

An aerial photograph of the Redlands Coast area, featuring a mix of residential houses, commercial buildings, and green spaces. A semi-transparent digital network overlay, consisting of white nodes and connecting lines, is superimposed on the image, suggesting a connectivity or transport theme. The background is a gradient of blue and green, with a large white diagonal shape on the left side.

FUTURESHIFT
THINKING

REDLANDS COAST TRANSPORT STRATEGY

DRAFT 14/08/2018

CONNECTING
REDLANDS
COAST



Quandamooka Country

The waters, islands, land and streams that cover Redlands Coast are part of Quandamooka country. There are three clans that comprise the Peoples of Quandamooka, being Nughi of Mulgumpin (Moreton Island) and the Nunukul and Gorenpul of Minjerribah (North Stradbroke Island).

Redland City Council acknowledges the Quandamooka People, Traditional Owners of the lands, winds and waters we call Redlands. Council also pays respect to Elders, past, present and future

Synopsis

The Redlands Coast Transport Strategy has been developed to be an overarching strategic document that will guide the direction of transport planning and projects in the Redlands. The strategy's life has been set at 2041 to align with the timeframes defined in the City Plan and the South East Queensland Regional Plan 2017 (Shaping SEQ).

Contributors

The Redlands Coast Transport Strategy was made possible by the following contributions:





MAYOR FOREWORD

COMMENTARY TO BE PROVIDED



Redlands Coast has an **efficient, accessible and integrated** transport system which sustainably facilitates the movement of people and goods within and beyond the city and the bay.

Integrated, Innovative & Sustainable Planning



Leadership, Governance & Decision Making



A Livable, Active & Prosperous City



A Connected & Accessible City



Positive Education & Behaviour



THEMES

Each theme contains objectives which have been developed to provide a framework for quantifiable actions

Integrate land use and transport planning to adopt innovative solutions

Advocate effectively for implementation of projects that achieve the vision of the Redlands transport network

Land use and transport network outcomes encourage economic prosperity and sustainable connectivity with centres and natural assets

Safe, sustainable and equitable movement throughout the region

Community makes wise travel decisions based on sustainability, cost, accessibility and amenity

TARGETS

The actions developed within the Redlands Coast Transport Strategy will be undertaken to achieve these targets

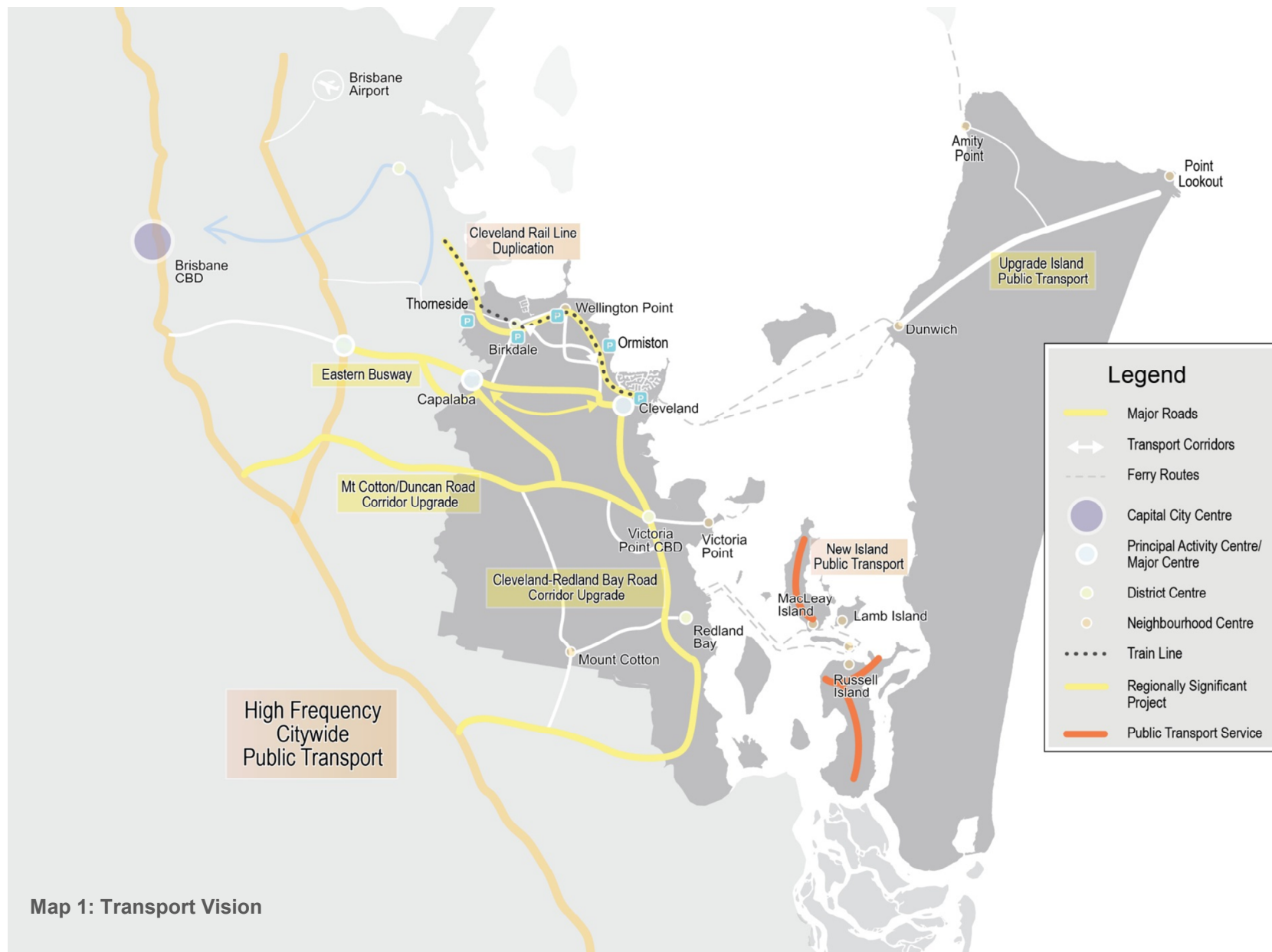
Increase population density and pedestrian connectivity of Activity Centres

Investigate alternative funding mechanisms to deliver transport projects

Increase walkability access to key public transport nodes

Increase in walking and cycling for all trips

Implement successful travel behaviour change programs



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Section 1 – Overview

1 Overview

1.1 Why a Transport Strategy?

The Redlands Coast Transport Strategy (the Strategy) is an overarching strategic document that will guide the direction of future transport planning on the Redlands Coast. The Strategy defines a number of key transport themes that reflect the uniqueness of the Redland community. The Strategy has been developed to align with existing corporate documents to ensure consistency across the organisation and direction of strategic planning.

An overarching transport strategy is needed so Redland City Council can more effectively plan the transport network. A long term vision, accompanied with realistic and achievable objectives, also enables Council to advocate more effectively to State and Federal Governments in relation to the prioritising and delivery of major infrastructure projects.

Our Transport Vision:



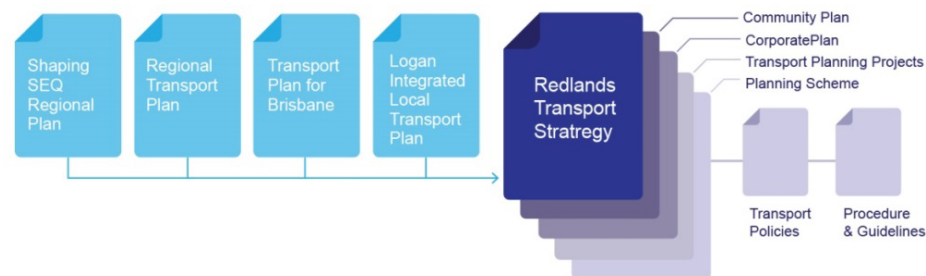
Redlands Coast has an efficient, accessible and integrated transport system which sustainably facilitates the movement of people and goods within and beyond the city and the bay



1.2 Structure of the Strategy

The Strategy has been developed to equip Council with metrics and empirical analysis to guide the direction of transport planning in the City and advocate for funding decisions made by local, state and federal governments for transport infrastructure and services.

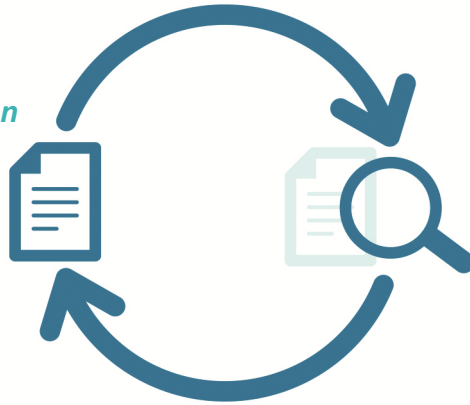
Our goal is to protect the land, seas and waters of Redlands Coast and with the increasingly-competitive funding environment of today's governments we need to ensure that our investments in transport infrastructure are suited to our goals. This means implementing integrated transport and land use planning actions as outlined in this Strategy. It is essential that sustainable solutions are identified across the City that provides communities with viable alternatives to the private motor vehicle in order to access services, employment and recreational opportunities.



The Strategy outlines five key themes, each of which host supporting objectives. This provides a strategic framework for undertaking quantifiable action. The structure of this strategic framework is outlined in the figure below. The objectives and targets for Redlands' transport system will be achieved by a set program of actions to be undertaken over the coming years. The Strategy has been developed with a project life of 2041, to align with recent major strategic planning projects such as the Queensland Government's South East Queensland Regional Plan 2017 (Shaping SEQ) and the Draft South East Queensland Regional Transport Plan along with Council's City Plan.

Implementation Plan

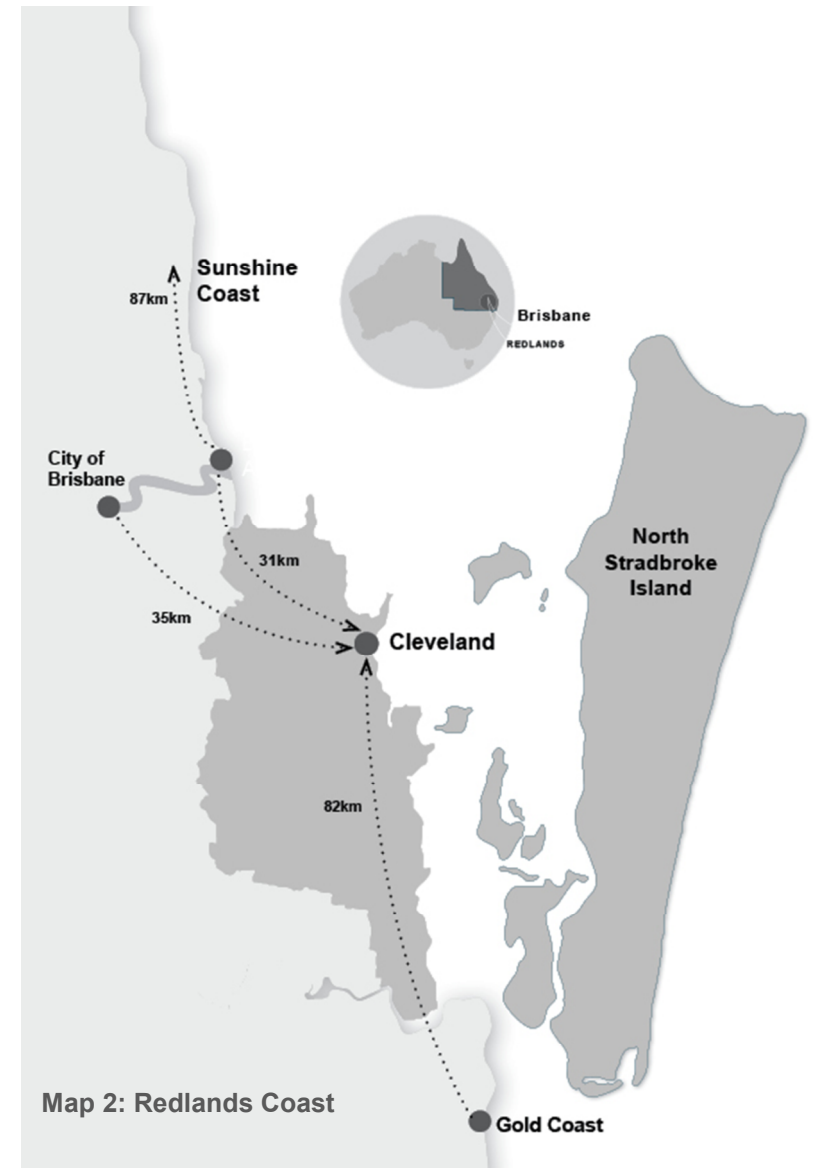
- Actions
- Timeframes
- Responsibility



Monitoring & Review

- Success measures
- Review process

The Strategy is supported by an Implementation and Monitoring Plan. The implementation plan will be updated annually, outlining the transport projects identified to meet the objectives of this Strategy and realise the transport vision. The plan is a dynamic document that evolves as actions are completed and circumstances affecting the Redlands change.



Section 2 – Background

2 Background

2.1 Introduction

The population and employment in Redlands is forecast to increase over the next 25 years. This sustained increase requires long term planning for all elements of the City's transport system.

Similar to other cities across Australia, the major roads within the region are controlled by the State Government and therefore the State plays a critical role in planning and managing the transport network, including operation of the passenger transport system. The development of the Redlands Coast Transport Strategy requires Council to work together with other transport agencies to deliver an integrated transport vision for the City.

The Redlands Coast Transport Strategy and associated actions will identify a stable transport solution to inform investment priorities and ensure that the City is serviced by a sustainable and economically viable transport system. It is essential that sustainable solutions are identified across the City that provide communities with public and active transport infrastructure and services that are sufficient enough to be considered viable alternatives to the private motor vehicle to access services, employment and recreational opportunities.

