Redland CITY COUNCIL

REDLANDS COAST

TRANSPORT STRATEGY

Quandamooka Country

Redland City Council acknowledges the Quandamooka People, the Traditional Owners of the land, water and seas of Redlands Coast. We pay respects to Elders past, present and future and extend respect to all Aboriginal and Torres Strait Islander People who live and work on the Redlands Coast.

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 Coast. 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 (*ShapingSEQ*).

Contributors

The Redlands Coast Transport Strategy was made possible from the following contributor organisations:

Redland City Council

PSA Consulting Australia

Royal Automobile Club of Queensland

SeaLink

Bicycle Queensland

MAYOR FOREWORD

When our loved ones leave home in the morning we all want them to return safely and as quickly as possible. It is this simple but important desire to spend more time where we are going and less time getting there, that is at the heart of our Redlands Coast Transport Strategy.

This strategy is the beginning of our transport journey, setting the planning, advocacy and behaviour to support our growing community.

Five key themes have been developed to help us achieve our overall vision of an efficient, accessible and integrated transport system which sustainably facilitates the movement of goods within and beyond the city and bay.

These 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.

These themes reflect the uniqueness of the Redland Coast and set the framework for how we will plan transport moving forward. They provide a link between this transport strategy and other key plans, including our City Plan and the State Government's *South East Queensland Regional Plan 2017* which sets the region's overarching planning direction.

While this strategy sets the high-level framework for our transport journey, it is only the beginning; the implementation plans that flow from it will be where the rubber hits the road through the identification of on the ground priorities and projects. These implementation plans will show residents what improvements, projects and initiatives they will see in their neighbourhoods and along their daily commute.

The journey to a more effective and efficient transport network is not one that will be completed overnight; nor is it one that Council will take alone. Indeed many of our major transport opportunities across the Redlands Coast sit with the State Government, including the majority of the roads in and out of the city, public transport, rail and ferries. This is why a key part of this strategy will be to advocate to other levels of government and encourage them to prioritise the projects, road upgrades and public transport services our community needs.

Another important partner on our transport journey will be the community and a key part of this strategy will be engaging with residents, businesses, schools and transport partners to hear what transport issues and opportunities you believe are important.

I am excited to be taking the first steps on our transport journey and look forward to working with you to ultimately help our residents get where they need to go safer, easier and faster.

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.

Integrated, Innovative and Sustainable Planning	Leadership, Governance and Decision Making	A Liveable, Active and Prosperous City	A Connected and Accessible City	Positive Education and 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 Coast 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 and access to key public transport nodes	Increase in walking and cycling for all trips	Implement successful travel behaviour change and road safety programs

Map 1: Advocacy priority projects

Transport Priorities

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.

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.

Cleveland Rail Duplication

Duplicating the single line from Manly to Cleveland and ancillary upgrades to stations. This upgrade will improve frequency, travel times and reliability.

Eastern Busway

Extending the Eastern Busway to Capalaba will provide an effective and sustainable transport option for commuters. Note, Council also advocates for the extension of the Eastern Transitway, as an interim solution to the Busway.

State Controlled Road Network Upgrades

Working with the State Government to plan and upgrade the state-controlled road network, including:

- Capalaba intersections
- Cleveland Redland Bay Road
- Finucane Road-Shore Street (inc. roundabout)
- Mount Cotton Road-Boundary Road.

High frequency public transport

Provision of high frequency public transport corridors in Redlands Coast, servicing key transport nodes and centres supported by feeder bus services.

A central Public Transit Authority for South East Queensland may more effectively manage delivery and coordination of a future public transport network for the region.

Public transport on Redlands Coast Islands

A public transport service is provided on the Redlands Coast Islands offering a viable transport mode choice to the local island communities.

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.

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.

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 initiatives to reduce the dependency on private vehicles and increase the number of trips completed by walking, cycling, public transport or ride share. Behaviour change initiatives can include programs such as Active School Travel or Workplace Travel Plans. 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.

This also includes the development and implementation of road safety campaigns aimed at achieving the Vision Zero principle and a safe road network.

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 active travel. 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 residents and visitors.
- Investigate opportunities to create a Redlands Coast Safe Cycling Precinct.

Wayfinding

Wayfinding 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.

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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Overview

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.

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."

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.

The goal of the strategy is to protect the land, seas and waters of Redlands Coast and to ensure that investments in transport infrastructure align with these 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 objectives and themes will be used to inform a program of projects that will seek to deliver the defined transport priorities. The Strategy's life has been set to 2041 to align with other major strategic planning documents such as Redland's City Plan, Smart and Connected City Strategy, the Queensland Government's *South East Queensland Regional Plan 2017* (Shaping SEQ) and the Draft South East Queensland Regional Transport Plan.

Redlands Coast

Similar to other cities across Australia, Redlands Coast has a diverse transport network made up of major and local roads connecting the region, rail and bus services and a large water transit service connecting the mainland with the island communities. The implementation of the Redlands Coast Transport Strategy requires Council to work together with other transport agencies to deliver an integrated transport vision for the City.

Redlands Coast Southern Islands

City of Villages

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 Principal 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 three industrial areas in Capalaba, Cleveland and Redland Bay.

Urban growth in Victoria Point, Thornlands, Redland Bay as well as the Weinam Creek Priority Development Area (PDA) will play an important role in the growth in the south of the City and connecting Redlands Coast Southern Islands (RCSI) with the mainland. It is expected that Sheldon and Mount Cotton will maintain their rural character and provide a link to the more expansive natural environments that typify the Redlands Coast.

Toondah Harbour

Map 2: Regional Context

Background

Redlands Coast of Yesterday

Transport around the Redlands Coast has changed considerably over its long history. Redlands Coast has been inhabited for more than 21,000 years with the Quandamooka people residing on North Stradbroke Island (Minjerribah), Moreton Island (Mulgumpin) and the Redlands Coast mainland. The trails carved throughout the Redlands Coast 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 Coast which was largely settled by farmers, timber-cutters and fisherman.

The Cleveland Rail Line was first opened in 1889, opening transport options to the City's residents and visitors as well as providing a means for the movement of produce to the nearby major city of Brisbane. Interestingly, in 1922 a Royal Commission on Public Works report recommended the railway be extended from Cleveland to Redland Bay, citing the 'route would serve the beautiful agricultural areas at Thornlands and Victoria Point.'

Farms slowly gave way to houses and a collection of small coastal villages became the Redlands Coast. The population increase from 5,000 in the 1940s to 154,312 in 2017, and as the population continues to grow into the future there will be an increased demand upon the transport networks, as shown in Figure 1.

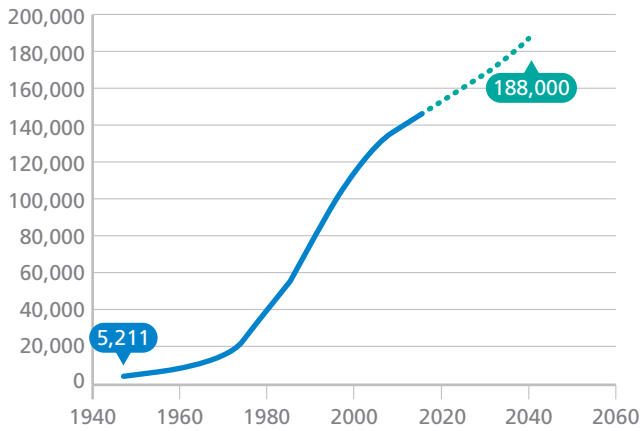


Figure 1: Population Growth of Redlands Coast
Source: profileid and ShapingSEQ

Southern Redlands Coast

Redlands Coast of Today

The Redlands Coast community

Population, average age and employment type are important data sets that inform key priorities and development of a transport system that is fit for purpose and serves the community. Redlands Coast residents are older than their neighbours in Brisbane with a median age of 41.1 years compared with 34.5 years respectively.

The population and employment in Redlands Coast is forecast to increase over the next 25 years. This sustained increase requires long-term planning on all elements of the City's transport system to ensure the networks can accommodate future demand.

As Redlands Coast has an older and aging population it makes sense that Health Care and Social Assistance is the strongest employment industry. This is followed by Retail Trade, Education and Training, and Construction.

