct/news/documents/2017-12/lia_liv_dec-2017_v3.pdf)
7. Warrnambool Recreation Survey







# 3. VISION AND FRAMEWORK

## 3.1. THE VISION

Warrnambool's Road Users will be the safest in the region; where people driving, walking, rolling and riding on our road network will feel safe, connected and welcome in the community ;

**How Road Safety needs to be considered in the 20 minute neighbourhood.**



Source: Department of Environment, Land, Water and Planning



## 3.2 . SAFE SYSTEMS APPROACH

The framework proposed to deliver safer road systems in Warrnambool is underpinned by the Safe Systems Approach to road safety. The Safe Systems approach has been adopted by all Australian jurisdictions as the guiding tool for delivering road safety outcomes.

It recognises the importance of:

### Equality to all road users

- The impact of Road Safety on the health and wellbeing of individuals and the community.
- Responsibility for road safety is shared by all.
- Shared responsibility includes Government and people who design, maintain and regulate roads;
- they need to consider and include all road users in their processes. It also refers collectively to road users who have a responsibility to build a culture where safety is an inherent part of all decisions and actions that affect the road system, its operation and use.

Safe Systems principles allow for the occurrence of human error and seek to provide safety improvements for everyone using or interacting with road systems including walking, cycling, riding motorcycles, travelling in cars, light vehicles and heavy vehicles.

### 3.2.1 SAFE SYSTEM PRINCIPLES

#### Human Factors

No matter how well trained and educated about responsible road use humans, as road users, are fallible and will make mistakes which result in crashes and the road transport system needs to accommodate this.

#### Human Frailty

Human body is vulnerable to death and trauma particularly impacts at speeds > 30km/h.

#### Forgiving Systems

The key elements of road systems including road users, vehicles, roads and road sides and travel speeds can be used to reduce the likelihood and impact of human error.

#### Shared Responsibility

Everyone has a responsibility to use the road safely with organisations, businesses and communities taking responsibility for designing, managing and encouraging safer road systems.

### 3.3.1 SAFE ROADS & ROADSIDES

Planning and designing for safer, integrated and sustainable road network and neighbourhoods, includes maintaining roads and roadsides to reduce the risk of crashes occurring- this includes pedestrian, cyclist, motorcycle and heavy vehicle.

Elements which need to be considered are that:

#### Planning

- Plan a safe road transport system
- Promote road safety as a priority issue for all new

developments

- Plan and encourage public transport to reduce travel demand
- Plan layouts that induce lower speeds and avoid vehicle/pedestrian/cyclist conflict Page 15
- Road Users Plan

#### Engineering

- Different roads have different functions and users and should be engineered to reflect this.
- Road design can prevent unintended use and encourage safe behaviours by users.
- Vulnerable road users can be assisted by implementing traffic calming measures on shared roads
- Limit injury from run off road crashes by creating “forgiving road sides”
- Remove or protect road side hazards
- Reduce travel speeds
- Install shoulder sealing and audible edge lines
- Identify and treat black spots
- Undertake road safety audits at each stage of design / construction

#### Priority Actions

- Examine data to prioritise works programs
- Monitor crashes and risk issues for Warrnambool
- Run-off road crashes
- Intersections
- Pedestrians cyclists and motorcyclists

#### Advocacy

- Advocate for increased levels of funding and road upgrades
- Lobby State and Federal Members through MAV, elected representatives and community road safety groups (Moynes and Warrnambool Road Users Group)
- Community Support
- Consult and inform the community about safe roads and roadsides to heighten understanding

### 3.3.2 SAFE SPEEDS

Speed limits are required to reflect a balance between safety and mobility; and the functionality of the road for all road users. Encourage equality in road use by reducing speeds and setting credible speed limits according to the safety of the road, roadside and road users.

#### Planning

- Plan residential areas to encourage lower speeds

#### Engineering

- Design local roads to encourage safe speeds
- Apply perceptual countermeasures (edge lines, painted medians) to speeding hotspots
- Install roundabouts and other traffic calming treatments
- Collect and monitor data to examine patterns of speed related and vulnerable road user crashes to identify high risk areas

#### Advocacy

- Advocate for a review of speed limit setting policies with an emphasis on safety.