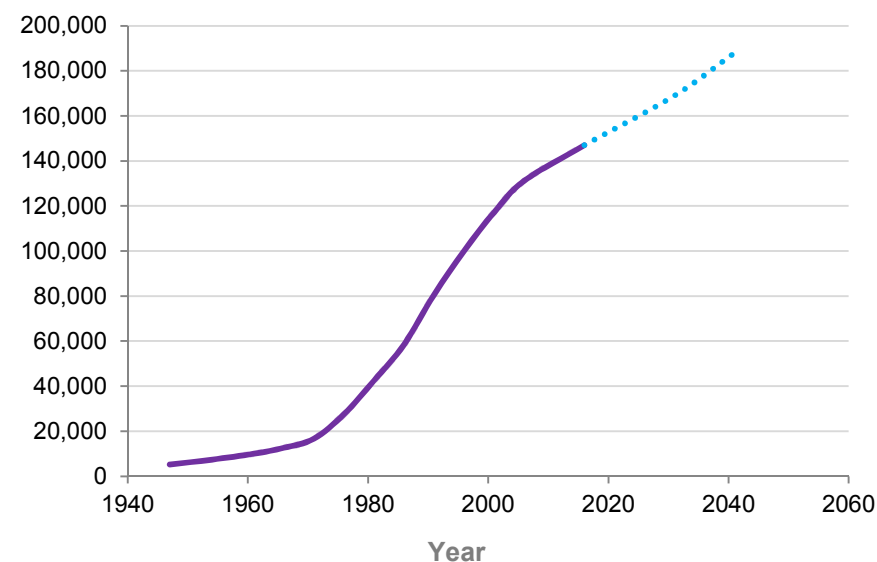
2.2 Redlands of Yesterday

The Redlands Coast has been inhabited for over 21,000 years with the Quandamooka people having had settlements on North Stradbroke Island (Minjerribah), Moreton Island and the Redlands mainland. The trails carved throughout the Redlands by countless steps of the Quandamooka people constituted the first transport corridors in the area. Following the closure of the Moreton Bay Penal Colony in 1842, early European settlers

began to move around the Redlands which was largely settled by farmers, timber-cutters and fisherman.

The Cleveland Rail Line was first opened in 1889, opening the City to tourism and providing a means for the movement of produce to the nearby major city of Brisbane.

Farms slowly gave way to houses and a collection of small coastal villages became the Redlands. Concurrent with population growth, the transport needs of the Redlands have changed considerably since Redlands Shire was first formed in 1949. The population increase from 5,000 in the 1940s to 154,312 in 2017 is demonstrative of the increase in demand for transport.



Source: profileid & Shaping SEQ

Figure 1: Population Growth of Redlands Coast

2.3 Redlands of Today

2.3.1 What is our identity?

To develop an effective transport strategy, it is important to understand the Redlands community. Essential information such as population, average age and employment type will inform key priorities and enable the development of a transport system that is fit for purpose and serves the community. The Redlands population in 2017 was 154,312 and this is projected to grow to over 188,000 by 2041. Redlands residents are older than their neighbours in Brisbane with a median age of 41.1 years compared with 34.5 years respectively.

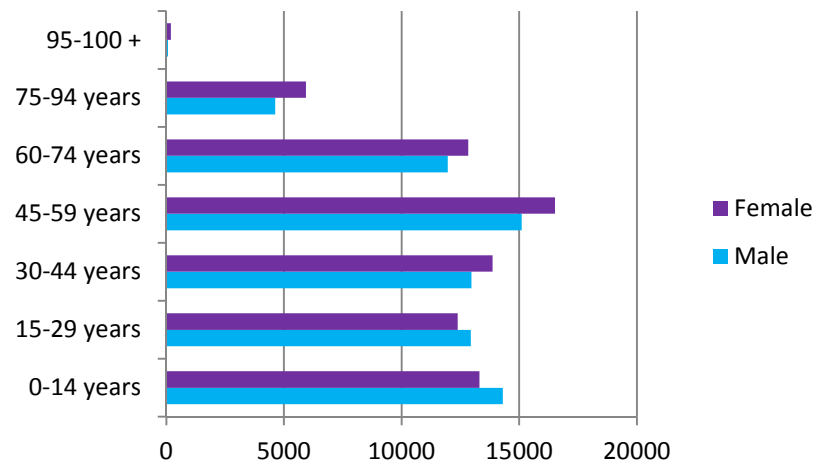


Figure 2: Age Pyramid

To support an aging population, 'Health Care and Social Assistance' is the strongest employment industry. This is followed by retail trade and education and training.

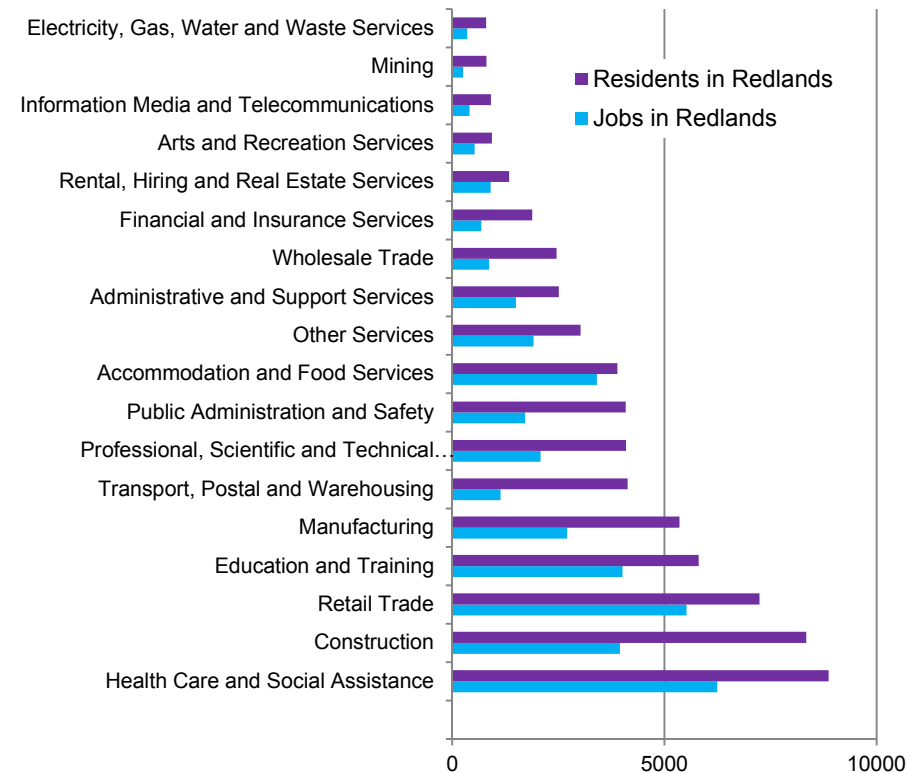


Figure 3: Employment by Industry

Redlands Coast has a low level of self-containment when it comes to employment with approximately 40% of residents working locally within the City. Brisbane is the most popular place of employment outside of the City, currently attracting 51% of full-time employed residents and 30% of part-time employed residents. The impact of low self-containment has a major impact on the transport system as residents travel longer distances on a daily basis to access their place of employment.

Table 1: Redlands Community Profile Snapshot

Metric	Mainland	Islands
Median annual family income	\$94,380	\$46,060
Average per household	2.6	2
Median weekly rent	\$400	\$265
Unemployment rate	9%	21.7%
Low income families	8%	21%
Median age	41.1	55.5

Source: profiled, 2017

These demographics highlight the difference between the mainland and the islands which require different transport planning approaches.

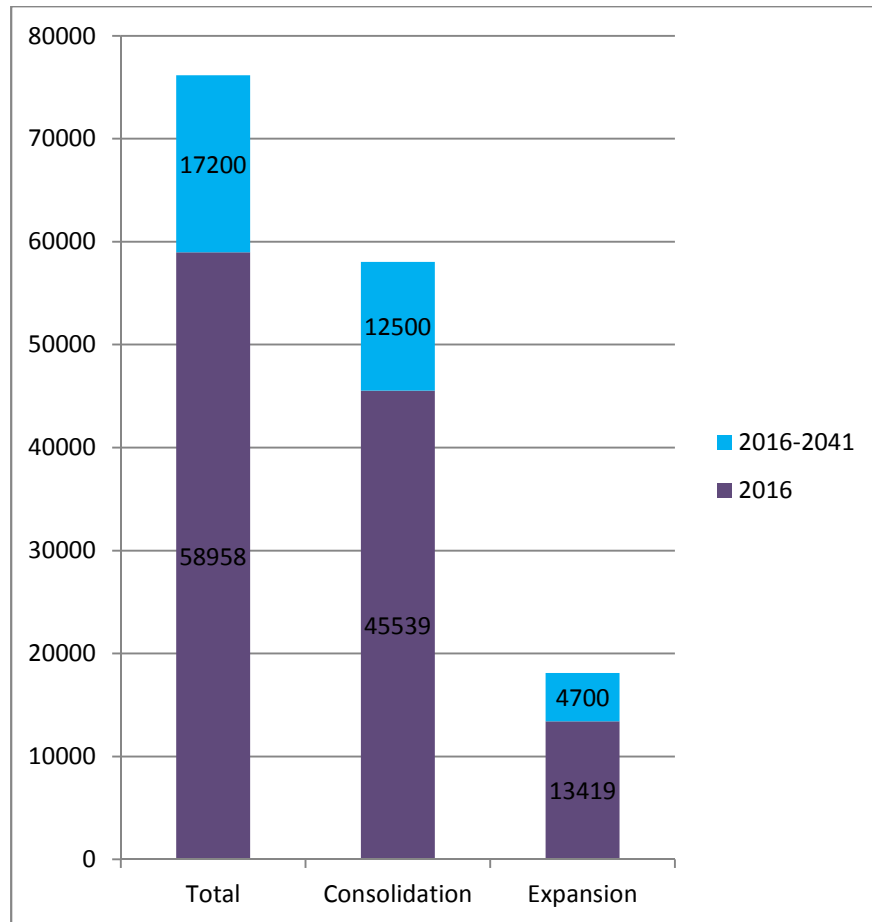
Among the islands there are also different economic considerations. North Stradbroke Island (NSI) is in the process of an economic transition from sand mining as its principal industry towards ecotourism, Coochiemudlo Island has a small local community with high amount of visitors, while the Redlands Coast Southern Islands (RCSI), also known as Southern Moreton Bay Islands, serve almost exclusively as private residences.

Where do we live, work and play?

The urban footprint of Redlands Coast is concentrated around the northern and eastern extents of the mainland as set out in the City Plan. The urban area in the north is serviced by the Capalaba and Cleveland Activity Centres, while the Victoria Point Activity Centre services the key area of growth to the south of the region. These activity centres are supported by local activity centres throughout the region. Redlands Coast is home to two (2) industrial areas in Capalaba and Cleveland.

Shaping SEQ has identified Southern Thornlands as a potential future growth area and the Toondah Harbour Priority Development Area (PDA) as an important anchor for growth in the City. Beyond these, urban growth in Victoria Point, Southern Thornlands as well as the Weinam Creek PDA will play an important role in the growth in the south of the City and connecting RCSI with the mainland. There is also a significant amount of growth forecast in Southern Redland Bay over the next 15-20 years which is expected to influence the transport network. The projected growth in these areas is expected to be at least 17,000 new dwellings in the city.

Sheldon and Mount Cotton will maintain their rural character and provide a link to the more expansive natural environments that typified Redlands Coast of yesterday.



Source: ShapingSEQ, 2017

Figure 4: Dwelling growth to 2041



2.3.2 How do we travel?

Private vehicle travel has been the most popular method of travel to, from and within Redlands Coast for several decades. In order to reduce traffic and maintain the lifestyle desired by residents a shift towards more sustainable modes of transport is required.

2.3.2.1 Journey to work

A key transport issue for Redlands Coast is that the majority of full-time employed residents travel outside of the local government area for work, with 51% travelling to Brisbane, 7% to Logan and 3% to the Gold Coast. This employment pattern places particular stress on the limited connections between Redlands and surrounding areas.

Self-containment is much higher for part-time employment with 64% of residents who work part-time doing so within the City.

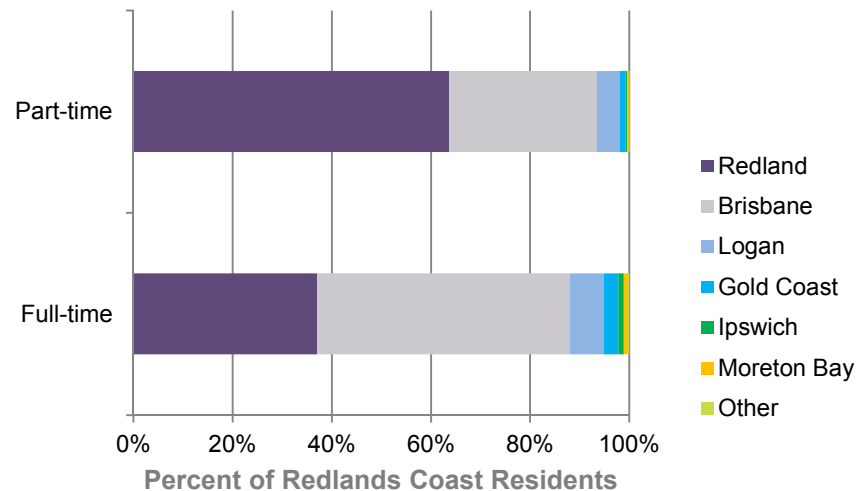


Figure 5: Place of Work for Redlands Coast Residents

For those employees travelling to Brisbane, 85% travel by private vehicle and 14% by public transport. Employees that remain within Redlands predominantly travel to work by private vehicle (over 90%) with less than 5% using public transport and 5% using active modes such as cycling and walking. This highlights a significant opportunity to improve the accessibility and utilisation of public transport for both employees traveling within and outside of the City.