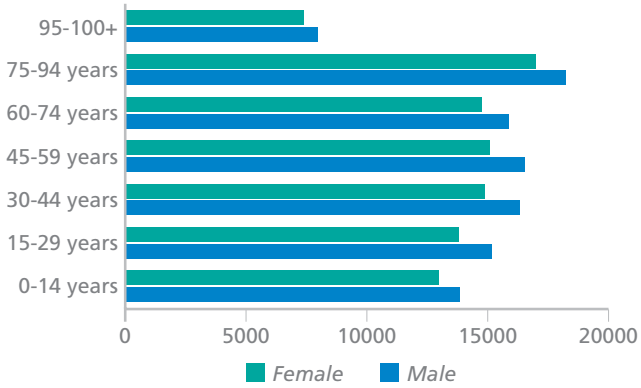


Figure 2: Age Pyramid
Source: profileid

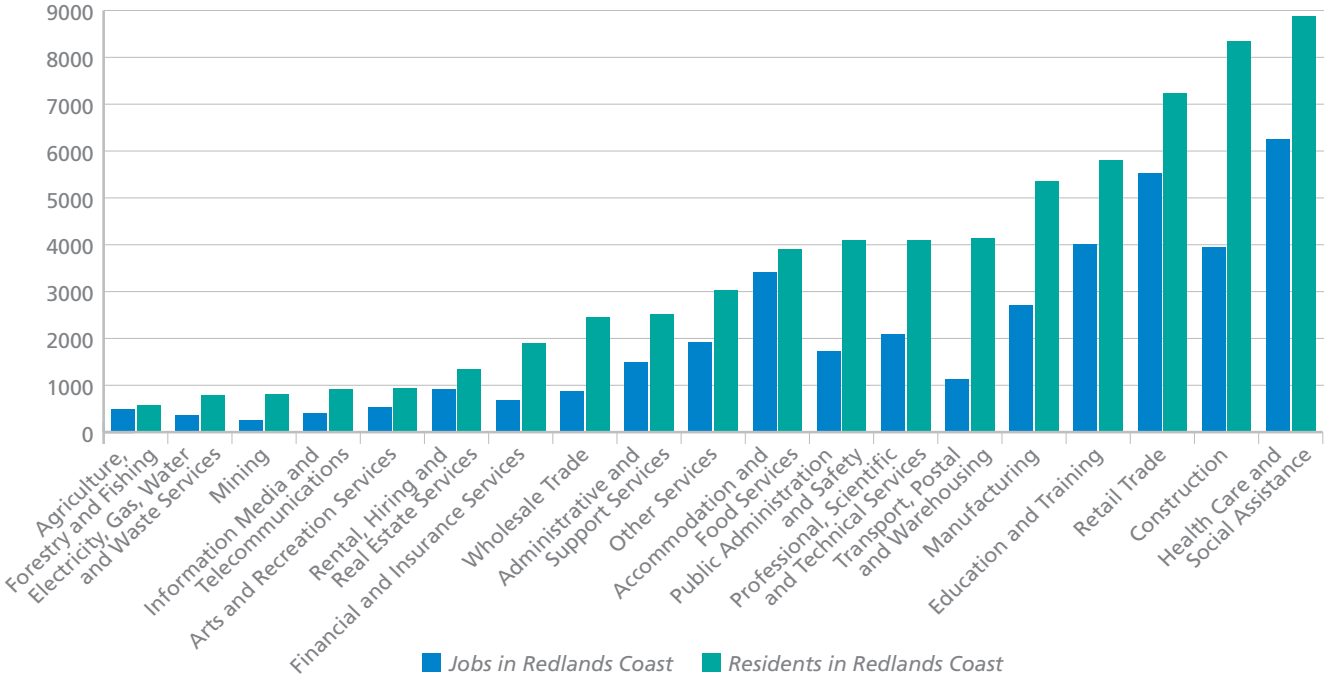


Figure 3: Employment by Industry
Source: profileid

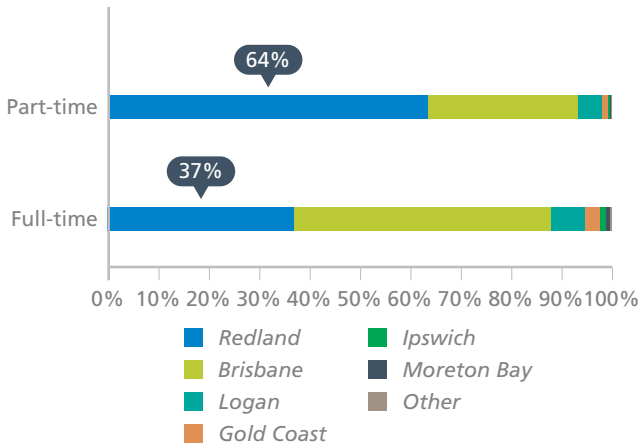


Figure 4: Place of Work for Redlands Coast Residents
Source: profileid

The islands of Redlands Coast also have different economic circumstances than the mainland. 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 RCSI, also known as Southern Moreton Bay Islands, serve almost exclusively as private residences.

These demographics highlight the unique characteristics of the mainland and the diversity of the islands which require different transport planning approaches.

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.

Cleveland Point

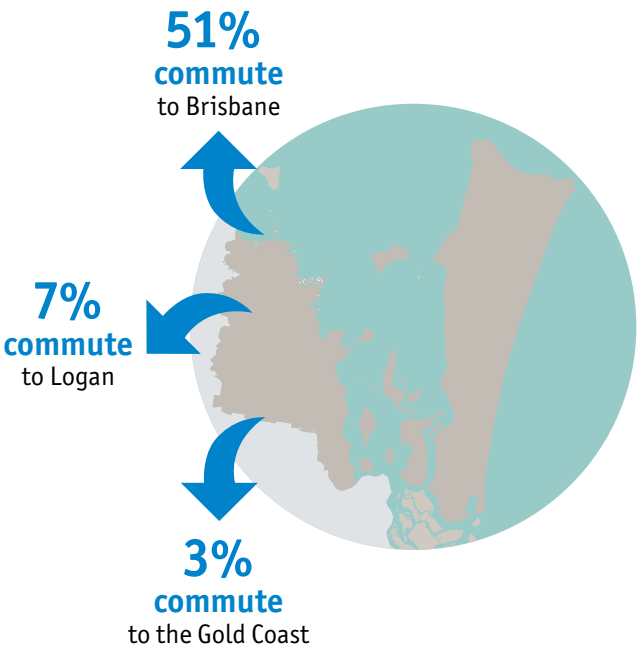
How do we move?

Journey to work

Redlands Coast is essentially a commuting population, with the majority of full-time employed residents travelling outside of the local government area for work.

This commuting pattern places particular stress on the limited connections between Redlands Coast and surrounding areas, which can prolong peak travel times and exacerbate congestion throughout the city.

For those employees travelling to Brisbane, 85% travel by private vehicle and 14% by public transport. Employees that remain within Redlands Coast predominantly travel to work by private vehicle (over 90%) with less than 5% using public transport or active modes such as cycling and walking. In comparison, approximately 10,500 workers travel into Redlands Coast each day, or 26% of the City's workforce. These travel patterns highlight a significant opportunity to improve the accessibility and utilisation of public transport for both employees traveling within and outside of the City.



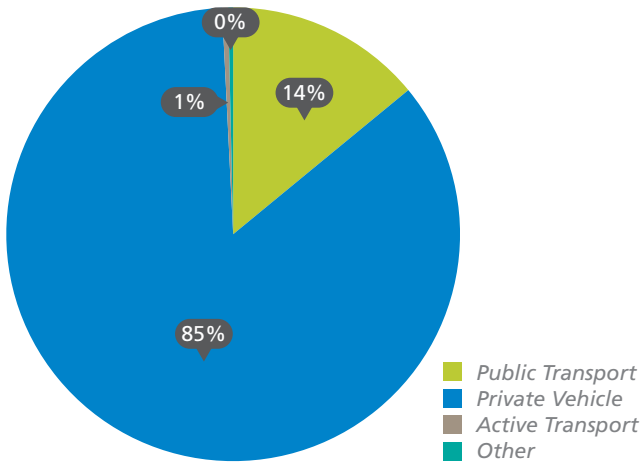


Figure 5: Method of Travel to Work – Residents Employed in Brisbane
Source: profileid

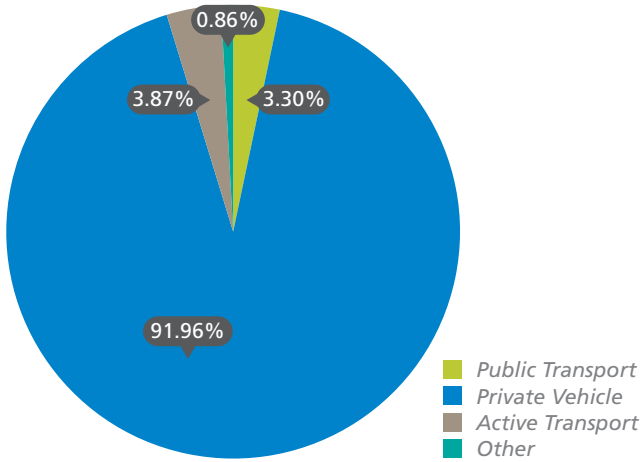


Figure 6: Method of Travel to Work – Residents Employed in Redlands Coast
Source: profileid

Cleveland Rail Station

Active Travel

Simply put, active travel is making a journey under one's own volition (i.e. walking, cycling, wheelchair, etc.) and is the healthiest and greenest mode of transport. In 2016 less than 5% of the Redlands Coast community either walked or cycle to their job (within the Redlands Coast). Conversely, active travel modes for recreational purposes is quite popular with approximately 27% of trips completed by walking or riding. This is consistent with the geographical advantages and the beautiful natural environment of the Redlands Coast.

While cycling participation across the population highlights that a proportion of the community choose to cycle (approximately 30% over the past year), there is a declining trend of cycling across the Redlands Coast community.

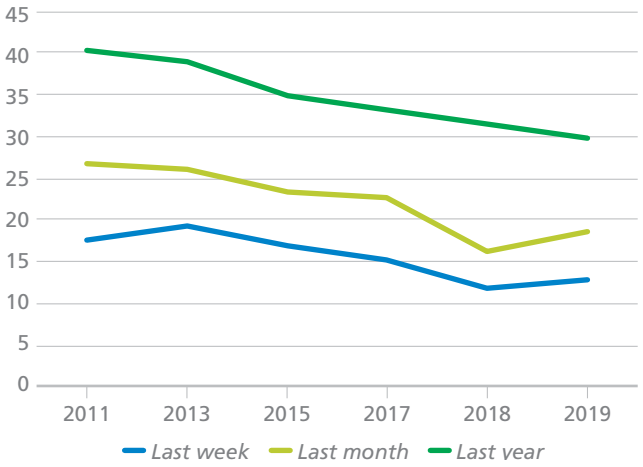


Figure 7: Cycling Participation
Source: National Cycling Participation Survey 2019