- Lobby for funding for treatments that specifically reduce speed.

### Education and Promotion

Support the community to recognise that speed is an essential consideration for any road safety strategy. Educate the community about the negligible difference in travel time at lower speeds and the potential fuel savings - Short trip of 5kms at 60k/h travel time = 5 minutes, at 50km/h travel time = 6 minutes (1 minute difference). For a longer trip say 15kms, the difference would be 3 minutes.

## 3.3.3 SAFE VEHICLES

Improvements in vehicle technology can help drivers avoid crashes and protect occupants and other road users when crashes happen. Improvements include Intelligent Speed Assist (ISA), Crumple Zones, Airbags, Anti-Locking Braking System, Brake Assist, Electronic Stability Control (ESC), Traction Control, rear cameras and Seat Belt Reminders.

### Fleet Policies

- Set a leading example by adopting a Warrnambool City Council fleet purchasing policy of only purchasing the safest cars in each vehicle type category.
- Promote adoption of safest vehicle fleet buying policies by public and private fleet owners.

### Advocacy

Support Moyne and Warrnambool Road Users Group to encourage car dealers and safety seat stockists to promote 4 and 5 star safety rated vehicles and safety seats.

### Promotion and Education

- Support 'How Safe is Your Car' and similar programs
- Include a link to safe vehicles information on Council's website.
- Support and publicise the Australasian New Car Assessment Program (ANCAP) and Used.
- Use media where possible to promote message.

### Car Safety Ratings

Create demand for safe vehicles by educating the public about the benefits through distribution of brochures and media releases.

### Enforcement

Support road side vehicle inspections and road worthy checks.

## 3.3.4 SAFE PEOPLE

Support all road users equally, advising, educating and encouraging road users to comply with road rules, be unimpaired and alert, and travel according to the prevailing conditions increases road safety. The loss of life and injury on the road should never be accepted as inevitable a shift in thinking is required to create a safe road user culture.

### Road Rules

- Recognition of the effects of fatigue, driver distraction and alcohol can have on drivers.
- Reduce the involvement of speed, alcohol and drugs

in crashes through support for increased enforcement measures, integrated with public education campaigns.

- Maintain positive working relationships with Police and traffic enforcement agencies.
- Share speed monitoring data and reported issues with the police.
- Support and promote programs that address young driver (16-24) safety issues.

### Public Education

- Support and promote safety programs.
- Support the Moyne and Warrnambool Road Users Group by providing officer time and secretariat support and encouraging community participation.
- Promote strengthened understanding between motorists and vulnerable road users like cyclists, pedestrians for example (Share the Road and HEALTHY MOVES Programs).
- Community education of the benefits of infrastructure changes which support sustainable transport- road crossings, speed reduction and footpaths.
- Support for vulnerable groups like young drivers, children and older drivers. (L2P program).
- Better understanding of road rules and improving safety through use of safety gear and visible clothing

### Council Leadership

- Provide reduced risk driver training to all Council staff, particularly those travelling or driving as part of their role.
- Promote the value and benefits of staff driver training.

## 3.3.5 BEYOND ROAD SAFETY – ADDITIONAL BENEFITS OF SAFE SYSTEMS APPROACH

The safe system framework outlined in this plan provides safety improvements for everyone using or interacting with the road system: including walking, cycling, riding motorcycles or scooters, travelling in cars and other light vehicles and heavy vehicles. Improved safety for all road users will encourage people to choose healthier, more sustainable modes of transport such as walking and cycling. Warrnambool City Council has recognised that more people walking (or other active transport) has the potential to:

- help ease congestion,
- reduce greenhouse emissions,
- improve the health of the community,
- promote social connections

This is reflected in the Council Plan, Sustainable Transport Strategy, Warrnambool a Healthy City (2017-2021) Active Warrnambool (under development), Green Warrnambool (under development), Structure and Growth Plans and open Space Strategy (2014) Users Plan.