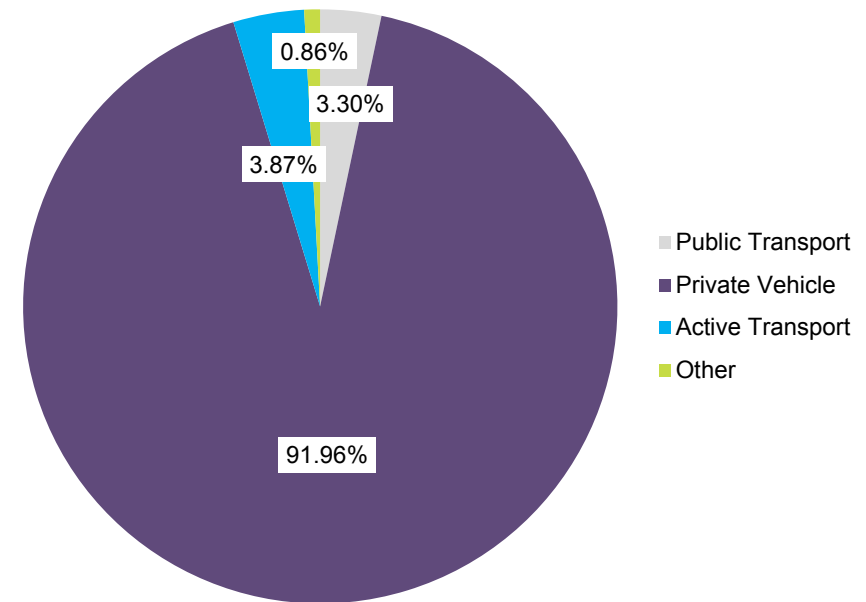


Figure 6: Method of Travel to Work - Residents Employed in Redlands

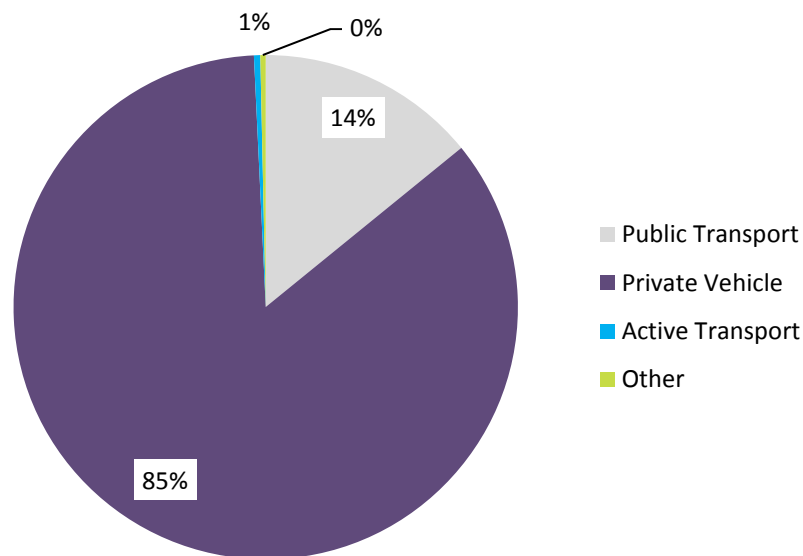


Figure 7: Method of Travel to Work - Residents Employed in Brisbane

2.3.2.2 Active transport

Active transport is the healthiest and greenest mode of transport. In 2016, almost 5% of residents either walked or cycled to their job in Redlands. Recreational cycling in Redlands is much more popular than cycling to and from work, with travel surveys indicating that 27% of intra-city trips are by active transport.

The utilisation of active transport goes hand in hand with supportive infrastructure and education. A study by the Portland Bureau of Transport showed that fear, caused by the interaction between vehicles and bicycles was a determining factor in a person's decision to cycle to work. The study classified participants into four groups: "strong and fearless" (1%), "enthused and confident" (7%), "interested but concerned" (60%), and "no

way no how" (33%). This study highlights the importance of safe active transport infrastructure to the adoption of this mode.

There is an extensive active transport network throughout the city consisting of on-road cycle lanes and an off-road pathway network. These cycle lanes are located on almost all major roads and connect each activity centre. Excluding the Capalaba-Alexandra Hills-Cleveland commuter shared path, the remaining shared paths are classified as recreational as they typically skirt the coastline or parklands rather than providing direct travel paths to key activity centres and this is typified by the Moreton Bay Cycleway.

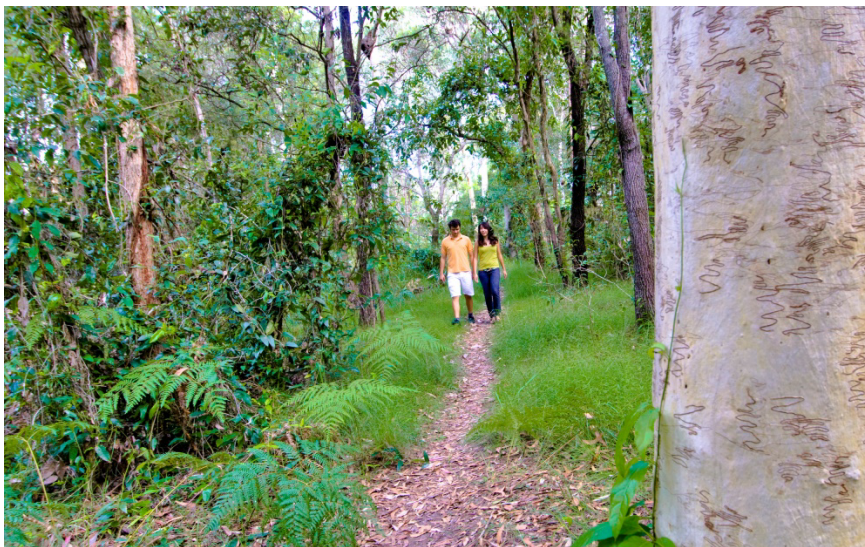


Beyond infrastructure, distance and topography are key factors that influence the choice of active travel methods in the Redlands. The land surrounding the foreshore is relatively flat with slight undulations and conducive to active travel, this is reflected in the percentage of recreational active travel trips. Similarly the northern part of Redlands Coast is

characterised by fairly consistent topography and more suited to active transport.

There are portions of Redlands Coast which are currently not ideal for active transport, these include the predominant rural and lower density areas which are straddled by major roads and have limited capacity to accommodate pedestrians or cyclists.

Historically, school-aged children have the highest participation rate for active transport. However, these figures have dropped in recent years. There are many causes for this decline. One common response is that increased numbers of private vehicles around schools discourage parents from allowing students to walk or cycle to school. This is often a result of parents having limited time to supervise active transport trips to and from school due to their own long travel times to their place of work outside Redlands Coast.



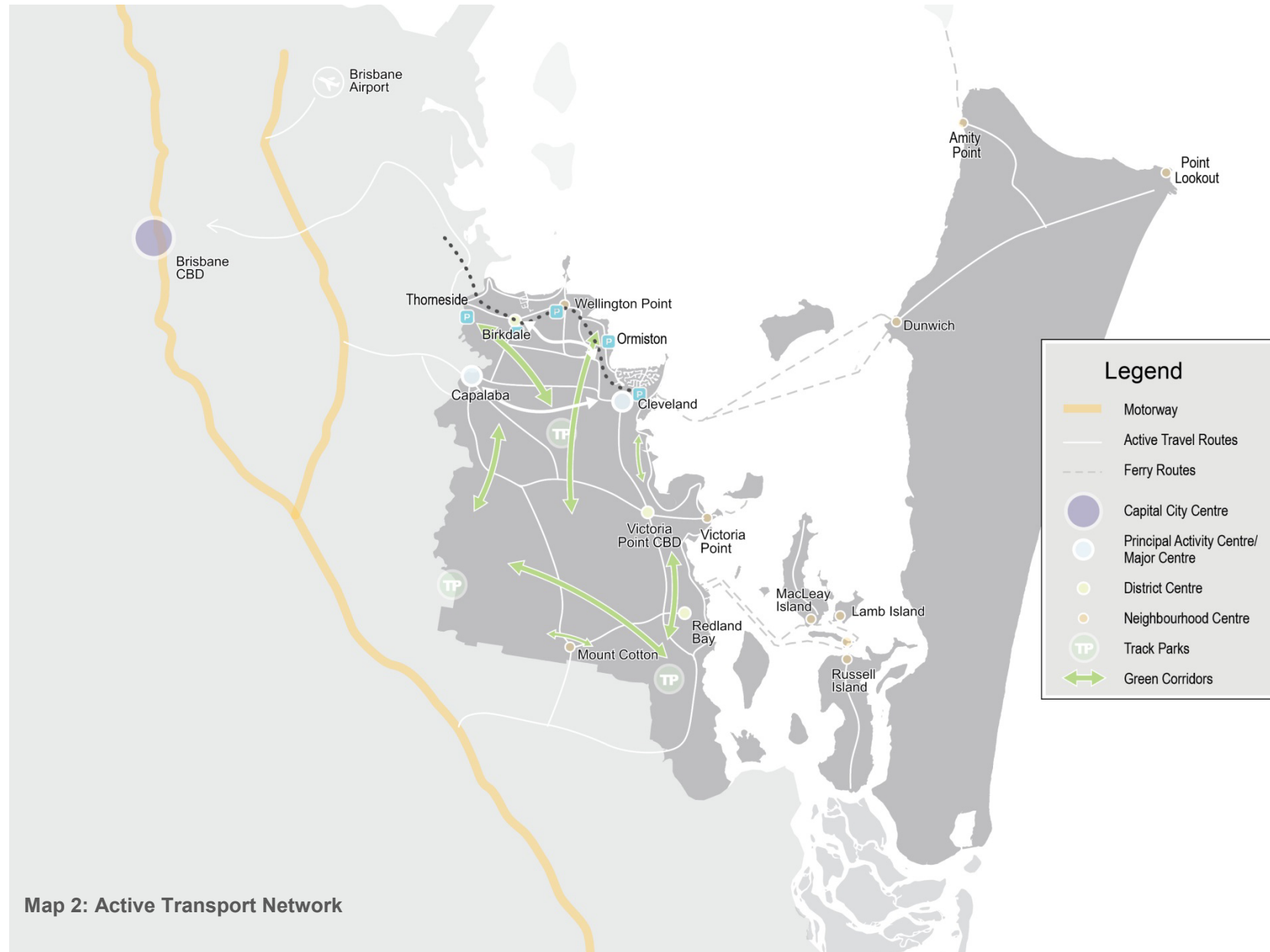
2.3.2.3 Track and trail network

Redlands Coast is complimented by a natural environment that winds its way through the urban environment providing track and trail linkages as well as important nature refuges. The network of corridors is designed to benefit animals, plants, residents and visitors.

The track parks and conservation areas present an opportunity for the Redlands to leverage from the natural beauty and provide world class active transport facilities.

- Redlands Track Park
- Bayview Conservation Area
- Don and Christine Burnett Conservation Area
- Eastern Escarpment Conservation Area
- Ford Road Conservation Area





2.3.2.4 Public transport

The northern extent of Redlands Coast is serviced by Queensland Rail's Cleveland line with five stations located at Cleveland, Ormiston, Wellington Point, Birkdale and Thorneside. The Cleveland line is currently a single track between Manly and Cleveland.

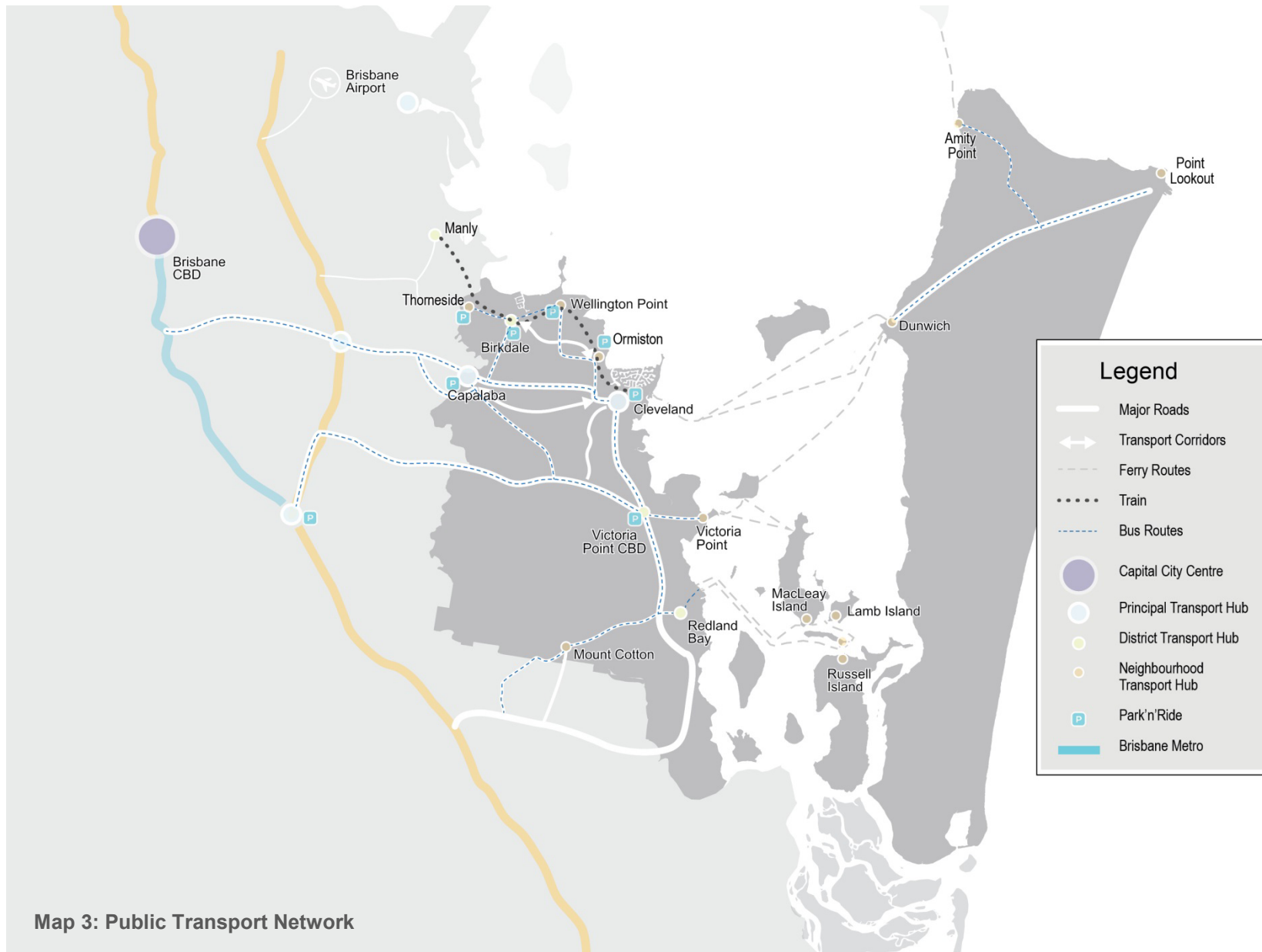
The circuitous route taken by the Cleveland rail line makes travel by this mode undesirable to some potential passengers. By rail, a journey from Cleveland to Brisbane Central takes 62 minutes. By comparison, the same journey by car can take between 46 and 57 minutes during peak periods and 36 minutes outside of peak periods.