Active Travel opportunities

Track and trail network

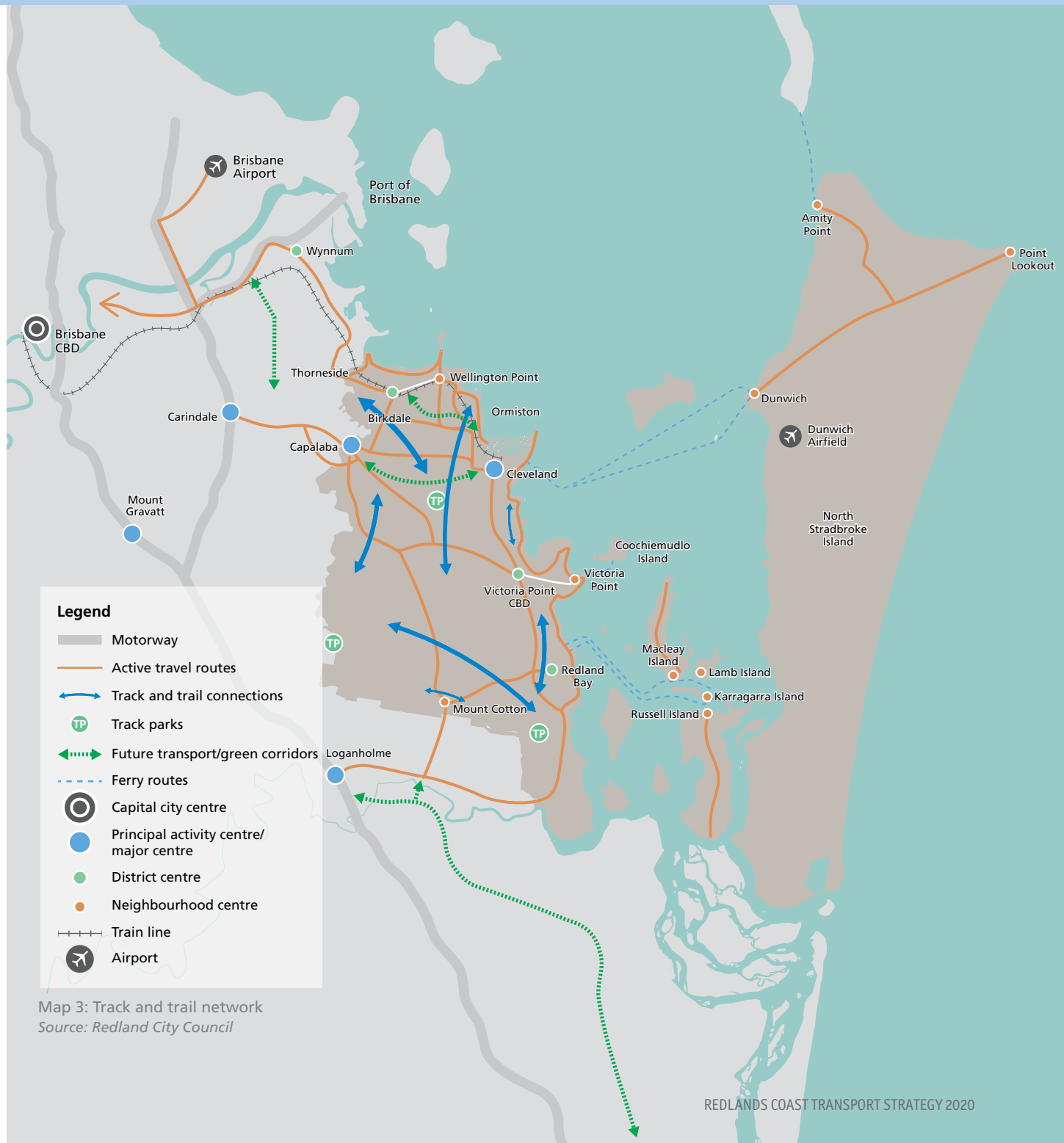
Redlands Coast is complemented by a natural environment that winds its way through the urban environment providing track and trail linkages as well as important nature refuges. The network of corridors is designed to benefit animals, plants, residents and visitors.

The network is a made up of three hierarchies:

1. Trunk connections which are the main north-south and east-west connections
2. High order collector links connecting to the trunk connections
3. Local connectors that have the least volume of traffic and primarily serve the first or last link of a journey.

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

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



Map 3: Track and trail network
Source: Redland City Council

Public Transport

Redlands Coast has a broad public transport network that consists of rail, bus and ferries. The network has been designed to service a large percentage of the population to utilise public transport and there are currently over 1 Million trips annually started in the Redlands Coast, as either intra-city or inter-regional trips.

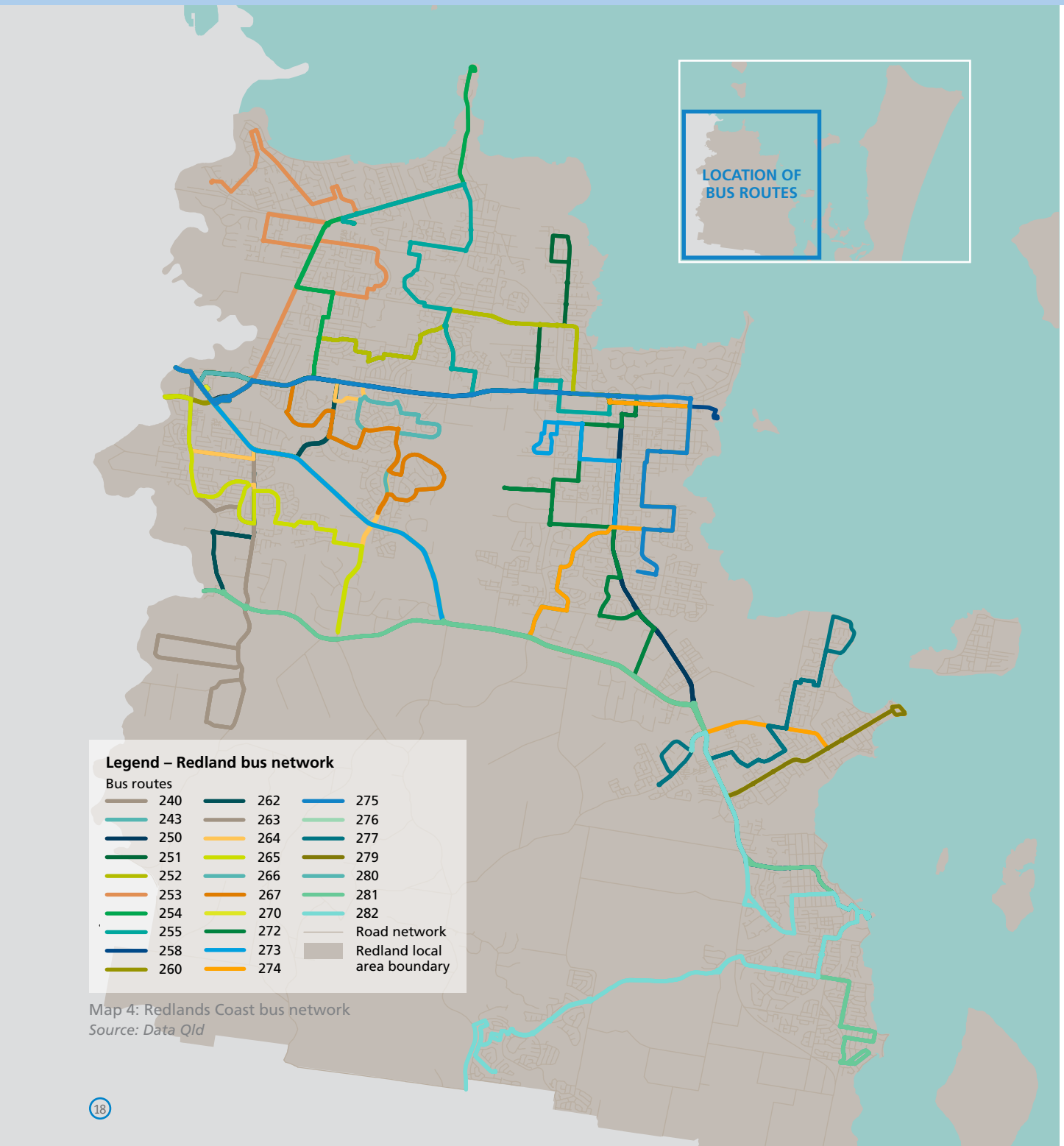
The northern part of the Redlands Coast is serviced by the Cleveland Rail Line with five stations in total being Thorneside, Birkdale, Wellington Point, Ormiston and Cleveland. It is important to note that the Cleveland line is currently the longest section of single track in South East Queensland (approximately 26km between Manly and Cleveland stations). Consequently the length of single track does limit the frequency of rail services to Cleveland.

On the mainland there are currently 27 bus routes that operate across the Redlands Coast. A bus also operates on North Stradbroke Island, servicing the townships of Dunwich, Amity Point and Point Lookout. This service is managed by Department of Transport and Main Roads (TMR) as North Stradbroke Island is within a declared Mass Transit Area. The RCSI and Coochiemudlo Island are currently not serviced by a TMR managed bus service, as these islands are not a declared Mass Transit Area. However, a small shuttle service is currently operating on Macleay Island which is privately operated.

There are also a number of private school bus services that operate in the Redlands Coast. School bus operations have a pivotal role in providing a mass transit to school pupils.

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.

Redland Bay Marina bus interchange



Map 4: Redlands Coast bus network
Source: Data Qld

Water Transport

Redlands Coast is unique as having the largest population of island residents in South East Queensland, wholly reliant on water transport to access the mainland. Redlands Coast foreshore is in high demand and it is important that sustainable high quality measures are implemented to embrace co-location. Water transport is critical as being the sole connection for the island communities.

Access to the RCSI is provided via the Redland Bay Marina (Weinam Creek Ferry Terminal) 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.

RCSI ferry terminal

Road Network

Having a fit for purpose road network is an important element in achieving a sustainable transport system and 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. The east-west links provide connectivity to neighbouring local government areas and are therefore the more utilised sections. 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.

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.

A road network that operates at a high efficiency is a desired objective from the life of this strategy and upgrading of road corridors is a key element at achieving this objective. However, it is important to note that in some cases the upgrading and expansion of a road network will not translate into long-term reduction in congestion or improved travel time. This factor is often referred to as "induced demand", which put simply is when road capacity is increased, the added capacity is immediately filled by additional vehicles, and in some instances the additional vehicles now using the road includes previous users of active and/or public transport. This then weakens the case for investment in active travel/public transport networks. For example, after a road is upgraded, more drivers then choose to use the road, who didn't previously, thereby filling up the additional capacity.

The effective operation of the higher order roads in the Redlands Coast is a priority because these roads should accommodate the majority of road traffic, however future upgrades should be based on the following three factors:

1. Generated traffic reduces the predicted congestion reduction benefits of road capacity expansion
2. Induced travel imposes costs, including downstream congestion, accidents, parking costs, pollution, and other environment impacts
3. The additional travel that is generated provides relatively modest user benefits, since it consists of marginal value trips.