# 4. WARRNAMBOOL CITY COUNCIL'S STRATEGIC OBJECTIVES

Warrnambool City Council has been proactive with regard to developing road safety programs and building networks.

After the Western District Road Safety Council went into recess in 2013 Warrnambool City Council became the lead agency in Road Share - Warrnambool and Moyne Road Safety Group, which is one of two VicRoads funded road safety groups in the South West. This group prioritises on five themes- Young Drivers, Share the Road, Older Drivers, Alcohol and Safe to School.

Warrnambool City also partners with, Bicycle Network (Ride2School and Ride2Work), HEALTHY MOVES- Warrnambool Schools, Victoria Walks, South West PCP, VicRoads and Victorian Police to provide road safety education.

Council officers have been funded to deliver:

- Change to Walking projects which focus on road safety.
- Routes to School which focuses on road safety for Primary Aged students.
- L2P program which also focuses on young drivers.

- Annual Road Safety Education Projects- which focuses on primary aged students, older people, youth, cyclists and motorists.

This proactive program delivery, community and partnership engagement and general awareness of road safety issues in Warrnambool and nationally highlighted the need to develop a plan to ensure strategic consideration of the needs of Road Users in Warrnambool.

## 4.1 WARRNAMBOOL CITY COUNCIL PLAN 2017- 2021

Following analysis of priority road safety issues for Warrnambool, the Road Users Plan links safe systems strategies to Warrnambool Council Plan objectives by considering the impact and role of road safety in ensuring Warrnambool is a Cosmopolitan City by the Sea.

Further support of the Road Users Plan approach was highlighted in the community consultation for the Warrnambool 2040 Community Plan which identified key community priorities, one of which was improve public transport, bike paths and pedestrian paths. These principles are an inherent part of the safe systems approach to road safety applied in the Road Users Plan.



COUNCIL PLAN: WARRNAMBOOL A COSMOPOLITAN CITY-2017-2021	Road User Plan Priority	W2040
<p>4.1.1 Sustain and Enhance the Natural Environment and Foster a City that is Socially and Culturally Rich</p> <p><b>1.</b> Sustain and Enhance the Natural Environment</p> <p><b>1.6</b> Educate the Community on Council's Sustainability Initiatives</p> <p><b>1.7</b> Partner with the Community on local projects</p>	<p><b>2.</b> Educate for Behaviour Change where all road users, irrespective of mode of transport respect and value each other and by doing so create inviting and safe streets.</p>	<p><b>W2040: ENVIRONMENT</b> IN 2040 WARRNAMBOOL WILL HAVE ZERO EMISSIONS</p> <p>The City of Warrnambool will have Zero net greenhouse gas emissions (sustainable modes of transport)</p> <p>Warrnambool is a 20minutes city with a fully connected and comprehensive pedestrian and bicycle path network (supporting walking and cycling as transport)</p>
<p><b>2.</b> Foster a City that is Socially and Culturally Rich</p> <p><b>2.1</b> Promote Healthy Lifestyles</p> <p><b>2.4</b> Encourage and Support participation in..... physical activity</p>		<p><b>W2040: PEOPLE</b> IN 2040 WARRNAMBOOL WILL BE A CITY WHERE ALL PEOPLE THRIVE</p> <p><b>2.</b> Warrnambool is a Safe and Connected Community</p> <p><b>3.</b> Warrnambools' people are healthy</p>
<p>4.1.2 Maintain and Improve the physical fabric of the City</p> <p><b>3.</b> Maintain and Improve the physical fabric of the City</p> <p><b>3.1</b> Build better connections for cyclists and pedestrians</p> <p><b>3.3</b> Build infrastructure that meets current and future community needs</p> <p><b>3.4</b> Enhance Movement around the city</p> <p><b>3.5</b> Maintain and Enhance existing Council Infrastructure</p>	<p><b>1.</b> Plan and Design for safe access and connection via an integrated and sustainable road system</p> <p><b>2.</b> Educate for behaviour change where all road users, irrespective of mode of transport respect and value each other and by doing so create inviting and safe streets.</p>	<p><b>W2040: PLACE</b> IN 2040, WARRNAMBOOL WILL BE AUSTRALIAS MOST LIVABLE REGIONAL CITY.</p> <p><b>1.</b> Warrnambool is safe, affordable and accessible place to live for all people</p> <p><b>2.</b> Warrnambools environment encourages and supports sustainable transport</p> <p><b>3.</b> Warrnambool is well connected outside the city</p>
<p>4.1.3 Develop a Modern Economy with Diverse and Sustainable Employment</p> <p><b>4.</b> Develop a Modern Economy with Diverse and Sustainable employment</p> <p><b>4.3</b> Enhance the Visitor Experience</p> <p><b>4.4</b> Advocate for and Improve infrastructure including transport</p>	<p><b>3.</b> Sustainable Transport System which encourage social investment by promoting a sense of local identity via a safe and integrated road network</p> <p><b>4.</b> Build Capacity by educating about the Safe Systems approach through partnerships within Council, Organisations and the Community.</p>	<p><b>W2040: ECONOMY</b> IN 2040 WARRNAMBOOL WILL BE AUSTRALIAS MOST RESILIENT AND THRIVING REGIONAL ECONOMY</p> <p><b>5.</b> Warrnambool invests in liveability to grow the economy.</p>