There are Park 'n' Ride facilities at each station and connecting bus services at Cleveland, Birkdale and Thorneside. In the past, travel surveys have indicated that almost 40% of passengers drive to the rail stations, resulting in high demand for Park 'n' Ride spaces at Birkdale, Ormiston and Wellington Point. Two seat journeys are uncommon, with only 5% of rail passengers arriving by bus. A two seat journey is when a passenger utilises at least two trips on public transport to reach their destination, for example taking a bus to the rail station and then taking the train to your final destination.

There are 97 bus services that currently operate during the morning peak with the most heavily serviced corridors as follows:

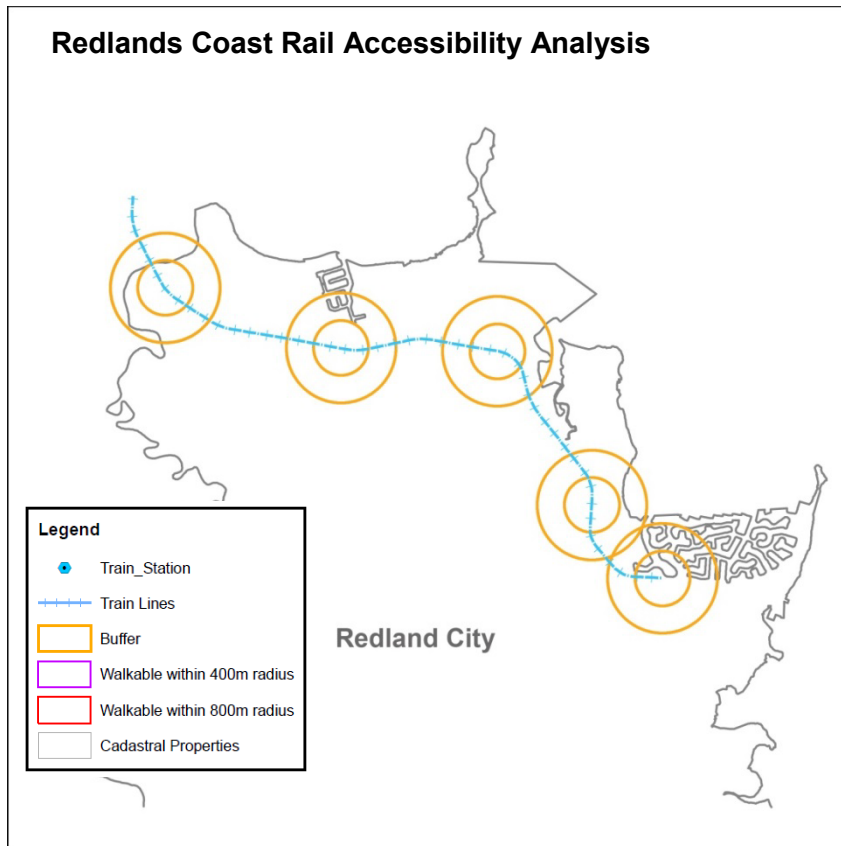
- Between Cleveland and Capalaba;
- Between Capalaba and Carindale;
- Between Birkdale, Wellington Point and Capalaba;
- From Redland Bay Marina to Victoria Point and from Victoria Point to Eight Mile Plains;
- From Redland Bay and Victoria Point to Capalaba; and
- From Redland Bay and Victoria Point to Cleveland.

While buses are able to cover a much larger proportion of the population, due to the dispersed nature of the urban settlement the frequency and efficiency of bus services is compromised. Buses also compete for road space with private and commercial vehicles because there are no dedicated bus lanes in the City. This leaves services susceptible to congestion and diminishes the perceived benefits of public transport due to poor travel time reliability and on-time running.



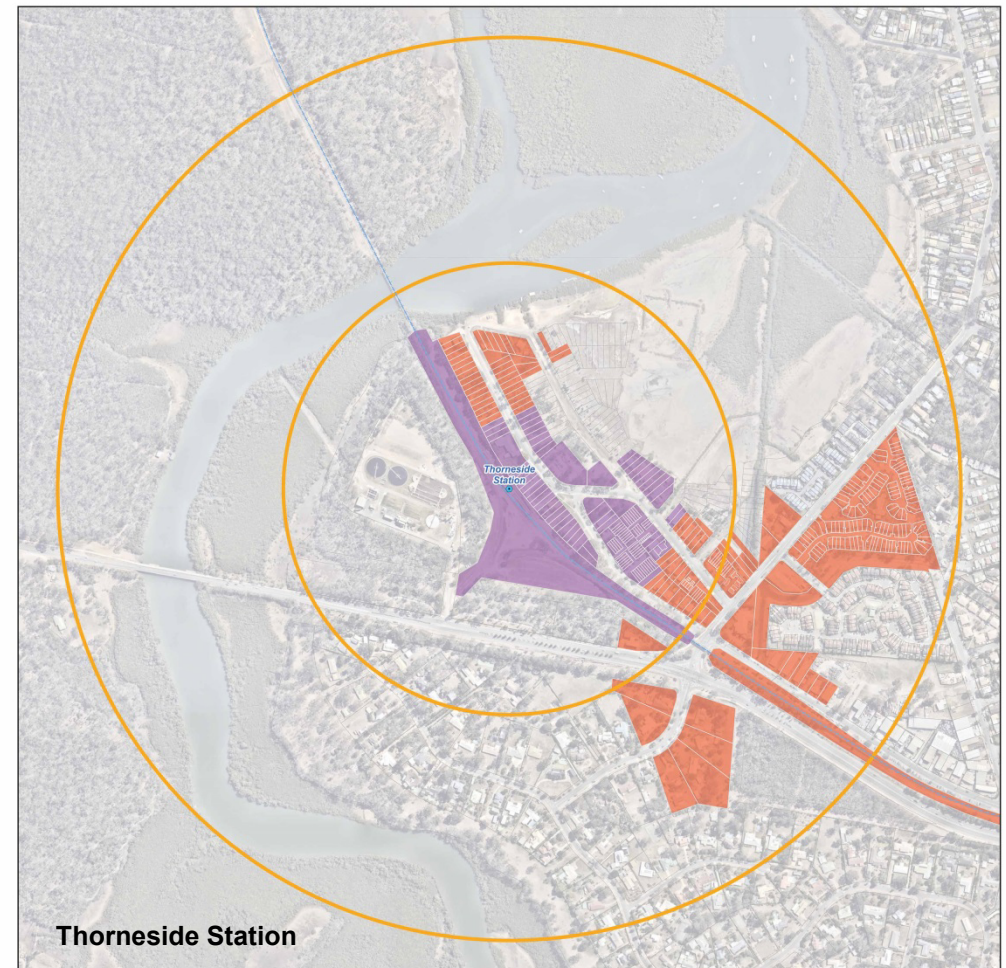
2.3.2.5 Rail Accessibility

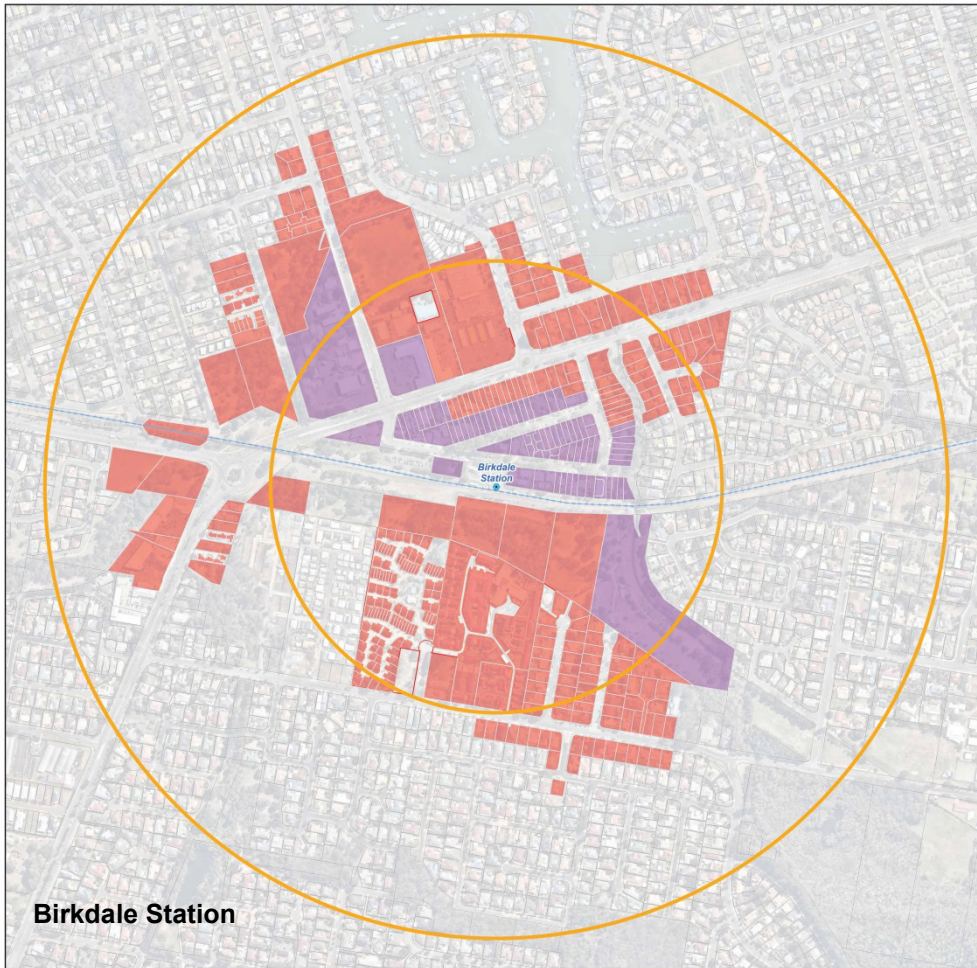
Accessibility to public transport service is essential to fostering high patronage. A key factor to accessibility is ensuring transport hubs are walkable by the surrounding neighbourhood. To determine accessibility, an analysis has been completed to determine the population within 800m – or a 10 minute walk – of the City's rail stations.



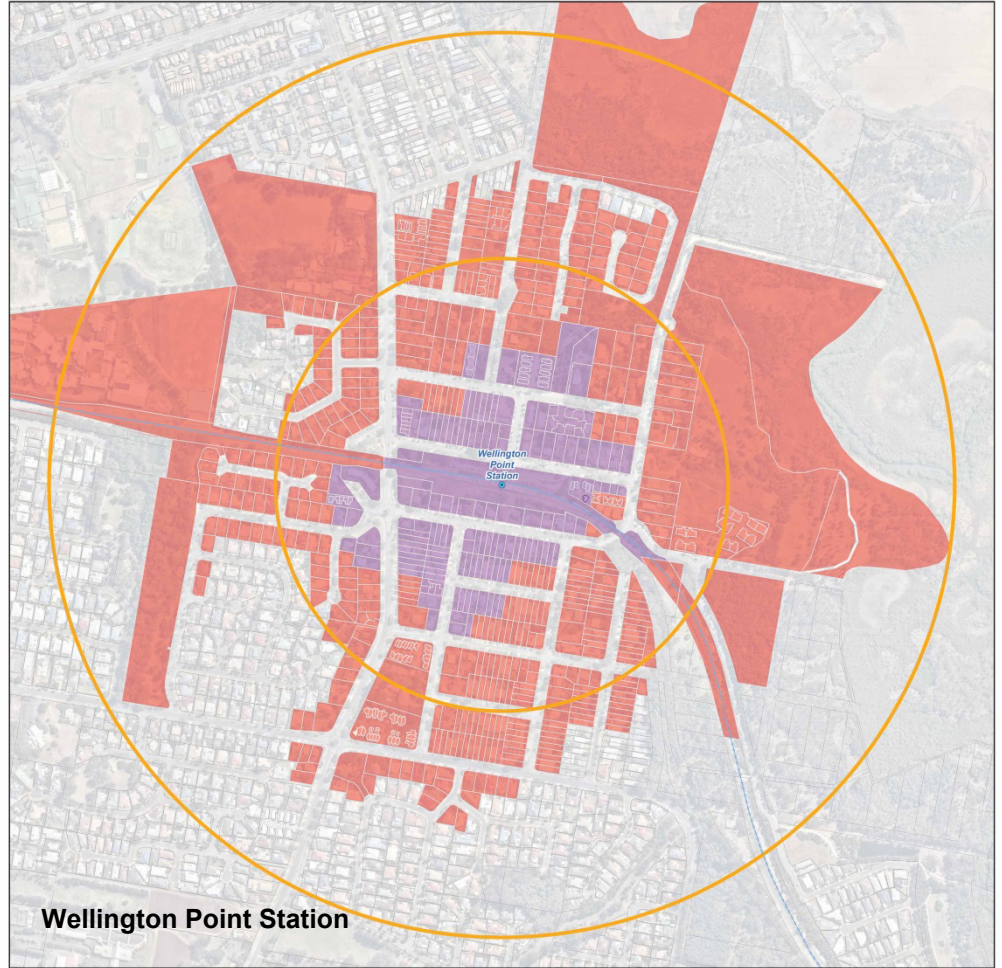
The analysis highlights that despite accounting for just over half of all public transport trips in the City, only 9% of the City's residents are within 800m of a rail station. This is tempered further by a pedestrian walkability analysis that shows that only 3% of dwellings within the City are within a

practical 10 minute walk of a rail station due to the asymmetry of station accesses. With walkable access to rail covering such a small portion of the City, the passenger transport system is heavily reliant on bus travel, especially between Capalaba and the southern area of Victoria Point and Redland Bay, and between Cleveland and Capalaba.