Future Transport/Green Corridors

There are four future transport corridors which add value to the Redlands Coast transport network, two internal and two external. The two defined transport corridors within Redlands Coast are:

1. Northern Arterial corridor which extends from Ormiston to Birkdale
2. Cleveland to Capalaba corridor which connects Capalaba and Cleveland via Alexandra Hills.

These transport corridors are critical to the future operation of the transport network. It is envisaged that these corridors would primarily serve as public transport and green corridors.

The two corridors external to Redlands Coast are:

1. Redland City to Port of Brisbane corridor – extension of Tilley Road and Lindum level crossing removal.
2. Coomera Connector – gazetted corridor parallel to the M1 between Logan Motorway and Nerang-Broadbeach Road, including a connection over the Logan River to Mount Cotton Road.

Freight

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. 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. In response to these pressures, there is also an opportunity to implement initiatives such as car share schemes at ferry terminals to provide opportunities for the local community to not rely on running a 'mainland' and 'island' vehicle.

The demand for Park 'n' Ride parking spaces across the City is also high at rail stations and bus interchanges. It is also important to note that the majority of users at a Park 'n' Ride station tend to live in the same suburb as the station and these distances are serviceable by active travel options.

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, the prevalence of free parking options and indicates a lack of mode choice for the Redlands Coast community, in particular the need to address transport services at the beginning ('first mile') and end ('last mile') of a journey.

The prevalence and reliance on long-term free parking at key destinations also reflects the ingrained expectation of car parking within the city's activity centres.

Road Safety

In the five year period between 2012 and 2016, there were 973 vehicle crashes on Redlands Coast 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.

Capalaba Park 'n' Ride

Investing in the Local Transport Network

Council is responsible for the planning, delivery and maintenance of the local transport network. The local transport network includes the road, pathway and marine infrastructure and facilities.

Every year Council commits approximately $50–60M for planning, delivering and maintaining the local transport network.

Not only does Council advocate to State Government for regionally significant transport projects that will benefit the Redlands Coast, Council also delivers significant transport projects. The major projects that Council is planning to deliver over the next 30 years include major road and pathway projects. This commitment to delivering a transport projects demonstrates Council's dedication to achieve a high quality transport network. Ongoing investment into the network also highlights Council is not relying solely on upgrades on the State Government network.

The major transport projects that are projected to be delivered[1] by Council include:

- Major road upgrades:
  - Wellington/Panorama
  - Kinross Road
  - School of Arts Road
  - Valley Way/German Church Road
- SMBI Green Seal Program
- Delivering pathway network programs across the city.

There are also regionally significant projects that Council is committed to being delivered across the City. These projects include:

- SMBI Ferry Terminal Upgrade
- Moreton Bay Cycleway
- Principal Cycleway Network.

[1] Projects identified in the Local Government Infrastructure Plan (LGIP) are delivered subject to network demand.

Map 5: Investing in local transport network
Source: Redland City Council

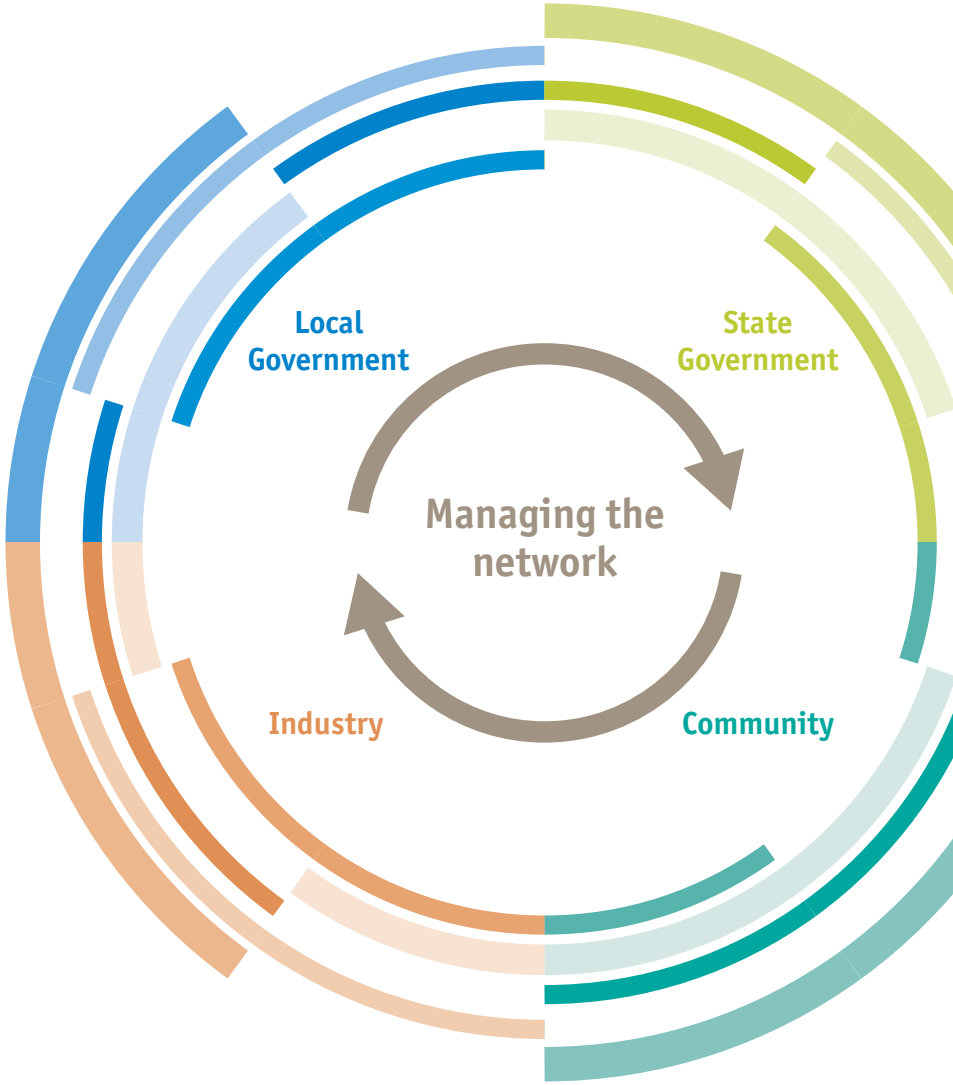
Who is responsible?

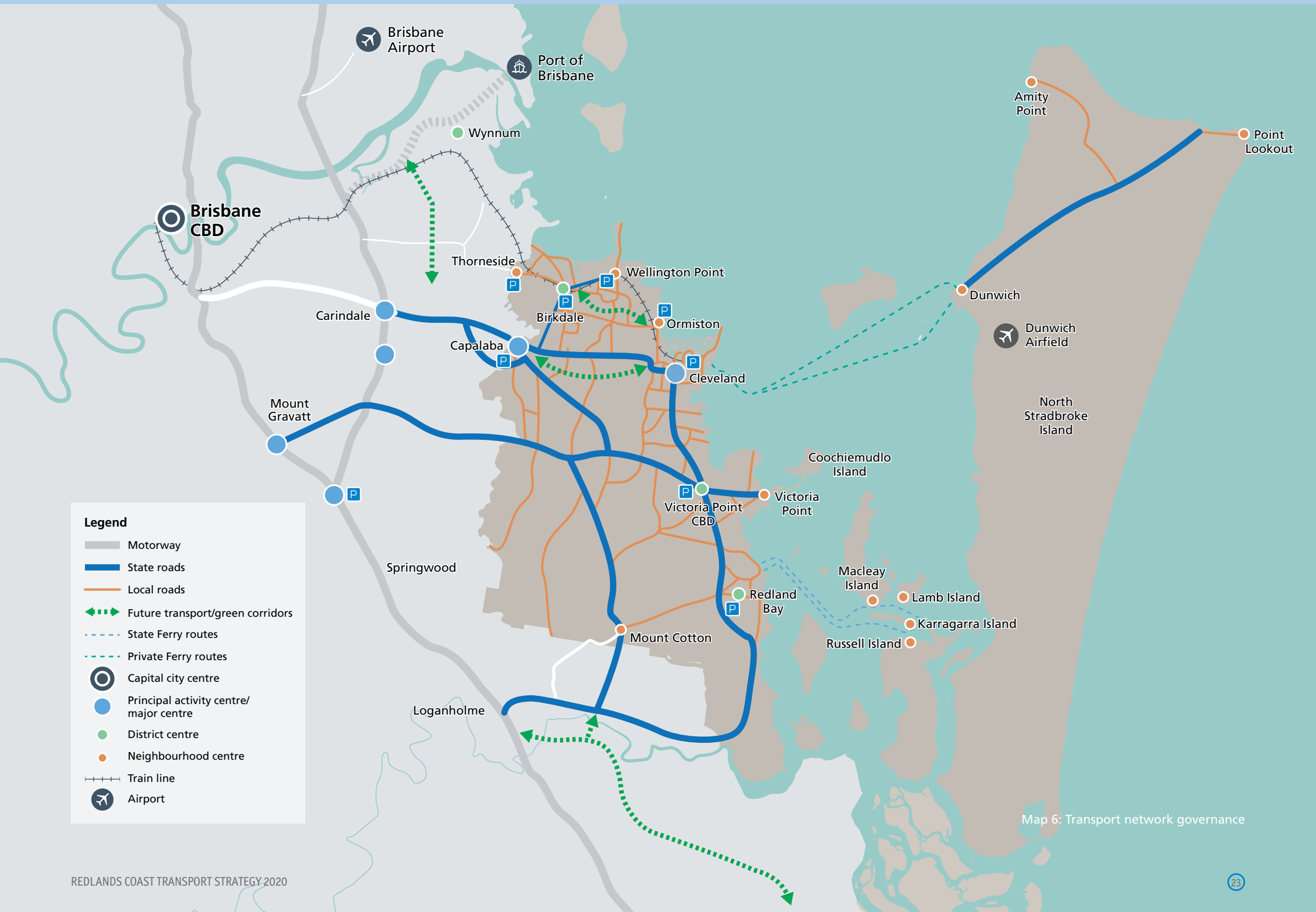
The transport network across Redlands Coast is extensive and the roles and responsibilities for managing the network sits with a number of agencies.