### 4.1.1 DEVELOP A MODERN ECONOMY WITH DIVERSE AND SUSTAINABLE EMPLOYMENT

There is a need to recognise the importance of upgrades to major routes like Princes Highway, and ensuring designated routes within the city which reduce conflict with other road users.

Warrnambool's possible increase in the freight requirements to the region.

This requires safe access for freight carriers to the intermodal freight terminal and the railway line to Geelong and Melbourne and linkages to the South West region. Planning and design will be required to ensure access to our industrial and commercial area (employment areas) are clear; with designated routes for the freight task and provision of infrastructure reduces the conflict between freight and other road users.

Warrnambool will plan with diligence to ensure our infrastructure can meet the demands of a growing population using an integrated and sustainable transport system. This system will provide safe access by all road users to social and economic opportunities by co-ordinating reliable movements of people and goods. The creation of safe roads for all road users, visiting and residential will occur by the construction of appropriate, affordable and equitable infrastructure.

### 4.1.2 SUSTAIN AND ENHANCE THE NATURAL ENVIRONMENT

Real and perceived road safety issues will be addressed via education and land-use planning and design. As our transport network becomes safer there are opportunities for increased cycling, walking and uptake of public transport reducing the reliance on fossil fuels. Social aspects which include access to facilities provide connectedness within communities. An indicator of an environmentally sustainable community is the provision of equity in access to activity centres and open space; for these facilities to be fully utilized, people need to be able to access them by foot or by bike.

### 4.1.3 FOSTER A CITY THAT IS SOCIALLY AND CULTURALLY RICH

Warrnambool's road system will support people of all ages and backgrounds to enjoy a healthy and active lifestyle. Children have opportunity to test their independence as they walk or cycle through their neighbourhoods. Incidental exercise occurs as people take up active transport and community connections evolve as people move from car dependence to walking, cycling and bus travel. Motorists support other forms of transport by reducing speed. Young drivers have a working knowledge of how road systems works from experience as pedestrians/cyclists and how





road users behave. Information about impacts of particular behaviours enables people to make safer choices on the roads.

Safety concerns are among the most significant barriers preventing people from cycling or walking as transport. A combination of speed, volume of traffic and lack of design for people to walk or cycle are significant factors in actual and perceived risk.

Walking and cycling along accessible, inviting and safe streets will promote a sense of local identity.

Social isolation is reduced as people feel connected to their city because they can move safely through it via the integrated and sustainable road network. Preventable diseases are reduced because of modal shifts in transport options to more active forms.

#### 4.1.4 MAINTAIN AND IMPROVE THE PHYSICAL FABRIC OF THE CITY

Growth in the use of the motor vehicle has a profound impact on the nature of our city. Car ownership can lead to people feeling less location-bound resulting in a dramatic expansion of development in new areas. The result is more dispersed employment and residential pattern, which in turn exacerbates car dependence. Warrnambool's infrastructure investment in roads, cycling/footpath networks and public transport has not kept pace with population increase resulting in congestion and road safety issues (real and perceived) for motorists, pedestrians and cyclists of all ages.