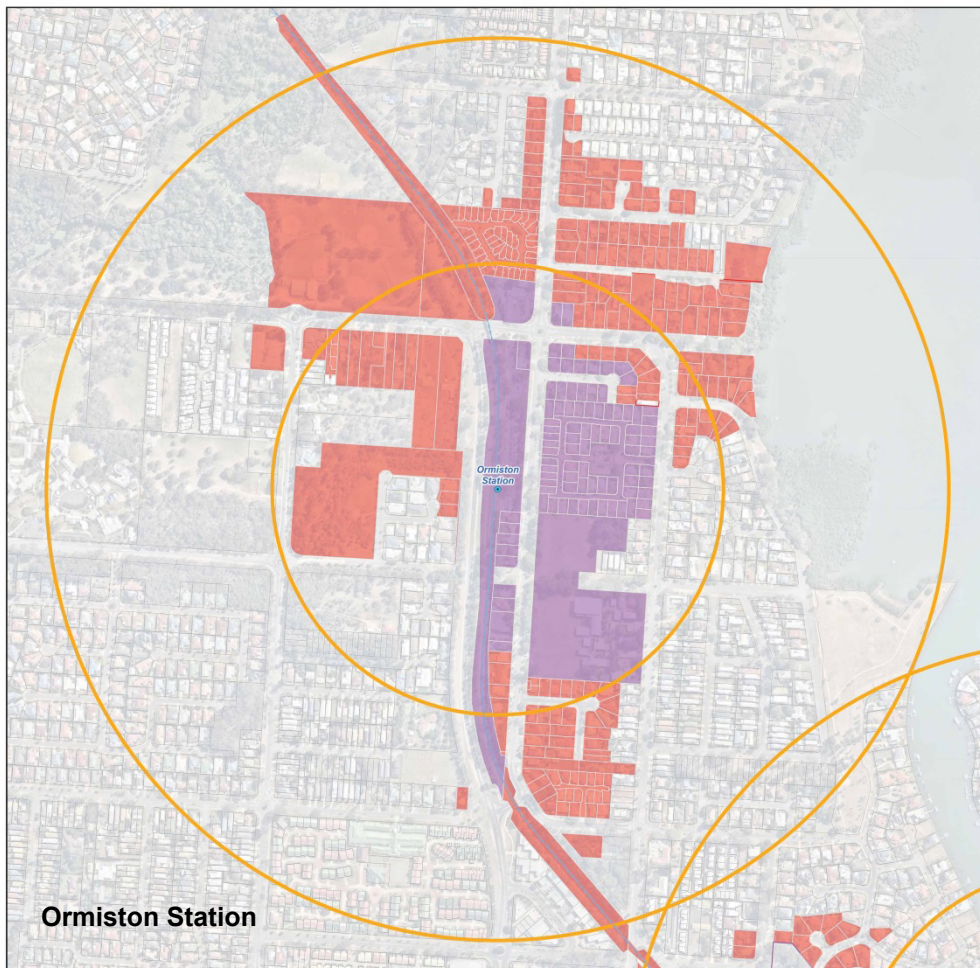
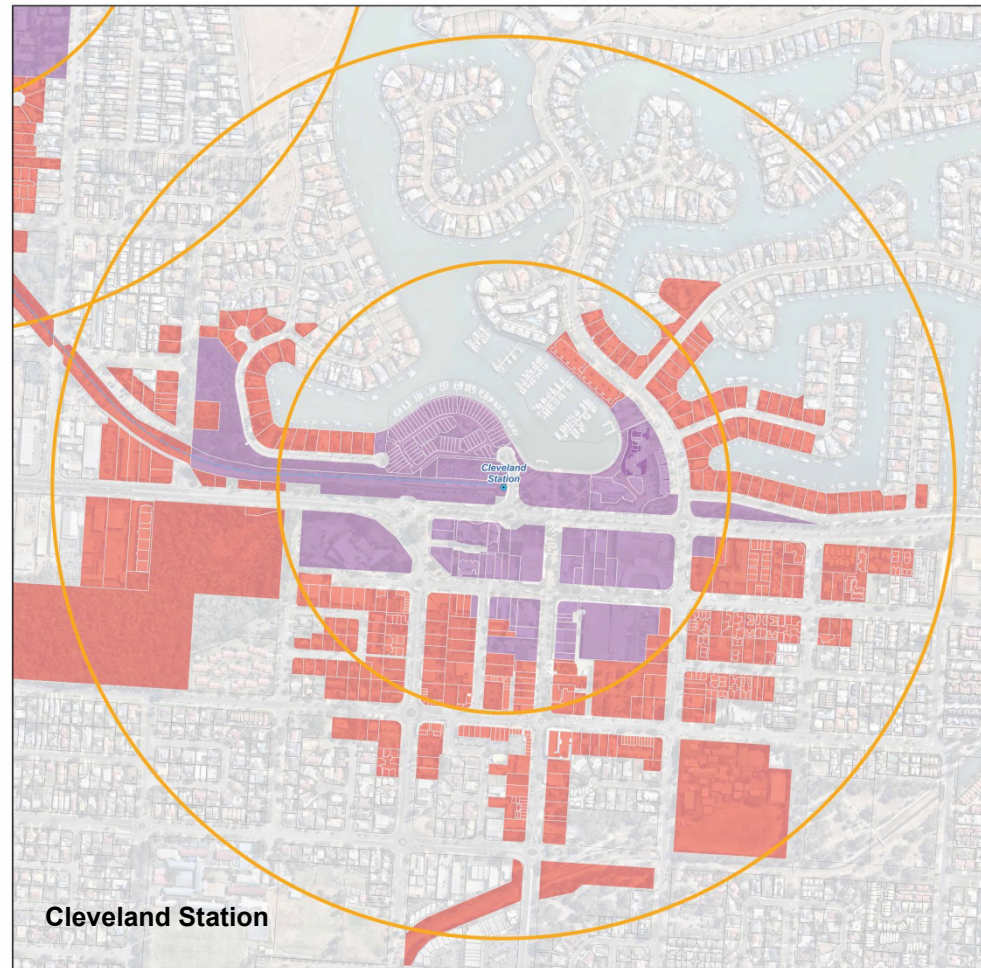




Birkdale Station



Wellington Point Station



2.3.2.6 Water transport

Moreton Bay provides the vital link between the islands and the mainland for both residents and tourists. Recreational access to the bay, in the form of boat ramps and jetties, is provided at several locations across the islands and the mainland. These facilities offer easy access to the bay while also providing parking for boat trailers. Given the natural beauty of our bay, these facilities are in high demand. Due to the large area of land required for manoeuvring and parking boats and trailers difficulty exists in co-locating boating infrastructure with open space foreshore areas. Redlands Coast foreshore is in high demand and it is important that measures are implemented that embrace co-location in a sustainable and high quality manner. Water transport also has a critical element as being the sole connection and accessibility between the mainland and islands. Redlands Coast is unique as it is the only local government area in South East Queensland to accommodate a significant population of island communities.

Access to the Redlands Coast Southern Islands (RCSI) is provided via the Redland Bay Marina (Weinam Creek Marina) from which both passenger and vehicle barges operate between the mainland and the islands. The passenger ferry is an integrated go card service, to which Council contributes to the integrated ticketing system. The vehicle and passenger ferry services are primarily patronised by RCSI residents.

Services to and from Coochiemudlo Island are mostly patronised by the island's residents, however Coochiemudlo Island is also popular with visitors and day trippers. Both the passenger ferry and the vehicle barge services depart the mainland at Victoria Point.

Services to and from North Stradbroke Island (NSI) are patronised by both residents and tourists. The passenger ferries and vehicle barge services are managed by private operators and there is no Go Card integration. All of these services depart the mainland from Toondah Harbour, Cleveland.

The marinas and harbours of the City are key transport nodes which facilitate the important link between the mainland and the islands, it is vital

that this infrastructure is, as a minimum, fit for purpose but future-proofed to accommodate future demand. It is paramount that both Council and the State Government continue to improve their facilities to meet the changing needs of water transport in the City and the bay, particularly as a result of the Economic Transition for NSI.

As water transport does not exist in isolation, integrated public transport connections and parking at these facilities are critical to their efficient operation and to meet the needs of residents and tourists.



2.3.2.7 Road transport

Road transport in the City hinges on a small number of strategic routes. There are three major east-west routes and two north-south routes, all of which are state controlled roads. Due to the high demand for trips outside of the City these three east-west links are heavily utilised. There is little network resilience when traffic incidents occur or during periods of congestion as the distance between the strategic routes deters drivers from seeking alternate routes. Congestion has historically been heaviest on the following routes:

- Moreton Bay Road close to the intersection with Redland Bay Road;
- Finucane Road between Cleveland and Capalaba;
- Cleveland Redland Bay Road between Cleveland and German Church Road; and
- Moreton Bay Road between Ney Road and Windemere Road.

The majority of the key routes to, from and within Redlands Coast are via the state controlled road network. In order to provide road users with a seamless and resilient road network that can accommodate present and projected growth, Council and the State Government need to garner a one network approach. This will include Council working with the State Government to assist in the prioritisation of network and corridor upgrades.

Although there are no heavy industrial areas or major regional freight routes in the City, two designated freight routes are currently available to carry approved Higher Mass Limit and Multi-Combination vehicles. These routes are located in the north connecting the Gateway Motorway with Toondah Harbour via Capalaba and the other in the south connecting Mt Cotton with the Pacific Highway. Beyond these specific routes, heavy vehicles travel on arterial roads with heavy vehicles making up less than 10% of vehicles on arterial routes throughout the City.

Parking

While the delicate balance of demand and provision of parking is an issue for consideration across all activity centres, within the Redlands Coast it is most critical at the City's gateways to the bay. Toondah Harbour, Redland Bay Marina and Victoria Point are the mainland ports providing ferry services to NSI, Coochiemudlo Island and RCSI, respectively. Many island residents keep a private vehicle at these marinas parking in Council operated off-street carparks. Demand for these facilities is high, with long waiting lists for secure, allocated parking at Redland Bay Marina.

The demand for Park 'n' Ride parking spaces across the City is also high at rail stations and at the Capalaba bus interchange.

The high demand for car parking at key transport hubs, popular recreational destination areas and Park 'n' Ride facilities reflects the current preference for private vehicles and indicates a lack of mode choice for the Redlands community, in particular the need to address transport services at the beginning ('first mile') and end ('last mile') of a journey.

Road Safety

In the five year period between 2012 and 2016, there were 973 vehicle crashes on Redlands roads. Those crashes resulted in 14 fatalities, 490 hospitalisations, 587 instances of persons receiving medical treatment, and 225 persons sustaining minor injuries. While many of these crashes occurred on the state controlled road network, a concerted effort to enhance the legibility of the entire road network and improve the safety of road user behaviour will be required.

2.3.2.8 Emerging technology

With the recent showcase of the Easy Mile autonomous bus, Council has shown a commitment to emerging transport technologies. As Electric Vehicles (EV) and Autonomous Vehicles (AV) grow in popularity, the City will require new infrastructure. A handful of EV charging stations have been installed on private property at Capalaba, Cleveland and Mt Cotton

along with shopping centres in Brisbane and the Gold Coast. Destination charging provides both conveniences for EV owners, while also prioritising parking spaces at activity centres for residents who choose a more sustainable transport option.

The internet of things (IOT) is a network of connected devices that can be used to measure, report and control transport assets. The IOT is the technology behind Intelligent Transport Systems (ITS). ITS technologies range from Bluetooth and induction detectors to automatic road enforcement and variable speed signs. Bluetooth detectors are currently installed along key road corridors and intersections throughout the City. This data allows Council to quantify how the road network is performing and also assist the development of works programs to upgrade transport infrastructure.

Ride hailing services, such as Uber, are creating a paradigm shift in personal transport and mobility. For the first time ever, a person's mobility can be controlled by their smart phone. In the coming years, this technology is likely to expand to include additional operators and other modes of transport in the shared economy. This concept called 'Mobility as a Service' (MaaS), envisions that residents would be able to use an app to travel from point to point, utilising different shared resources including bike shares, demand rapid transit, ride hailing and public transport. Benefits of the concept include a potential reduction in vehicle ownership due to the affordable and equitable accessibility of other transport modes.