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

Table 1: Transport Network Responsibility

Role	Responsibility	Agency
Planning	Managing the state-controlled road network	State Government
	Managing service planning of public transport (buses, trains and ferry) via TransLink	State Government
	Management of the rail network	State Government
	Planning, delivery and management of local road network, pathway network	Local Government
Service Provider	Operator of bus fleets	Private
	Operator of ferry and barge fleets	Private
	Taxi and ridesharing, and community transport providers	Private
Asset Management	Maintaining state road network	State Government
	Maintaining local roads, bus stops and pathway network	Local Government
	Maintaining boat ramps and ferry terminals	Local Government





Map 6: Transport network governance

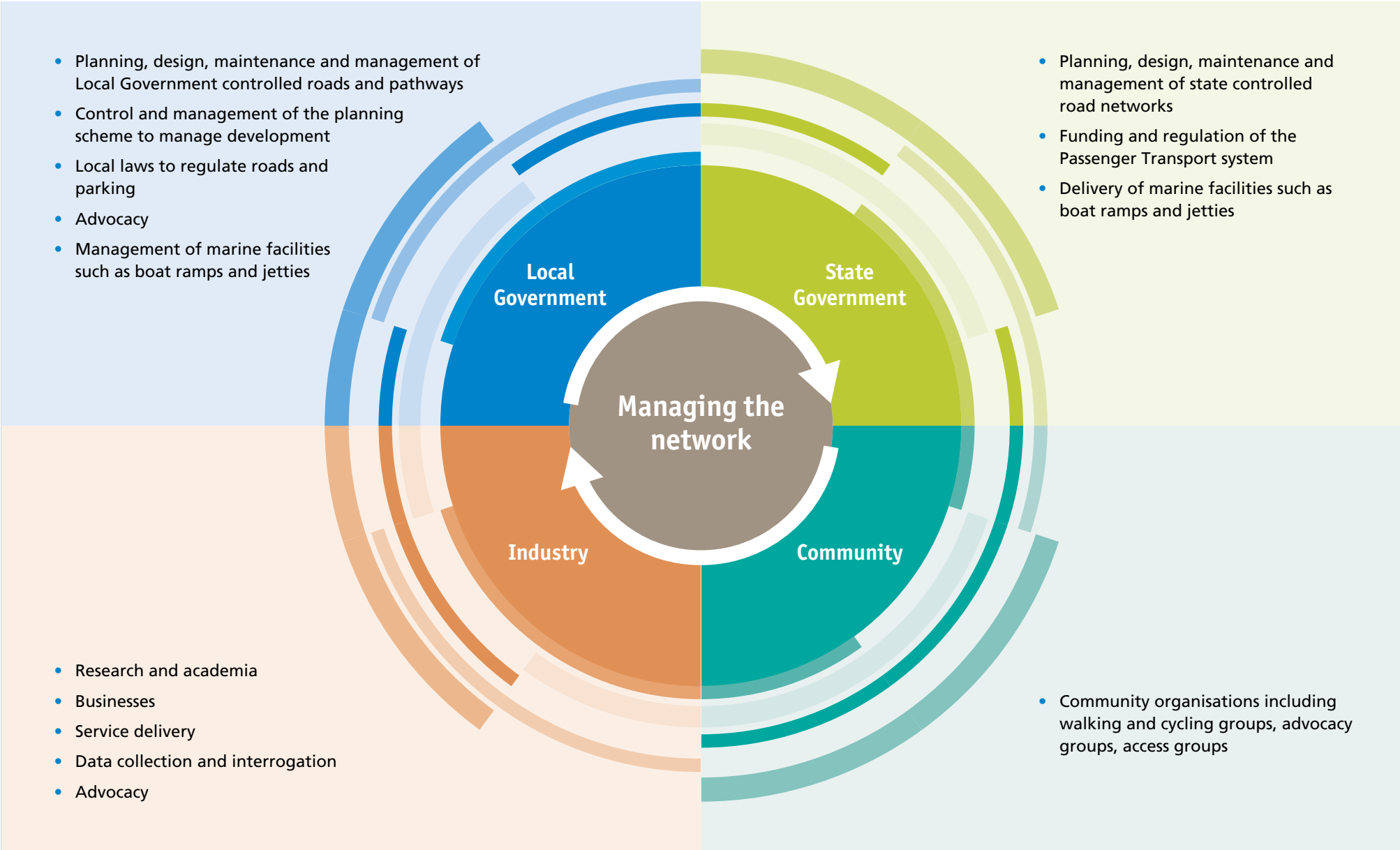


Figure 8: Network management

Delivering the Strategy

How do we get there?

The Strategy provides a new approach to meeting the future transport and development needs of Redlands Coast. 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, 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.

It is essential that transport solutions provide communities with viable alternatives to the private motor vehicle to access services, employment and recreational opportunities.

The themes defined to realise the vision of the Redlands Coast Transport Strategy 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

For each identified theme, a suite of objectives have been created to guide future planning and actions to realise the themes. 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.

Integrated, Innovative and Sustainable Planning	Leadership, Governance and Decision Making	A Liveable, Active and Prosperous City	A Connected and Accessible City	Positive Education and Behaviour
Increase population density and pedestrian connectivity of Activity Centres	Investigate alternative funding mechanisms to deliver transport projects	Increase walkability and access to key public transport nodes	Increase in walking and cycling for all trips	Implement successful travel behaviour change and road safety programs

Themes and objectives

Integrated, Innovative and Sustainable Planning

- Undertake integrated and innovative land use and transport planning coordinated across industry and government
- Prioritise integrated planning outcomes which provide positive environment, social and economic benefits
- Adopt technology, innovative thinking and alternative solutions tailored to the Redlands Coast context

Leadership, Governance and Decision Making

- Advocate on behalf of the community to deliver transport solutions
- Fund the delivery and implementation of the Redlands Coast Transport Strategy and support new/alternative funding and delivery mechanisms
- Improve collaboration and strengthen partnerships between community, business and governments
- Develop and maintain a strong culture of genuine, innovative and representative engagement
- Promote and apply best practice to deliver outcomes which best serve the Redlands Coast
- Improve knowledge and evidence base to support decision making, advocacy and outcomes of initiatives

A Liveable, Active and Prosperous City

- Improve access to, and connectivity between, key natural assets for residents and visitors
- Support the development of high quality built environments which encourage active transport use
- Support new and existing economic activity and tourism opportunities within Redlands Coast
- Improve transport network resilience and ease of adaptation to changing circumstances

A Connected and Accessible City

- Improve intra and inter-regional connectivity, including sustainable transport modes
- Advocate for high quality, appealing and integrated public transport to benefit the Redlands Coast community
- Improve safety and access to transport hubs and key community services for all ages, abilities and incomes
- Develop a network of complete, integrated and appealing active transport networks with supporting facilities
- Improve access and movement options to, from and on the islands to meet the needs of residents, visitors and businesses
- Increase the safety and efficiency of existing planning road space in light of the desired strategic function, surrounding environment and community need
- Car parking supports land use intents and is complemented by sustainable transport

Positive Education and Behaviour

- Support and facilitate the dissemination of clear, relevant and useful travel information
- Increase awareness of travel options and impact of choice
- Increase travel behaviour change initiatives
- Reduce the need for private vehicle use

Integrated, Innovative and Sustainable Planning

Undertake integrated and innovative land use and transport planning coordinated across industry and government

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.

Prioritising the planning and delivery of less intensive transport modes ensures the environmental impact of travel choices also needs to be clearly considered when planning the transport network.

Similarly to adopting more efficient transport modes an equally effective outcome is creating communities that are well connected to high quality public transport systems and reducing encroachment into greenfield areas. This will also strengthen the hierarchy of activity centres within the region and encourage development of these centres to advocate for focused sustainable transport investment.

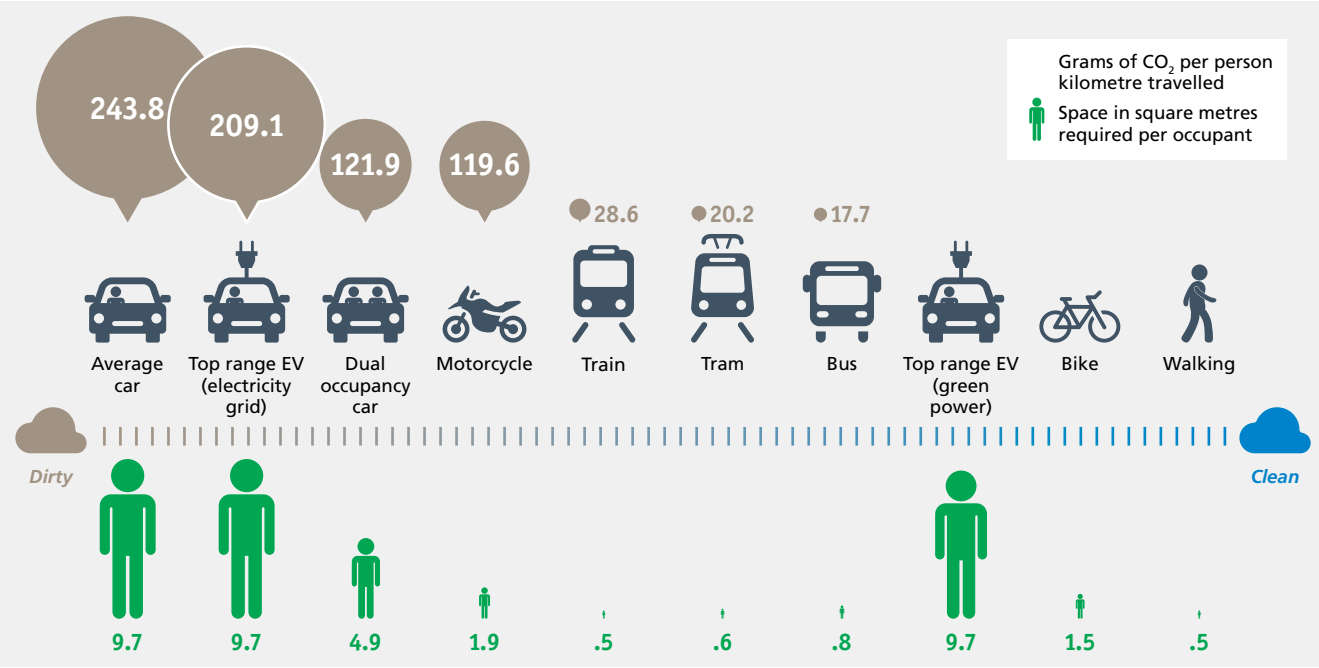


Figure 9: Transport emissions versus space
Source: Institute for Sensible Transport, 2018

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.