This affects the liveability of the city as the quality of the local environment is impacted upon by the ability to navigate (walk, cycle or travel by car) safely around the road system. Warrnambool can be proactive by reducing vehicle traffic, speeds and providing safe road crossing points to connect the community.

Connectivity for productivity is related to ability for businesses to access labour, resources, markets and business services. In the face of population growth Warrnambool needs to ensure it continues to have the capacity to attract skilled labour.

To do so businesses require efficient connections with centres of activity through transport, freight systems and communications. There are also benefits to creating safer local environments with regard to economic development – a mobile population who is less car dependant has a positive effect on commercial activity and shifts in consumer expenditures towards more local businesses and locally produced goods.

#### 4.2 WARRNAMBOOL CITY CENTRE REVITALISATION – THE STRUCTURE PLAN 2012

The Structure Plan, directly aligned to and supported by

the safe systems approach. The following actions are supported by the Road Users Plan

Pedestrian and accessibility (4.2 Goal/action) Reinforce the role of Liebig Street as the City Centre's main street and key pedestrian people place/spine;

Improve pedestrian and cyclist access into and within the City Centre and to key destinations to promote non-vehicular movements;

Cars and parking (4.3 Goal/action) To improve the level of service and frequency of public transport both within and connecting to the City Centre;

Ensure that convenient levels of vehicular access and flow are maintained to meet the City Centre's needs over the next twenty years and beyond;

Give higher priority to improving the attractiveness and viability of alternative travel modes (cyclists, buses, pedestrians) to reduce the dominance of private motor vehicles as the primary mode of travel.

#### 4.3 SUSTAINABLE TRANSPORT STRATEGY 2010-2020

The sustainable transport strategy provides an action plan for the implementation of Sustainable Transport measures within the municipality of Warrnambool. The Warrnambool Road Users Plan endorses the implementation of the Sustainable Transport Strategy 2010-2020, noting that it complies particularly with the 'road for all users' elements of the safe systems framework.



# 1 PLAN AND DESIGN

OBJECTIVES	STRATEGY	INDICATOR
<p>1.1 Advocate for the inclusion of Road Safety on Regional leadership agenda to advocate for upgrades and maintenance to Princes Hwy and other Regional Transport Projects</p>	<p><b>Road Safety Regionally:</b> Great South Coast Regional Growth Plan Great South Coast Regional Partnership</p>	<p>1.1.1 Number of Discussions and Projects applied for 1.1.2 Discussions with Vicroads, DELWP PTV, VicTrack, Victorian Planning Authority, TAC</p>
<p>1.2 Provide direction for Safe Systems approach through Agencies and the Community</p>	<p><b>Provide leadership:</b> TAC community grants Chair Quarterly Traffic meetings between VicRoads and Victoria Police. Chair Moyne Warrnambool Road Share Group Review Speed Limits in locals streets Investigate partnerships with more agencies</p>	<p>1.2.1 Officer Time 2 days a week 1.2.2 Continue to be lead agency in Road Share (Moyne and Warrnambool) and Traffic Management Meetings between VicRoads and Victoria Police 1.2.4 Number of grant applications 1.2.5 Number of partnerships</p>