2.3.2.9 Travel Demand Management

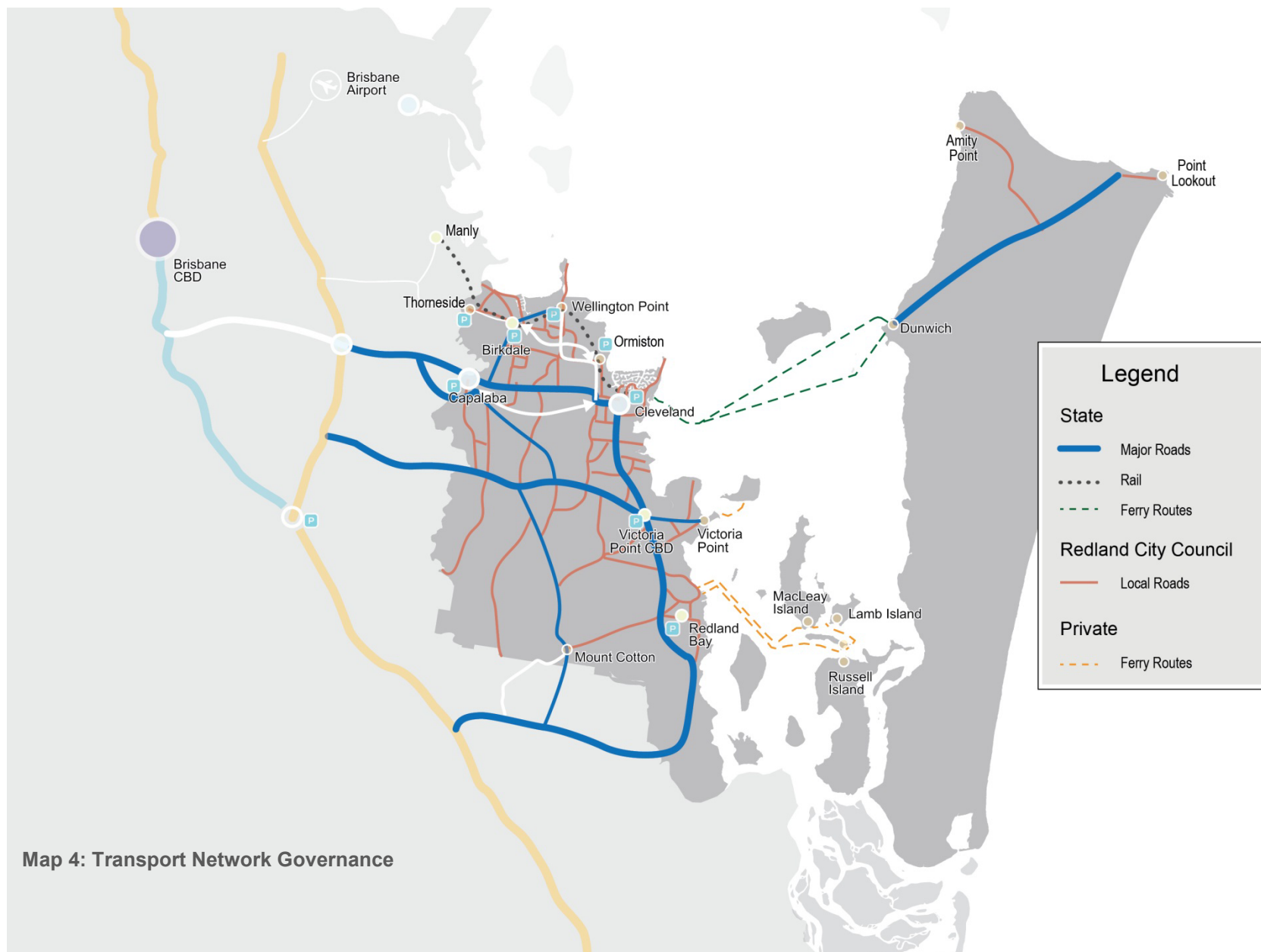
Travel Demand Management integrates transport and land use planning to minimise inordinate demand on the transport network. The premise for travel demand management is to achieve greater mode share in order to create a more diverse and resilient transport network. A holistic travel demand management policy outlines a mode share target and travel behaviour programs and initiatives to achieve the targets.

2.3.3 Who is responsible?

Redlands Coast has a comprehensive road network made up of major and minor roads and also connects the city with the two neighbouring local government areas, Brisbane and Logan. The majority of the key road network falls under the control of the Department of Transport and Main Roads (DTMR).

Public transport is also largely governed by TransLink, a division of DTMR, responsible for the operation of the majority of public transport in the City. While private operators run vehicle barges and tourist ferries, these operators are also governed by state legislation.

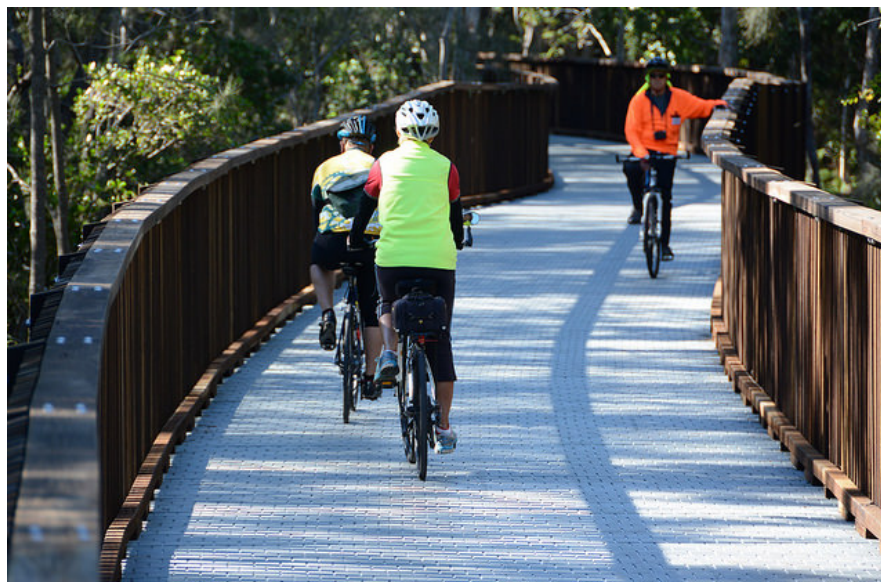
The governance of the transport network within the City and at its key gateways is shown below in the transport network governance map.



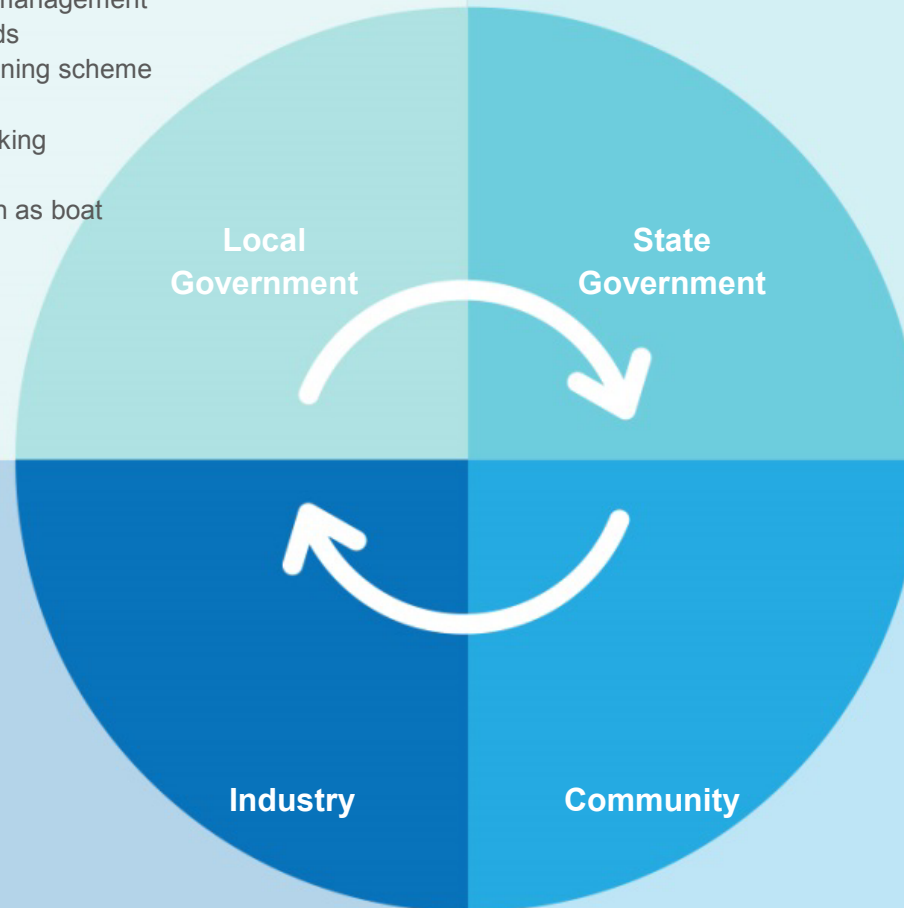
As the transport network reveals, there are several key links that are not managed by Council, which severely limits Council's ability to control this part of the network. Therefore Council's role in managing the state controlled network in Redlands is to work with DTMR to prioritise network improvements that will be the most beneficial to the whole transport network and community. Notably, it is imperative that upgrades to the state controlled network are coordinated to ensure the future functioning of the road network. To achieve a sustainable and resilient transport network these upgrades will occur in conjunction with improvements to the local road, active travel and public transport networks.



These factors highlight the partnership that must occur between Council and DTMR along with other parties including, but not limited to, Brisbane City Council, Logan City Council, RACQ and Bicycle Queensland to ensure efficient and effective transport operations within and around the City. A key function of the Redlands Coast Transport Strategy is to inform effective advocacy for safe, efficient and accessible transport options for the Redlands community.



- Planning, design, maintenance and management of Local Government controlled roads
- Control and management of the planning scheme to manage development
- Local laws to regulate roads and parking
- Advocacy
- Management of marine facilities such as boat ramps and jetties



- Planning, design, maintenance and management of state controlled road networks
- Funding and regulation of the Passenger Transport system
- Delivery of marine facilities such as boat ramps and jetties

- Research and academia
- Businesses
- Data collection and interrogation

- Community organisations including walking and cycling groups, advocacy groups, access groups

2.4 Redlands of Tomorrow

2.4.1 What kind of city should Redlands be?

The Redlands Coast community wish to be known for the pristine waters and islands of Moreton Bay, our protected bushland areas, green spaces and parklands.

The Redlands Coast Transport Strategy (the Strategy) has been developed to align the provision of a sustainable and efficient transport network that supports a growing population.



Redlands Coast has an efficient, accessible and integrated transport system which sustainably facilitates the movement of people and goods within and beyond the city and the bay



2.4.2 How do we get there?

The Strategy provides a new strategic approach to meeting the future transport and development needs of the City and the Bay. Implementing the Strategy will require strong partnerships with government, industry and the community. This strategy outlines the overarching principles for Council to plan for urban growth and transport policy, services and infrastructure to reach our goal for a vibrant city, and a legacy of the beauty of our sensitive environmental areas and agricultural land.

The Strategy is a stand-alone document which is aligned with ShapingSEQ and the Draft South East Queensland Regional Transport Plan. The strategy equips Council with metrics and empirical analysis to advocate and support funding decisions made by local, state and federal governments for transport infrastructure and services.

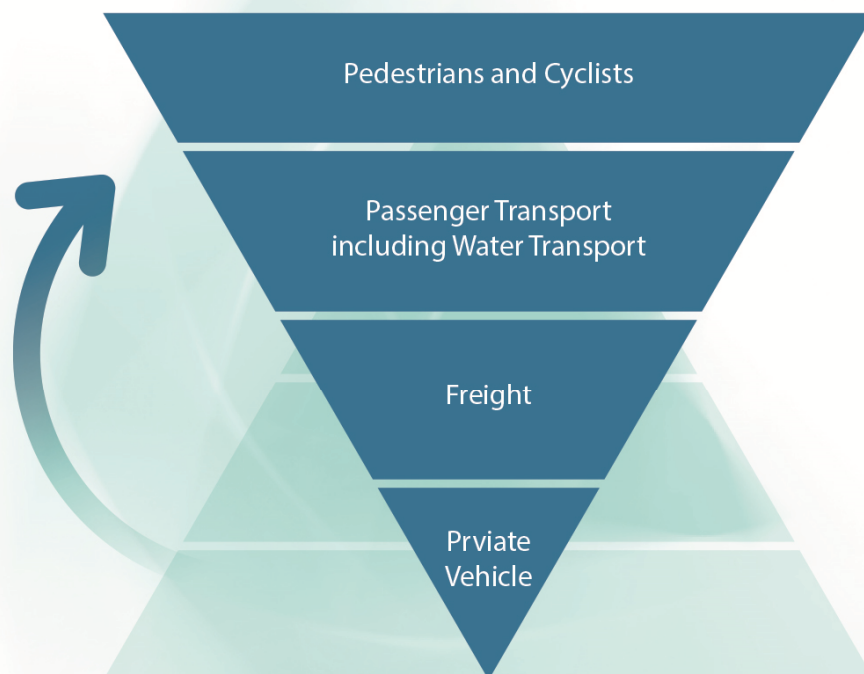
The Strategy seeks to achieve integrated transport and land use planning actions to realise the vision of creating a transport network that facilitates sustainable movement. It is essential that transport solutions provide communities with viable alternatives to the private motor vehicle to access services, employment and recreational opportunities. In this vein, the hierarchy of modes for planning and designing the Redlands transport system has been created. This hierarchy does not pre-empt the infrastructure investment in each mode as the cost of infrastructure for passenger transport, freight and private vehicle modes typically far outweighs that required for active transport modes. Rather, this hierarchy provides guidance on which mode should be considered first in planning and design. This approach allows for the consideration of people first and foremost, as all trips start and finish with some form of pedestrian activity. By designing for pedestrians, this will help make the transport system safe and accessible for everyone. This includes designing public transport facilities, car parks, streets and intersections with our most vulnerable road users in mind. The objectives and priorities outlined in this strategy have been developed to align with the hierarchy of modes.

A set of themes have been created to realise the vision of the Redlands Coast Transport Strategy, the themes are:

1. Integrated, Innovative and Sustainable Planning
2. Leadership, Governance and Decision Making
3. A Liveable, Active and Prosperous City
4. A Connected and Accessible City
5. Positive Education and Behaviour

Targets have been set for each theme to assist with the monitoring of the Strategy and ensure actions are measurable. The targets have been developed based on past trends in the City's journey to work data, and

extrapolated to align with the ambitions of this Strategy. The actions outlined within the implementation plan for the strategy will be undertaken to achieve these targets each year.