Prioritise integrated planning outcomes which provide positive environment, social and economic benefits

There are several key links in the transport network that are not managed by Council and this severely limits Council's ability to control this part of the network. While direct control is not possible, Council's role in managing the state controlled network in Redlands Coast is to work with TMR 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 all transport networks.

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 TMR as well as neighbouring local governments, industry bodies, non-profit organisations and community groups to ensure efficient and effective transport operations within and around the City.

Travel Demand Management integrates transport and land use planning to minimise excessive 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.

Adopt technology, innovative thinking and alternative solutions tailored to the Redlands Coast context

Council has a keen interest in the emerging transport technologies, such as electric vehicles (EV), autonomous vehicles (AV) and micro-mobility solutions. As new transport technologies and solutions emerge, new infrastructure and up-to-date policies are required to accommodate their implementation. 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 sharing services 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 travel seamlessly from point to point, utilising different shared resources including bike shares, demand responsive 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.

Figure 10: Mobility as a Service

Leadership, Governance and Decision Making

Advocate on behalf of the community to deliver transport solutions

To have a clear path forward, Council needs to develop and maintain a leadership role in all facets of transport planning and delivery in the Redlands Coast. There is a strong history of collaboration between Redland City Council, neighbouring Local Governments, State Government and Federal Government, industry and the community. Notably, historic investment in transport projects have been the result of partnerships and leadership from Council.

As there are a number of state controlled networks within the Redlands Coast it is essential that Council has a strong advocacy presence. A key function of the Redlands Coast Transport Strategy is to inform effective advocacy for safe, efficient and accessible transport options for the Redlands Coast community.

To achieve effective advocacy Council intends to utilise evidence-based planning to inform decision making. Evidenced-based planning will enable greater justification and the ability to leverage business case development when advocating for a project or outcome.

Map 7: Transport governance
Source: Redland City Council

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.

The vision and priorities defined in the strategy will be delivered through the prioritisation of available budgets and by maximising external funding opportunities.

Improve collaboration and strengthen partnerships between community, business and governments

Creating opportunities to embrace innovations and alternative solutions from community and industry, in relation to transport, will enable 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, the community.

Develop and maintain a strong culture of genuine, innovative and representative engagement

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.

Raby Bay Harbour

Promote and apply best practice to deliver outcomes which best serve the Redlands Coast

Best practice outcomes will be achieved by 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.

Improve knowledge and evidence base to support decision making, advocacy and outcomes of initiatives

You can't manage what you don't know. Collecting, collating and analysing data enables informed decision making. Having a greater understanding of travel behaviours enables more effective investment in the transport network and advocacy.

Adopting more effective ways for analysing data will enable Council to be more informed and develop evidence-based planning. 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.

A Liveable, Active and Prosperous City

Improve access to, and connectivity between, key natural assets for residents and visitors

Achieving a high quality urban environment is fundamentally reliant upon delivering a transport network that is design and constructed for the community. The principles for an integrated land use and transport system relies upon a design outcome for the human scale, or is people focussed. This means that the moveability of people within the community, and the lives and experiences of the community is the top priority. While creating spaces that foster a sense of community (human scale) is an important objective of the transport network, it is equally important a high quality network is delivered to other nodes (such as industrial or rural enterprise) that are reliant upon different aspects of the network. In these areas, it is essential that the network prioritises the movement of goods and services.

Transport planning needs to put 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 vulnerable road users in mind. The objectives and priorities outlined in this strategy have been developed to align with the hierarchy of modes.

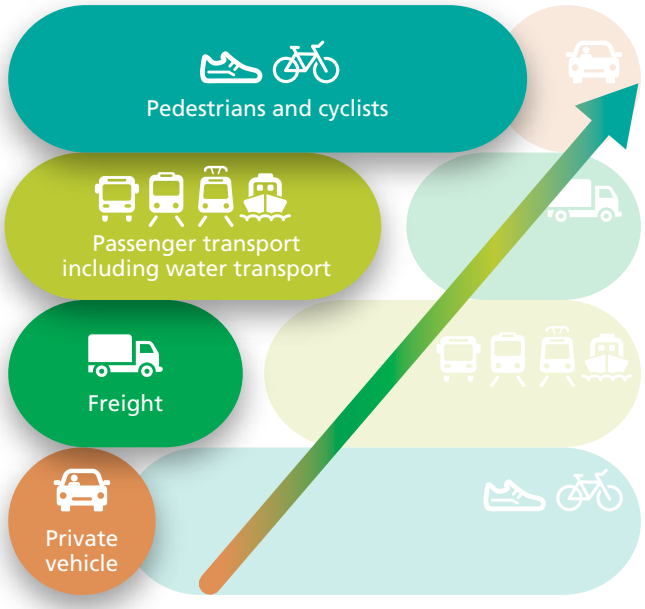


Figure 11: Network design principles

Connected bay and accessible islands

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.

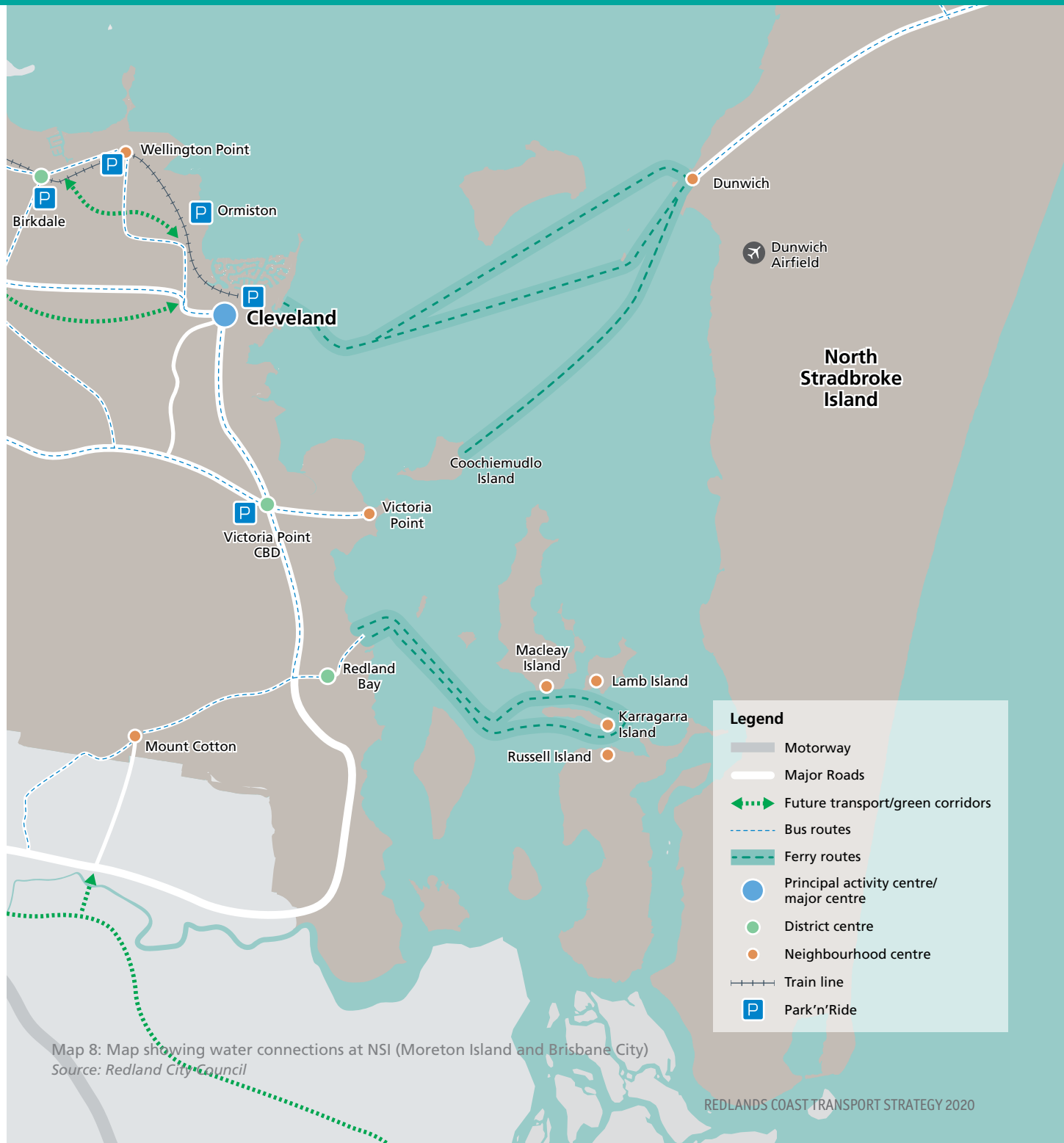
The marinas and harbours of the City are key transport nodes which facilitate the important link between the mainland and the islands, it is vital that this infrastructure is not only fit for purpose but planned and delivered to accommodate future demand. It is paramount that both Council and the State 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.

An integrated system that provides seamless ticketing and connectivity between the mainland and island communities needs to underpin the transport network. Having a series of island communities should not be an impediment to maintaining a successful transport system that meets the needs of the community. A high quality transport system would contribute to fostering a tourism economy to these locations.

A Liveable, Active and Prosperous City

Point Lookout, North Stradbroke Island



Map 8: Map showing water connections at NSI (Moreton Island and Brisbane City)
Source: Redland City Council

Support the development of high quality built environments which encourage active transport use

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

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. Delivering high quality infrastructure that protects cyclists and offers a direct route would substantially increase the attractiveness of cycling in the city.