# 1 PLAN AND DESIGN

OBJECTIVES	STRATEGY	INDICATOR
<p>1.3 Improve bicycle and pedestrian traffic conditions around activity centres and areas frequented by children and older people</p>	<p><b>Support Vulnerable Road Users:</b>                      Assign budget to compete with infrastructure priorities for unprotected road users                      Utilise guidelines for the application of Universal Design Principles to Council Infrastructure (projects and plans in the Build Environment)                      Develop a framework for integration of safe systems approach for vulnerable road users</p>	<p>1.3.1 Number of schools with HEALTHY MOVES routes to school                      1.3.2 Number of locations which meet the Universal Design Principles                      1.3.3 Number of grant applications for road safety improvements                      1.3.4 Number of traffic calming infrastructure installed                      1.3.5 Continue to roll out the pedestrianization of the City Centre 2026.</p>
<p>1.4 Ensure the City's infrastructure networks to meeting growth demands and improves equality of roads to all road users by providing fair, orderly, economic and sustainable land use, creating a safe environment for all road users.</p>	<p><b>Create Safe Streets:</b>                      Implement Principal Pedestrian Network                      Consult with Government bodies how to gain support for infrastructure changes                      To plan for safe, convenient and direct pedestrian and cycling access to activity centres, public transport and other strategic development sites.                      To review speeds in local streets                      Investigate LATM process to prioritise the most cost effective treatments to improve traffic management for all road users</p>	<p>1.4.1 Ensure any Traffic Impact assessment submitted to Council provides for efficient traffic flow and safe road environment for all road users within the development and surrounds                      1.4.2 Provision for Bus, Freight, Bicycles and Pedestrians shall be identified at the design phase using tools such as the IDM and Safe Systems Austroads Guidelines                      1.4.3 Prioritize pedestrian safety infrastructure based on outcomes of PPN                      1.4.4 Number of infrastructure projects applied for in external funding                      1.4.5 Number of speed reviews completed                      1.4.6 Investigate the use of LATM process to prioritising effective treatments to improve traffic management</p>
<p>1.5 Maintain roads, footpaths and lighting infrastructure in an acceptable level of risk</p>	<p><b>Maintain Safe Streets:</b>                      Follow the road management plan and the road asset management plan</p>	<p>1.5.1 Develop and meet the require of the Road Asset Management Plan                      1.5.2 Develop levels of service to street lighting                      1.5.3 Develop a community engagement plan for all road users                      1.5.4 Ensure amenity of city streets support active modes of transport.</p>

# 2 EDUCATE FOR BEHAVIOUR CHANGE

OBJECTIVES	STRATEGY	INDICATOR
<p>2.1 Work with Region to Safe Systems approach to road safety</p>	<p><b>Create and Maintain regional partnerships:</b> Great South Coast Regional Partnership South West PCP Moynes Warrnambool Road Share State Agencies- government and other</p>	<p>2.1.1 Number of partnerships 2.1.2 Number of projects or educational events/activities 2.1.3 Continue partnership with VicRoads, Victoria Police, Bicycle Network, South West PCP, VicHealth and Victoria Walks</p>
<p>2.2 Engage the Community to develop and improve road safety behaviours/skills by educating about the benefits of safe systems and associated behaviour changes.</p>	<p><b>Work with the Community:</b> Work with schools and community groups to educate about Safe Systems approach Develop an integrated message for drivers, pedestrians and cyclists about impact of road behaviour on road users . Messages developed with motorists, walkers and cyclists  <ul style="list-style-type: none"> <li>• Recreation</li> <li>• Commuting</li> </ul> </p>	<p>2.2.1 Number of schools presented with road safety information 2.2.2 Number of Community Events attended 2.2.3 Number of messages developed and delivered 2.2.4 Program Delivery of HEAL THY MOVES and Warrnambool Walks projects 2.2.4 Implementation of Sustainable Transport Strategy behaviour change programs 2.2.5 Number of successful funding applications 2.2.6 Continue to use Community and Social Networks to educate the community about Road Safety</p>
<p>2.3 Provide Direction for Road Safety through partnerships with Agencies and the Community</p>	<p><b>Create and Maintain local partnerships:</b> Provide secretariat to Moynes Warrnambool Road Share and Cycling Reference Group Provide leadership in an integrated approach to road safety Support partner organisations to improve community road safety behaviours</p>	<p>2.3.1 Continue to secretariat for the Moynes Warrnambool Road Share Community Road Safety Group and Cycling Reference Group 2.3.2 Number of local partnerships 2.3.4 Development of an engagement strategy. 2.3.5 Investigate inclusion of safe systems approach in the development of a level 3 Age Friendly city and Welcoming City by 2.3.6 Support enforcement, education, intervention and visibility of partner organisations to improve road safety behaviors</p>