Theme		Target
	Integrated, Innovative and Sustainable Planning	<ul style="list-style-type: none"> • Increase population density and pedestrian connectivity of Activity Centres
	Leadership, Governance and Decision Making	<ul style="list-style-type: none"> • Investigate alternative funding mechanisms to deliver transport projects
	A Liveable, Active and Prosperous City	<ul style="list-style-type: none"> • Increase walkability access to key public transport nodes
	A Connected and Accessible City	<ul style="list-style-type: none"> • Increase in walking and cycling for all trips
	Positive Education and Behaviour.	<ul style="list-style-type: none"> • Implement successful travel behaviour change programs

Section 3 – The Strategy

3 The Strategy

3.1 Integrated, Innovative and Sustainable Planning

Council aims to integrate land use and transport planning and adopt innovative solutions.

Objective 1a: Undertake integrated and innovative land use and transport planning coordinated across industry and government

The link between land use and the movement of people and goods is virtually inseparable. Therefore getting the planning right for future development and transport provision is absolutely critical and if done well, it has the ability to resolve transport issues and even prevent a transport issue from arising entirely.

Integrated and coordinated land use and transport planning has the potential to mitigate the need to undertake costly and reactive infrastructure solutions. This does not reduce the need to invest in infrastructure but it does mean more effective prioritisation that will benefit more of the Redlands community.

With the ownership and responsibility of transport infrastructure in Redlands spread across two tiers of government (State and Local) and the provision of some services also involving a number of private sector organisations, land use and coordinated transport planning with all stakeholders is required.

Council's recognises that a coordinated approach to transport planning is contingent on strong partnerships. To achieve this, new approaches and fresh thinking to solve both existing and emerging problems is paramount, drawing on the knowledge and experience of all stakeholders to adopt and implement innovation.

Objective 1b: Adopt technology, innovative thinking and alternative solutions tailored to the Redlands context

Technology has been evolving at a rapid pace and is expected to continue. This is directly affecting how transport is viewed conceptually, how people and goods move around, and what people expect functionally. The ability to recognise, understand and appropriately respond to change is an important consideration for future transport. In an age of increasingly rapid changes and uncertainty, the most prudent approach is to move forward incrementally, adopting technology and solutions that are scalable for the Redlands.

Objective 1c: Prioritise integrated planning outcomes which provide positive environmental, social and economic benefits for future generations

The development pattern of a City is vital in connecting communities and has a fundamental impact on how people travel. Transport factors such as public transport provision and service quality; road network efficiency; active transport infrastructure provision and amenity; parking supply; and travel demand management policies; heavily influence not only where people choose to live but also where businesses locate. The integration of planning outcomes therefore is critical to implement a sustainable transport network that improves our quality of life and that of our children.

Increasing the walkability and cycle-ability of the City's employment and residential areas, and reducing the need for people to travel by car, can significantly improve the efficiency and sustainability of the City.

For Redlands, this means prioritising development in urban areas, creating communities that are well connected to high quality public transport systems and reducing encroachment into greenfield areas. This also means strengthening the hierarchy of activity centres within the region and adopting planning provisions that encourage development of these centres to advocate for focused sustainable transport investment.

The development of local area transport plans for the City's principal, major and specialist activity centres along with the key transport nodes will enable Council to coordinate both local and state government funding along with private investments in walking, cycling, public transport, parking, freight and road networks.

3.2 Leadership, Governance and Decision Making

Council aims to advocate effectively for the implementation of projects that achieve the vision of the Redlands transport system.



Objective 2a: Advocate on behalf of the community to deliver transport solutions

One of the key purposes of the Strategy is to provide an advocacy tool for Council to help achieve their transport vision.

This Strategy provides an overarching set of themes and actions to not only prioritise investment, but also the efforts in research, partnerships, conversations and engagement to make transport system policy, infrastructure and operational decisions to shape and achieve the transport vision.

Council will continue partnerships and ongoing communications with all levels of key transport system stakeholders, particularly DTMR.



Objective 2b: Fund the delivery and implementation of the Redlands Coast Transport Strategy and support new and/or alternative funding and delivery mechanisms

The role of the Redlands Coast Transport Strategy is to guide transport planning, policy and investment in the transport network by Council and other key stakeholders, particularly the State Government.

In order to maximise funding, a multitude of available funding mechanisms need to be considered, including the following:

- RCC Capital & Operational funding;
- Local government special purpose levies;
- Developer funding including infrastructure charges;
- User pays schemes including paid parking and passenger transport fares;
- Private sector investments and business partnership;
- Commercial trade on transport related land; and
- State/Federal Government contributions.

Council plans to achieve the transport vision, as outlined in this Strategy, through the prioritisation of Council funding and the maximisation of external funding through the most appropriate mechanisms.



Objective 2c: Improve collaboration and strengthen partnerships between community, business and governments

By embracing community and private industry innovations and alternative solutions in relation to transport such as map development, freight delivery, ride-sharing and route-planning, Council can provide the community with a more seamless and coherent transport system. Council will need to be flexible and collaborative to enable the integration of such systems to improve the outcome for the end user of the transport system, our community.

Council will work with businesses to collaborate with the community and business to both reduce their impact on the road system and the road systems impact on their business. Consideration will be given to the planning of the locations of industry types, delivery typing and infrastructure to support heavy vehicles where required.

Council will work with industry and consider using Public-Private Partnerships (PPP's) and Market Lead Proposals (MLPs) to fund priority infrastructure and service projects within the Redlands transport system.



Objective 2d: Develop and maintain a strong culture of genuine, innovative and representative engagement

Engagement activities undertaken to inform transport policy, investment and project decisions will need to be truly equitable to ensure that the plan achieves the transport solutions for the Redlands community.

New engagement tools that are capable of reaching a wider range of the community and improving the level of engagement on key transport related issues, planning and projects will be supported. This includes the establishment of relevant community groups to provide feedback to Council and to assist in advocacy roles.



Objective 2e: Promote and apply best practice to deliver outcomes which best serve the Redlands

Council is committed to exploring new opportunities and developing new techniques in the planning, implementation and monitoring of the transport network and its integration with land use planning.

Council will continue to strive for the best transport outcomes for the community, and seek out opportunities to partner with leaders in transport related fields such as, universities, research agencies, innovators and action groups.



Objective 2f: Improve knowledge and evidence base to support decision making, advocacy and outcomes of initiatives

With the evolution of technologies there are continual improvements on the amount of data that can be collected, the ways it is collected and how it can be analysed. The ongoing collection of data enables Council to understand how people travel to, from and within the City. This is vital when engaging with the community and it also affects Council's ability to advocate on its behalf.

Council will continue to seek opportunities to improve the efficiency of data collection and the ways in which it is interrogated. This will be essential in the evaluation of any trials of new technology or systems within the City.

The collection of relevant data is critical to the understanding of the transport system, its evolution and the effectiveness of mitigation measures. It is also able to play a key role in informing the community of their impact on the environment and assisting them to plan journeys and select travel options that are more sustainable.

3.3 A Liveable, Active and Prosperous City

Land use and transport network outcomes encourage economic prosperity and sustainable connectivity with centres and natural assets.



Objective 3a: Improve access to, and connectivity between, key natural assets for residents and visitors

Redlands Coast is fortunate to be in a subtropical environment with an abundance of diverse natural assets ranging from our coastline, bay and islands to our bushland. It is important that the transport system not only provides access to but also leverages benefits from these key natural assets.

Recreational routes along the coastline and within our parklands will be a focus of planning for the active transport network. Encouraging recreational use of active transport is a key step for people to increase their active transport trips as they begin to reap the lifestyle rewards it has to offer.

Sustainable modes of transport will be given priority in efforts to improve connectivity for residents and visitors at key natural attractors. A network of recreational routes can provide connectivity between key natural assets for pedestrians and cyclists. Improved access to public transport at major attractors, such as our marinas, will be prioritised to reduce the demand for large expanses of parking at the doorsteps to our key natural assets.



Objective 3b: Support the development of high quality built environments which encourage active transport use

Redlands has the opportunity to shape the way that the forecast population growth is distributed within our boundaries. By allowing for and encouraging consolidation ('infill') growth in urban areas where we can encourage the use of sustainable modes of transport. Through

encouraging increases in densities in major centres and transport nodes, we can increase the quality of the built environment and improve the connectivity of the active transport network.

A method to improving active transport participation rates in the City is supporting increases in density where built environment allows for a safe, accessible and attractive walking environment. As only 3% of the Redlands population is located within an 800m walking distance of an existing rail station, densification around these transport nodes along with improvements to the built environment to promote active transport use will assist Council in reaching a more balanced public transport mode share.

Development opportunities within existing centres will be critical to minimising urban sprawl. The City Plan will allow for the densification of our urban areas to make the most of our built environment and increase the uptake of sustainable modes of transport. Council will work with the State Government to maximise density around key transport nodes, such as rail stations, and to increase accessibility in order to justify network and service improvements and to support the ultimate duplication of the Cleveland rail line. Through urban design and infrastructure solutions the design of the public realm can prioritise the movement of people by active and public transport.



Objective 3c: Support new and existing economic activity and tourism opportunities within Redlands

The key natural assets of Redlands Coast include the foreshore, the bay and the islands. These natural assets have the potential to significantly boost tourism and related employment, particularly as the North Stradbroke Island Economic Transition Strategy is implemented over the coming years. Access to and from the islands is currently consolidated to Cleveland's Toondah Harbour and Redland Bay's Weinam Creek. These two gateways are critical components of the transport system and the provision for continued improvements to accessibility, amenity and

infrastructure at these locations will be a component of the delivery of the Redlands transport vision.

Council will work with the State Government to prioritise investment in boating infrastructure at Weinam Creek, Toondah Harbour and Victoria Point to support water based transport to and from the islands. Council will also contribute to ensuring that on-island infrastructure is appropriate and able to accommodate any changes due to State Government investment.

Objective 3d: Improve transport network resilience and ease of adaptation to changing circumstances

The transport system needs to be resilient to adapt to changes of all varieties. A resilient network is able to accommodate demands during critical planned and unplanned events as well as broader travel patterns such as workforce changes and population growth. The broader travel patterns can be changes to settlement patterns, lifestyles or the ever-evolving world of technology.

In providing a transport system for the community, Council will work with other relevant transport agencies to provide resilience in our transport network. The best means to achieving this is not always building additional infrastructure. Through the development of a framework for smart cities and digital connectivity, Council will make a concerted effort to implement smart solutions to optimise the use of existing infrastructure and network provisions when changes occur in the demand for use of our networks and systems.

3.4 A Connected and Accessible City

Council aims to encourage safe, sustainable and equitable movement throughout the region.

Objective 4a: Improve intra and inter-regional connectivity, including for sustainable transport modes

With over 50% of full-time employed residents travelling to Brisbane for work and less than 15% of those travelling by public transport, there is opportunity to increase the uptake of existing public transport, whether this be through traditional public transport modes or the use of emerging service methods or technologies.

Major infrastructure projects such as the Brisbane Metro and Cross River Rail provide an opportunity to complete large scale reviews of the passenger transport network servicing the Redlands. The delivery of Cross River Rail has the potential to benefit Redlands with higher frequency services, improved seating capacity, better connectivity between Brisbane and Redlands Coast Islands and a more integrated public transport network.

Prioritisation for improvements to public transport services and infrastructure is informed by evidence-based decision making. To achieve an increase in the use of public transport, walking and cycling for all trips, Council needs to develop evidence-based planning to effectively plan and also advocate for infrastructure projects.

This includes collating and analysing data to build a business case to advocate with the State Government for investment in priority public transport projects. In the short term, the priority projects include:

- Public transport priority options and service delivery from Capalaba to Redland Bay to service new development

- Bus priority measures from the Eastern Busway to Capalaba on Old Cleveland Road to meet short and long term high frequency bus connections
- Cleveland rail line duplication
- Increased accessibility to the rail stations through additional Park 'n' Ride facilities and connecting public transport services
- Equitable fares to increase the attractiveness of rail as a viable alternative to the private vehicle for journey to work trips

The road user experiences the road network as one complete network and it is Council's responsibility to act on behalf of its community to ensure that this network is seamless despite the agency in control of the infrastructure. Council will continue to liaise with surrounding road authorities including Brisbane City Council, Logan City Council and DTMR to improve connectivity for our residents.

Key priorities include the following:

- Advocating for commitment from DTMR to upgrade Boundary Road and Mt Cotton Road
- Advocating for commitment from DTMR to upgrade Cleveland Redland Bay Road
- Advocating for commitment from DTMR to upgrade intersections and improve vehicle movement through Capalaba
- Advocating for commitment from DTMR to plan and manage the vehicle movement on Finucane Road



Objective 4b: Advocate for high quality, appealing and integrated public transport to benefit the Redlands community

Public transport utilisation overall within Redlands is at unsustainably low levels. To increase public transport mode share, a concerted effort is required to advocate for improved public transport provision by the State

Government and to encourage the community to increase their public transport utilisation through both land use planning and behaviour change.

The current low utilisation of public transport is indicative that the current services do not meet the needs of residents, workers or visitors. Low public transport patronage places increased pressure on the road network due to greater reliance on the private vehicle for trips for all purposes.

Improving the utilisation of the public transport network is a priority for Council. The development of detailed evidence-based planning for priority projects will enable Council to advocate more effectively for the provision of fit for purpose passenger transport solutions to meet the demands for the Redlands community. Collaboration is also required with neighbouring local governments and the State Government to address inter-connectivity of the transport network, particularly the corridors between Brisbane Metropolitan area and Redlands, as well as Redlands and Logan.

Currently, Redlands travellers are generally charged more per distance than travellers in Brisbane. The current boundary between TransLink's travel zone 2 and 3 dissects the City and trips between Redlands and Brisbane become disproportionately expensive.

For example, on the Cleveland rail line for an adult trip during peak periods, a trip from Wellington Point Station to the Brisbane CBD attracts a fare of \$3.96, while a trip from Ormiston Station to the Brisbane CBD attracts a fare of \$6.05. Despite the fact that the distance between the two stations is under 4km and the travel time from Ormiston is only 4 minutes longer than the 56 minute trip from Wellington Point (7% difference), the increase in the fare is 53%. If a commuter was to travel for 48 weeks of the year twice each weekday, this would be a difference of over \$1,000.