Beyond infrastructure, distance and topography are key factors that influence the choice of active travel methods in the Redlands Coast. 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 require innovative solutions to foster active transport, such as rural and lower density areas straddled by major roads which have no or limited capacity to accommodate pedestrians or cyclists. Where a member of the community chooses to reside should not limit their ability to access safe and accessible active travel options.

Active school travel

Historically, school-aged children have the highest participation rate for active transport. However, these figures have dropped in recent years and there is a correlation between this decline and the increased numbers of private vehicles around schools which 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. There is an opportunity for Council to implement travel behaviour initiatives, such as Active School Travel, to encourage more students and parents to walk or cycle to school.

Increasing the walkability and cycle-ability of the City's employment and residential areas, and reducing the need for people to travel by car, will improve the efficiency and sustainability of the City. Walking and cycling uses minimal fossil fuels and is a pollution-free mode of transport. Specifically, cycling 10 km each way to work would save 1500 kg of greenhouse gas emissions each year. Also, as traffic delay and congestion in Australia's six major cities account for around 13 million tonnes of greenhouse gas emissions each year, cycling during peak hours would contribute to further emission reductions by reducing congestion and improving traffic flow.

Support new and existing economic activity and tourism opportunities within Redlands Coast

The foreshore, the bay and the islands are natural assets that are hugely valuable to the Redlands Coast and have potential to grow tourism and related employment opportunities. This is particularly relevant to the North Stradbroke Island where the local economy is beginning the transition away from sand mining. Coochiemudlo Island is also extremely popular for day visitors while the RCSI are largely an untapped tourism opportunity.

A key part to achieving greater visitation and tourism opportunities is ensuring the gateways and transport systems servicing the islands are of a high quality, accessible and efficient. The provision for continued improvements at these critical gateways is a key component in achieving the transport vision.

Improve transport network resilience and ease of adaptation to changing circumstances

Redlands Coast transport system needs to be resilient and adaptable to a changing environment. A resilient network is able to accommodate demands during critical planned and unplanned events as well as broader travel patterns.

Broad travel patterns include changes to settlement patterns, lifestyles or emerging/disruptive technology. In providing a transport system for the community, Council will work with other relevant transport agencies to provide resilience in our transport network (e.g. working with service providers to create a highly efficient and effective school bus system). By utilising a framework for smart cities and digital connectivity, Council will be able to implement smart solutions that optimise the use of existing infrastructure and also the operational efficiency of the network when changes occur.

> “The foreshore, the bay and the islands are natural assets that are hugely valuable to the Redlands Coast and have the potential to grow tourism and related employment opportunities.”

Point Lookout, North Stradbroke Island

A Connected and Accessible City

Encourage safe, sustainable and equitable movement throughout the region

Redlands Coast is largely a commuting population, where a significant proportion of workers leave the city each day for work. The overwhelming majority of these journeys are completed by car. To create a connected and accessible city there needs to be a more balanced modal paradigm. This includes creating a public transport system that services the community's needs and an active travel network that is safe and designed for the whole of community.

The southern portion of the Redlands Coast has a distinct rural character and over the next 15-20 years there is a significant amount of growth expected in this part of the City. The primary issue that needs to be resolved in order to accommodate this growth is the lack of effective public transport service, which translates into a high reliance on private vehicles for daily journeys. To accommodate this demand on the transport network, appropriate measures need to be implemented to ensure a high functioning local road network as well as fit for purpose public and active transport opportunities to give the community viable transport choices.

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.

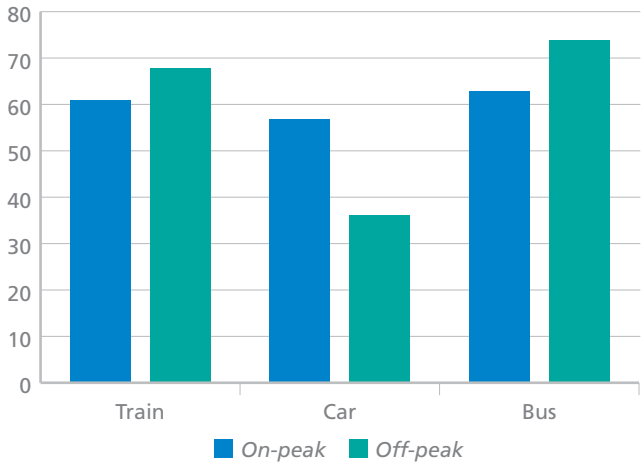


Figure 12: Journey Times – Cleveland to Brisbane CBD
Source: TransLink Journey Planner

The circuitous route taken by the Cleveland rail line increases travel time and makes this mode undesirable to some potential passengers, as shown in Figure 12. Inevitably this time difference means commuters will predominantly choose to drive rather than travel by train.

The upgrading of the Cleveland rail line and achieving greater operational efficiency is a high priority for Council. The train line has a greater ability to function as a high quality mass transit service that can underpin the shift towards greater public transport ridership and visitation to Redlands Coast from outside the local government area. Council also supports the delivery of Cross River Rail as a catalyst project to enable greater operational capacity across the entire rail network.

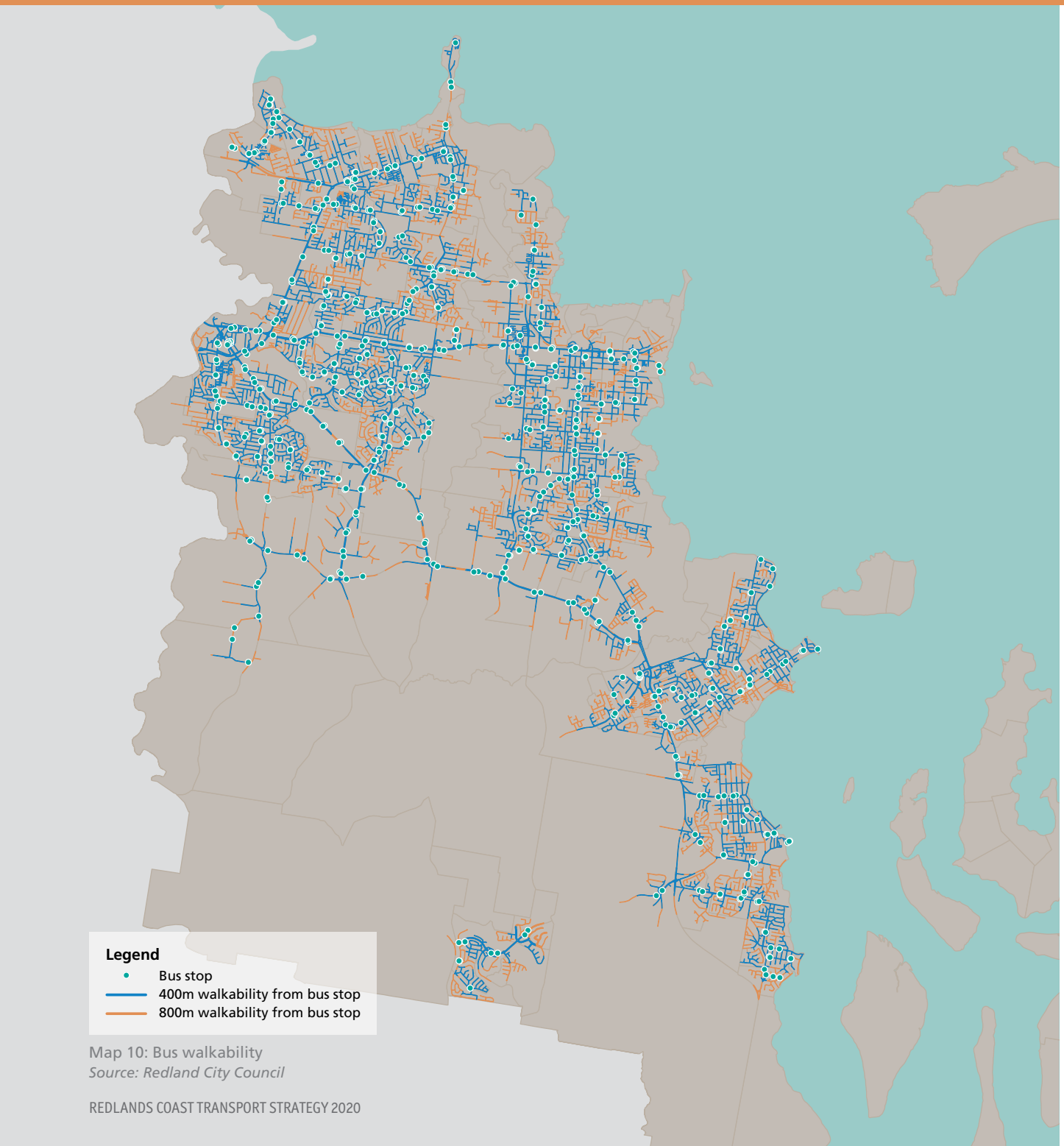
There are Park 'n' Ride facilities at each station and connecting bus services at Cleveland, Birkdale and Thorneside. In the past, travel surveys have indicated that almost 40% of passengers drive to the rail stations, resulting in high demand for Park 'n' Ride spaces at Birkdale, Ormiston and Wellington Point.

Data on the travel behaviours of residents that catch the train found that the majority of residents will use the closest the station and most travelled to the station via a car. There are a number factors that attribute to this travel behaviour such as the convenience of driving to the station, free all day parking at the Park 'n' Ride facility and the lack of quality end of trip facilities that would encourage active travel modes. While Park 'n' Ride facilities have a role at transport nodes, the long-term function of these facilities needs to be determined. To achieve a more balanced mode share, greater emphasis on providing the right facilities and infrastructure to encourage commuters to walk or cycle to a key node (station or interchange). Integrating land use and transport planning also means that the value and use of land in close proximity to key nodes needs to compliment the transport network and facilitate a safe, sustainable and accessible services.