# 3 CREATE A SUSTAINABLE TRANSPORT SYSTEM

OBJECTIVES	STRATEGY	INDICATOR
<p>3.1 Support sustainable transport programs with road safety messages and education</p>	<p><b>Build Community Capacity:</b> Work with schools and community groups to build capacity to address roads safety issues at a local level.</p>	<p>3.1.1 Number of improvements to HEALTHY MOVES routes to school and Part Way is OK points 3.1.2 Number of Schools involved in HEALTHY MOVES and Warrnambool Walks programs 3.1.3 Number of messages developed with the community 3.1.4 Promote park and walk (Part Way is OK) 3.1.5 Utilise Community and Social Networks to provide support for community road safety messages and education</p>
<p>3.2 Implement capital works budget as per the sustainable transport strategy ensuring roads, bicycle paths, footpaths and road crossings have equal value</p>	<p><b>Provide Equitable use of Resources:</b> Implement Primary Pedestrian Network (PPN) recommendations including off road trails  Investigate Developing a Primary Bicycle Network (PBN) to upgrade the cycling network including off road trails</p>	<p>3.2.1 Complete the consultation phase of the PPN project 3.2.2 Work with internal working group to apply principals of the PPN to the Principal Bicycle Network</p>
<p>3.3 Look to the future: Consider innovative traffic management practices</p>	<p><b>Be innovative and ready for the future</b> Plan for shared autonomous electric vehicles (SAEVs)  Work with the Community to build understanding of Park and Walk  Work with the Community to support walking and cycling as transport  Consider innovative traffic management practices</p>	<p>3.3.1 Investigate best practice for planning for electric vehicles and SAEVs 3.3.2 Number of Community Consultations 3.3.3 Number of messages developed and delivered with the Community 3.3.4 Complete Road Asset Plan to ensure sustainable management of Council Roads 3.3.5 number of innovative pilots or trials 3.3.5 Investigate wayfinding to ensure the safest and most convenient access to activity centres.</p>

# 4 BUILD CAPACITY

OBJECTIVES	STRATEGY	INDICATOR
<p>4.1 Invest in planning and infrastructure for current and growth areas</p>	<p><b>Create Safe Streets:</b></p> <ul style="list-style-type: none"> <li>Utilise current Strategic Documents to guide how the safe systems approach is applied in the city</li> <li>Develop principles and a framework for Integrated Transport Management.</li> <li>Placemaking: co-designing safe spaces and connections</li> <li>Safe access to open space and path network via effective traffic calming treatments.</li> <li>Heavy Vehicle and Freight Routes on Council managed roads</li> </ul>	<ul style="list-style-type: none"> <li>4.1.1 All strategic plans utilise Integrated Transport planning</li> <li>4.1.2 Utilise Road Hierarchy to predetermine heavy vehicle routes</li> <li>4.1.3 Investigate future place-making in the city</li> <li>4.1.4 Develop an integrated transport plan which will improve the safety and amenity of all road users by bringing together all Council strategies and plans which deal with all forms of transport.</li> <li>4.1.5 Ensure growth area planning strives for best practice in integrated transport planning.</li> <li>4.1.6 Consideration of Active Warrnambool Strategy in the preparation of precinct structure plans.</li> </ul>
<p>4.2 Include capacity building approach for directorates</p>	<p><b>Build Capacity of Council Officers:</b></p> <ul style="list-style-type: none"> <li>Ensure all designers and developers meet the requirements of the IDM</li> <li>Progress Professional Development to deliver AustRoads Safe Systems approach to assessing designs, and designs are endorsed by an accredited engineer.</li> </ul>	<ul style="list-style-type: none"> <li>4.2.1 Implement IDM into planning scheme and consider linkages to the UDM</li> <li>4.2.2 Include Warrnambool specific requirements in the IDM</li> <li>4.2.3 When developing project working groups ensure all internal stakeholders are identified.</li> <li>4.2.4 Partnership of educational programs on Safe Systems approach.</li> </ul>