This significant variance in fares is resulting in residents opting to use private travel for a longer portion of their journey to travel to a passenger transport facility within zone 2 or for their entire journey. Council supports a more equitable distance-based pricing system.



Objective 4c: Improve safety and access to transport hubs and key community services for all ages, abilities and incomes

The accessibility of public transport plays a critical role in the uptake of its use. However, providing high quality and safe community access to public transport is a challenge in Redlands due to the dispersed nature of the region and the added locational complexity of the islands. While increased public transport on RCSI has been trialled in the past, the accessibility for different user groups needs further consideration. Often the time of day of the services is restricted resulting in users having little confidence that the service will be suitable for them should they require flexibility in their travel due to changes to work hours or appointment times.

The integration of services, through seamless multi-trip journeys and reduced wait times at transport hubs has the potential to improve safety for all users by reducing the time customers spend idle.

Traditional public transport modes have limited ability to accommodate equitable public transport that is accessible for all users. Therefore, alternative service methods for passenger transport will be a key consideration for Council to achieve an effective and viable public transport network.

Similarly, Council will also advocate for the provision of alternative service delivery models to connect development in the Southern Redland Bay and RCSI to the public transport network. These service delivery models include ride sharing and demand responsive transit for short trips and 'first mile-last mile' connections to mass transit.



Objective 4d: Develop a network of complete, integrated and appealing active transport networks with supporting facilities

Active transport and the provision for pedestrians is the jewel in the crown of any transport system. In achieving our transport vision, walking and cycling has a critical role in the safe and sustainable movement of people

within the City. Our current mode share provides significant potential for growth and efforts will be targeted at increasing the mode share for walking and cycling for all trips.

Walking is the most sustainable form of transport and the form in which humans are most connected to their natural surroundings. Cycling allows people to be connected and experience the community in similar ways to walking, while covering more ground. Both walking and cycling provide direct health and wellbeing benefits to the community, which is important for our society given the increasing rate of obesity across all age groups. The provision of a complete, safe, convenient and connected network that caters for both pedestrians and cyclists off-road, shared and on-road allows for more than just an alternative transport mode.

Centres and neighbourhoods that are planned to enable more walking and cycling to and from shops, schools, employment and services are also more socially connected and economically vibrant. A network of pathways that accommodates all users is fundamental to creating an inclusive sustainable community.

A key action to deliver a high quality active transport network is to undertake planning to prioritise and guide investment in improvements to the amenity, comfort, safety and legibility of the pedestrian and cycling environment. This will include considering pedestrian paths, shared pathways, on-road cycleways, separated cycleways and off-road training facilities for cyclists.

Network upgrades also includes advocating to State Government and utilising available grant funding for delivery of key links on the Principal Cycle Network. To prioritise key routes a collaborative approach will be adopted to work with the community and other transport agencies to ensure we achieve:

- The benefits of targeted spending on planning, design and construction of capital works projects to improve the pedestrian and cycling network;
- Accessibility for all people of all ages and all mobility levels;
- The economic benefits to activity centres that improved active transport provides;
 - The improved safety outcomes for the City in reduced vehicle trips and reduced vehicle speeds in urban areas as a result of increased active transport; and
 - The improved health, wellbeing and lifestyle outcomes for community members that engage in active transport for even some of their daily trips.

Council will prioritise active transport connectivity to activity centres, public transport hubs, as well as links that take advantage of our key natural assets along the bay and on our islands to encourage the community to take up active travel and enjoy a healthy active lifestyle.

Objective 4e: Improve access and movement options to, from and on the islands to meet the needs of residents, visitors and businesses

The detached nature of islands such as RCSI, Coochiemudlo Island and NSI add complexity to transport planning across the Redlands region. The Redlands community is fortunate that our coast provides such diverse and environmentally significant attractions, from which residents, businesses and tourists can benefit. The provision of sustainable, accessible and equitable transport options are key to protecting the ecological diversity and the lifestyle options that these islands afford.

The North Stradbroke Island Economic Transition will see major changes in the demand for transport with consideration to be given to the provision for an integrated passenger transport solution to, from and on the island. Improvements to public transport for tourists and residents will assist in alleviating the parking pressures already occurring at the ferry terminals.

A collaborative approach with the Quandamooka Yoolooburrabee Aboriginal Corporation, Straddie Chamber of Commerce, the tourism industry and the State Government is needed to provide fit for purpose, equitable and integrated transport solutions for access to NSI that align with the Economic Transition Strategy. This includes the investigation of direct connections between NSI and the Brisbane CBD.

The integration of ticketing systems such as between buses and trains results in a passenger transport system that is more convenient, legible and easy to use. At present, however, there is no passenger transport ticketing integration between NSI and the mainland. This has implications for the convenience and efficiency of the transport system as well as the overall visitor experience of the island. Council supports the integration of all passenger transport services throughout the Redlands to improve the seamlessness of passenger transport systems.

Addressing first and last mile services for island travel will also decrease the need for island residents to use private vehicles. This includes cost-effective passenger transport services through collaboration with the State Government as service providers or industry as partners and could potentially include Demand Responsive Transit (DRT).

Objective 4f: Increase the safety and efficiency of existing and planned road space in light of the desired strategic function, surrounding environment and community need

Every year, close to 200 crashes occur within the Redlands, many of which result in death or serious injuries.

In order to reduce the impact of crashes on the community, the frequency and severity of crashes needs to be actively monitored and reduced.

To address road safety, the road network needs to become more legible in its design, improving the safety of all road users at all levels of the road hierarchy. As Redlands' road network is comprised of a combination of

state and local government controlled roads, Council will work collaboratively with other road authorities to achieve a safer road environment for all users.

All levels of government are responsible in making roads safer to reduce this significant impact on the community. The Safe System Framework guides road safety policy across all Australian jurisdictions. The basic premise of the Safe System approach is that road fatalities and serious injuries are unacceptable and that the road system should be designed to expect and accommodate human error. The principles of the Safe System are:

- People make mistakes.
- People are fragile.
- The road transport system needs to be forgiving.

In adopting the Safe System approach to road safety, the Queensland Government in their Road Safety Strategy has introduced an ambitious vision for the future of zero road deaths and serious injuries.

Council is committed to working with other road agencies to capture key data and make informed decisions with regard to road safety, to act as a road safety advocate and to influence and assist planning and implementation of inter-agency road safety strategies.

Objective 4g: Car parking supports land use intents and is complimented by sustainable transport

Reliance on the private vehicle has seen the demand and expectation for convenient car parking grow not only in key activity centres, retail centres and tourist destinations but also in residential areas and public transport hubs.

The effective management of parking across the region will be critical to balancing the lifestyle of residents with a growing population and increasing environmental challenges. Fair and equitable access to activity

centres, public transport hubs and tourism attractors requires balancing controlled parking supply with the provision of convenient access by public and active transport modes. Oversupply of free, unrestricted and easily accessible car parking at these locations makes it difficult to encourage people to utilise alternate transport modes.

Objective 4h: Support alternative transport service models and options to meet the needs of the Redlands

Over the next 20 years, technological advances have the potential to lead to powerful changes to global and national transport systems. This includes, but is not limited to, technological innovations such as robotics and the impact on autonomous vehicles; battery and non-hydrocarbon energy sources for many transport modes; and real-time and open source data relating to roads and public transport. These innovations could be the next steps along for ride-share and MaaS providers. With the unique transport challenges associated with the delivery of services to, from and on the bay islands, these technological advances have the potential to increase transport accessibility for the Redlands community.

Council has an opportunity to benefit from these technological advances which may improve safety, sustainability, equity and productivity. Council will seek to encourage and enable the trialling and evaluation of new transport service models or systems to deliver an efficient, accessible and integrated transport system. This includes partnering with all levels of government, national and international research agencies, innovators, universities, action groups and thought leaders.

3.5 Positive Education and Behaviour

The community makes wise travel decisions based on sustainability, cost, accessibility and amenity.

Objective 5a: Support and facilitate the dissemination of clear, relevant and useful travel information

The dissemination of information that relates to resident's sustainable travel options will assist them in choosing to use sustainable methods of transport over other, less sustainable travel options. The use of existing transport data such as Bluetooth detectors at major intersections could allow residents access to reliable travel time information which may improve the attractiveness of public transport trips for certain journeys at peak periods. This, in conjunction with the dissemination of real time information at stops and stations and improved journey planning apps to improve journey legibility, will provide public transport customers with greater confidence in these options.

Council will collaborate with transport agencies to best deliver relevant information to the community to assist them in making informed choices about their travel. The provision of reliable data will allow flexible decision making to challenge the ingrained travel behaviour habits of using private vehicles. Council will work with agencies to make best use of existing transport related data and new data sources that are not currently collected.

Objective 5b: Increase awareness of travel options and impacts of travel choices

Council will collaborate with the State Government, advocacy groups and the community to enhance awareness of their different travel options. This includes the development of travel behaviour programs as well as working

with schools to inform students of their travel choices and the impact that these have on their natural environment.

Objective 5c: Increase travel behaviour change initiatives

In order to achieve the vision for a sustainable transport system and the targets for public and active transport, Council will need to work with the community to challenge our current travel behaviour decisions. People make travel mode decisions based on convenience, reliability, travel time, comfort, amenity, legibility, safety and cost. Reducing dependency on private vehicles requires a range of factors to be considered including education and awareness, service changes or improvements, infrastructure provision and disincentives to current behaviour such as cost and/or travel time implications.

Council will collaborate with relevant bodies including the State Government, research institutions, service providers and community-run organisations to promote and achieve greater sustainability in travel modes.

Travel behaviour programs such as Active School Travel and Workplace Travel require significant collaboration to ensure the concentration of resources results in visible outcomes for participating schools and workplaces. The Active School Travel program will include teaching children the impacts of different travel choices, teaching children safe travel behaviour and skills to walk, scoot or ride to school and expand these behaviours to other trips with their families.

Community-run organisations such as walking and cycling advocacy groups will be a key voice in the encouragement for behaviour change with a focus on the benefits of the healthy and active lifestyle of walking and cycling.



Objective 5d: Reduce the need for private vehicle use

Council’s goal to reduce private vehicle travel will be realised through the integrated land use planning to encourage greater self-containment and densification of urban areas, along with embracing emerging technologies which provide for changes to the transport system such as MaaS.

3.6 Way Forward

The vision of the Redlands Coast Transport Strategy will be achieved through the implementation, monitoring and review of defined priorities. This will be completed by creating annual implementation plans that outline which actions/projects will be undertaken in a particular year and how they align with the objectives in the Redlands Coast Transport Strategy.

The plan is a dynamic document that evolves as actions are completed and circumstances affecting Redlands Coast change. As such, the plan will be reviewed annually to highlight Council’s current advocacy and project priorities.

3.6.1 Advocacy Priorities

Advocacy priorities have been defined as the regionally significant projects that will undoubtedly provide a benefit to not only Redlands Coast but neighbouring local government areas.

Advocacy Priority	Desired Outcome
Cleveland Rail Duplication	Duplicating the single line from Manly to Cleveland and ancillary upgrades to stations.
Eastern Busway	Extending the Eastern Busway to Capalaba will provide an effective and sustainable transport option for commuters.

Capalaba road network upgrade	Working with the State Government to plan and upgrade the state-controlled road network including intersection in Capalaba.
High frequency public transport	Provision of a high frequency public transport corridors in Redlands Coast, servicing key transport nodes and centres.
Public transport on Redlands Coast Southern Islands	A public transport service is provided on the Redlands Coast Islands offering a viable transport mode choice to the local community.

3.6.2 Council Priorities

The defined priorities for Council led initiatives are the projects where Council will develop and implement. These projects are primarily focussed at creating a sustainable and efficient transport network within Redlands Coast.

3.6.2.1 Local Area Transport Plans

Local area transport plans (LATPs) are specific projects that will address transport issues across Redlands Coast. The development of a LATP will include centres, schools, transport hubs and corridors and seeks to clearly define the desired transport outcomes in relation to movement, accessibility and connectivity. These outcomes will be considered in the context of network pressures such as population growth, mode share and infrastructure requirements.

3.6.2.2 Travel Behaviour

Council has the opportunity to influence sustainable travel by residents and visitors. As Redlands Coast grows there is an opportunity to implement behaviour change to reduce the dependency on private vehicles and increase the number of trips completed by walking, cycling, public transport or ride share. The benefits of more diverse travel

behaviours includes increased mobility and accessibility, reduced congestion, a more healthy and active community and neighbourhoods designed for people.

Council seeks to create greater awareness and bring about travel behaviour change through specific initiatives aimed at the community, workplaces, schools and events.

3.6.2.3 Active Travel

Many people walk or cycle on a daily basis to local destinations or schools or their workplace. Most public transport trips start and finish by walking. Considering the pressures of urban development and increased road congestion the benefits of walking and cycling to Redlands Coast are enormous.

Planning for a healthy and connected city that is designed for active travel modes extends the benefits to the whole community. The principles that will guide active travel in Redlands Coast are broadly defined as:

- Reduce reliance on private vehicles and encourage active travel modes
- Provide connections and ease of movement between centres, corridors and neighbourhoods.
- Develop and maintain an active travel network that is a viable transport choice for the residents and visitors.

3.6.2.4 Way Finding

Way finding is an ability to orient oneself based on cues from the physical environment. The travel experience for both residents and visitors can be strengthened through efficiently located information in the physical environment. Principles of wayfinding design include:

- Creating a unique identify
- Create regions of differing visual character
- Use lights to show what is ahead

- Provide clear and concise navigation options
- Use landmarks and memorable point to orientate

Effective wayfinding benefits a community's historical and future significance. The right balance of wayfinding features makes travel easier and more interesting for residents and visitors and can ultimately influence potential economic activities through increased visitation.

3.6.3 Maximising investment opportunities

Securing funding for projects is becoming increasingly competitive and it is important that any avenues and opportunities to secure funding or investment are investigated. Maximising the opportunities to secure investment compliments the ongoing planning and delivery of critical projects and ensure Redlands Coast is able to achieve high quality transport networks that benefit the community.

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