Map 9: Rail walkability
Source: Redland City Council

Advocate for high quality, appealing and integrated public transport to benefit the Redlands Coast community

The bus service currently offered to Redlands Coast is what is commonly referred to as a “coverage service”. A coverage service is defined as a service designed to maximise access to public transport for the greatest area. Conversely, the other key service type is known as a “patronage service”, and the purpose of a patronage service is to achieve maximum ridership on key corridors or to and from key trip generators . While servicing a larger proportion of the population, as shown in Map 10, a coverage service is not the right fit for the Redlands Coast community. A large percentage of the working population travel outside of the Redlands Coast to work and a majority of these trips are completed by car. Low patronage on the bus network and an overall poor modal share across the city can be attributed to the current bus service not matching the community’s needs. A patronage service or "trunk and feeder" where priority movement or limited stops are in place to key corridors would align better with the community's travel behaviours. A high-frequency service then operates along these key corridors for an extended period of time, enabling a"turn-up and go travel" option.



Map 10: Bus walkability
Source: Redland City Council

There are a number of benefits for introducing a rapid or high-frequency service for the Redlands Coast; however two key benefits can be outlined as:

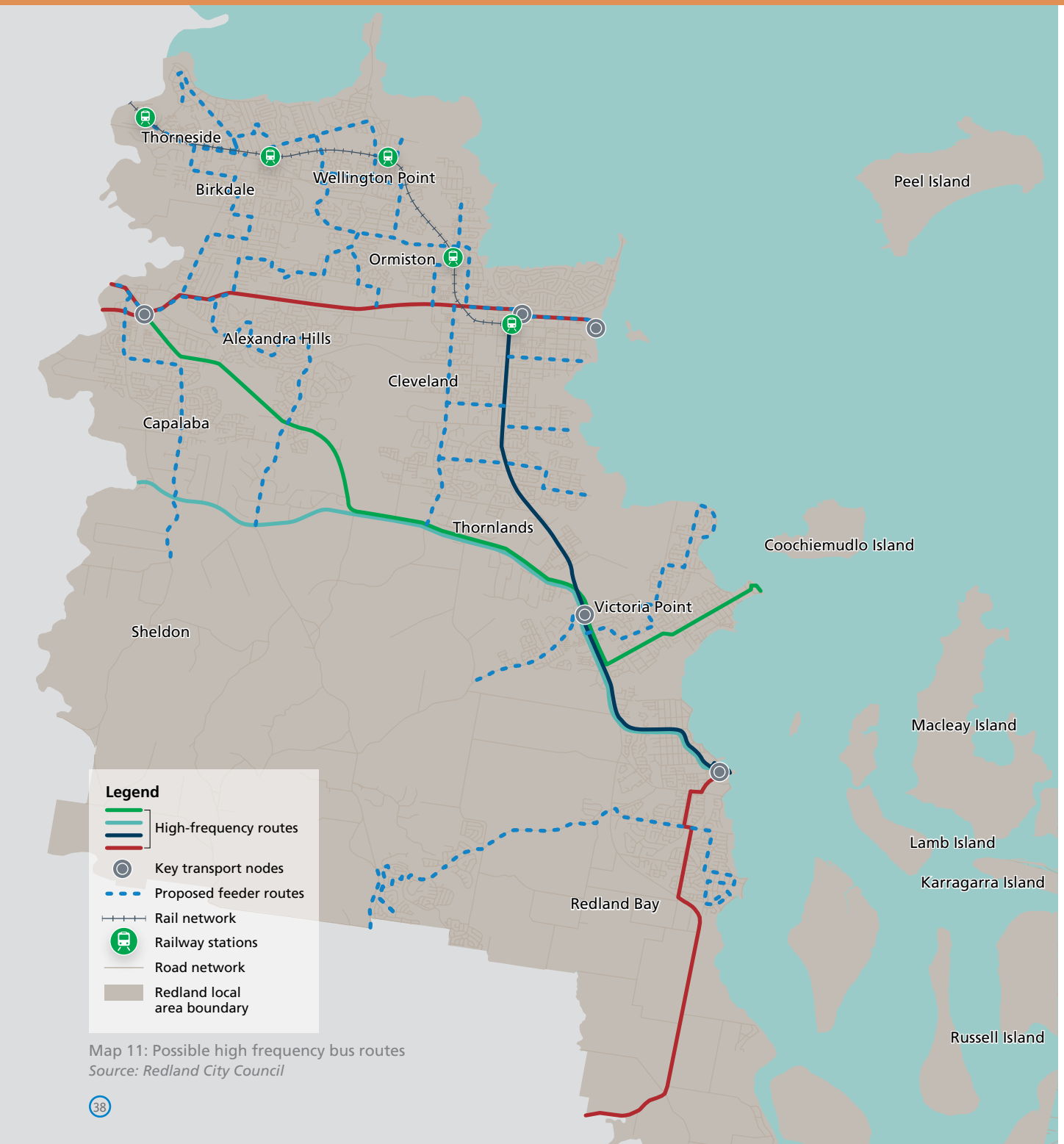
1 Transport Choice

Introduce a bus service that reflects the commuting behaviours of the working community. This type of service would resemble a genuine transport choice between car and bus travel; and

2 First Mile/Last Mile & Transport Re-focus

Enable the re-utilisation of existing bus stops to act as feeder services connecting to key transport nodes, which will also provide flow on benefits and greater connectivity to activity centres. This type of service would also enable the connectivity of activity centres in the Redlands Coast, thereby making travel between the centres a more convenient option.

Introducing a more frequent service also has the ability to improve the economic feasibility of operating a service. Economic feasibility is achieved by a consolidated bus network through quicker, direct routes that enable buses to complete more trips and therefore carry more passengers.



Map 11: Possible high frequency bus routes
Source: Redland City Council

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

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.

A walkability analysis highlighted 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 bus network is able to be a more accessible form of transport for a larger proportion of the population (as shown in Map 10). This is particularly relevant in the growing southern areas of the City which do not have access to any other type of public transport.

A Connected and Accessible City

Another important aspect to improving the accessibility of public transport is encouraging cycling to a stop or station. While the accepted walkable catchment is considered to be approximately 800 metres, an acceptable cycling catchment is far greater at approximately 2 kilometres. Expanding the commuter catchment to 2 kilometres and beyond, substantially increases the number of potential commuters and also provides the opportunity to reduce the localised demand on Park 'n' Ride facilities. To achieve a sustainable transport patterns, there needs to be a shift towards cycling and walking to public transport rather than a reliance on private vehicles, this is particularly relevant for commuters that live within a walkable and cycle-able catchment.

Cleveland Station

Map 12: Public transport vision
Source: Redland City Council

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

The detached nature of the island communities add complexity to transport planning across the Redlands Coast. 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 Minjerribah Futures and 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 Coast 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 include Demand Responsive Transit (DRT).

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 Coast, and some of these 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 Coast 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.

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.

Car parking supports land use intents and is complemented by sustainable transport

Reliance on the private vehicle has seen the increasing demand and expectation for convenient car parking 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.

Support alternative transport service models and options to meet the needs of the Redlands Coast

Technological advances have the potential to enable powerful changes to global and national transport systems. These technological innovations include a wide range of opportunities such as robotics and autonomous vehicles; new transport energy sources (i.e. battery and non-hydrocarbon); and real-time and open source data relating to roads and public transport. Redlands Coast faces a number of transport challenges and these technological advances have the potential to increase accessibility for the Redlands Coast community.

There is an opportunity to leverage technological advances to improve safety, sustainability, equity and productivity on the transport network. 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.

Redlands Coast Smart Mobility Trial

Redlands Coast is hosting the Redlands Coast Smart Mobility Trial, which is the first deployment of a highly automated shuttle in an open road environment in Queensland. Redland City Council has partnered with RACQ to deliver the Redlands Coast Smart Mobility Trial. The primary objective of the trial is to demonstrate the ability of autonomous vehicle technology to fill a transport gap and provide a service to an isolated community. The outcome of this project will help inform the broader deployment of autonomous vehicles into real world transport operations as well as guiding legislative reform.

Cleveland Station

Positive Education and Behaviour

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.

Ongoing collaboration with transport agencies and service providers will ensure methods are implemented to best deliver relevant information that will assist informed decision making about travel choices.

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.

Increase awareness of travel options and impact of choice

Enhancing awareness of different travel options is a key objective from ongoing collaboration with the State Government, advocacy groups and the community. 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.

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 engagement to ensure the concentration of resources results in visible outcomes for participating schools and workplaces. An 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.

Raby Bay Harbour

Reduce the need for private vehicle use

Private vehicle travel has been the most popular method of travel to, from and within Redlands Coast for several decades. In recent years, there has been an upward trend towards private vehicle travel which can be attributed to a number of factors such as availability of public transport, reliability and convenience of private vehicles, purpose of trips made (including trip chaining), destination of trips as well as other external factors. In order to reduce traffic and maintain the lifestyle desired by residents a shift towards more sustainable modes of transport is required. 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.

Capalaba Regional Park

Transport Priorities

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.

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.

Cleveland Rail Duplication

Duplicating the single line from Manly to Cleveland and ancillary upgrades to stations. This upgrade will improve frequency, travel times and reliability.

Eastern Busway

Extending the Eastern Busway to Capalaba will provide an effective and sustainable transport option for commuters. Note, Council also advocates for the extension of the Eastern Transitway, as an interim solution to the Busway.

State Controlled Road Network Upgrades

Working with the State Government to plan and upgrade the state-controlled road network, including:

- Capalaba intersections
- Cleveland Redland Bay Road
- Finucane Road-Shore Street (inc. roundabout)
- Mount Cotton Road-Boundary Road.

High frequency public transport

Provision of high frequency public transport corridors in Redlands Coast, servicing key transport nodes and centres supported by feeder bus services.

A central Public Transit Authority for South East Queensland may more effectively manage delivery and coordination of a future public transport network for the region.

Public transport on Redlands Coast Islands

A public transport service is provided on the Redlands Coast Islands offering a viable transport mode choice to the local island communities.

Cleveland Station

Map 13: Advocacy priority projects

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.

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.

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 initiatives to reduce the dependency on private vehicles and increase the number of trips completed by walking, cycling, public transport or ride share. Behaviour change initiatives can include programs such as Active School Travel or Workplace Travel Plans. 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.

This also includes the development and implementation of road safety campaigns aimed at achieving the Vision Zero principle and a safe road network.

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 active travel. 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 residents and visitors.
- Investigate opportunities to create a Redlands Coast Safe Cycling Precinct.

Wayfinding

Wayfinding 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.

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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Disclaimer

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