



TRANSPORT STRATEGY

2019/20

Creating a balanced and sustainable transport future

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Mayor's Foreword

Mayor's Message – Transport Strategy 2019/20

The City of Wanneroo (the City) is proud to present the City's Transport Strategy 2019/20 (the Strategy).

The City continues to experience significant population growth and industry expansion. As the City grows, so does the volume of people travelling through our suburbs. Therefore a robust and innovative approach to transport planning is required to ensure our communities continue to thrive.

The Strategy has been developed in collaboration with residents, community groups, business and other stakeholders in order to appropriately inform the City's objective to "provide places of destination". Achieving this outcome requires the support of a state-of-the-art transport network that encourages local jobs and enables strategic growth of key industries.

Fundamental to the Strategy is improving public transport as a viable travel option for all residents and enabling opportunities for active transport, such as cycling, so that use of private vehicles decreases.

Key principles will guide the City to explore and adopt a range of sustainable transport options that will benefit businesses, residents and visitors now and into the future.

The result of the Strategy is a robust framework that will further enrich the City's economy, environment and connectivity while supporting the growing and emerging needs of its residents.

Mayor Tracey Roberts JP



“ *The result of the Strategy is a robust framework that will further enrich the City's economy, environment and connectivity while supporting the growing and emerging needs of its residents.* ”

Executive Summary

The City of Wanneroo is a vibrant and prosperous local government authority (LGA), but like many Australian LGAs located on the metropolitan fringe, it is highly car dependent. As a result, the City is characterised by longer car trips, traffic congestion and higher transport costs. In the City, there is currently an average of 1.53 registered passenger vehicles per dwelling. With a population that is expected to double by 2041, if nothing is done, car ownership and use will progressively rise to unsustainable levels. This will lead to adverse social, environmental and economic outcomes.

The City's Transport Strategy 2019/20 has been developed to meet the community's aspiration for a sustainable transport future outlined through the City's *Strategic Community Plan 2017/18-2026/27*. It is a long-term, overarching document that outlines eight broad principles to achieve the goal of '*Creating a balanced and sustainable transport future*'. These principles will inform the City's Local Planning Strategy (LPS) which will form the strategic basis for its new Local Planning Scheme (see Page 6 for an explanation of these planning documents). The Strategy will also form an integral relationship with other strategic documents and plans in the process of being prepared or adopted in the City. This will ensure that its principles are progressed across multiple levels. The relationship between the Strategy and other key documents is outlined on the Strategy's page 5.

The eight guiding principles to achieve the vision of '*Creating a balanced and sustainable transport future*' are:

- Place-based land use and transport planning - aligning land use, development and transport in communities;
- Pedestrian-first environments - establishing urban environments that prioritise pedestrians;
- Prioritised cycle network - establishing a cycle network that is fast, direct and as safe as possible;
- Convenient public transport - improving the convenience of public transport to make it a competitive option;
- Effective freight network - alleviating road capacity to prioritise the efficient movement of freight;
- Well-connected employment precincts - developing precincts that are connected by a range of transport options;
- Travel behaviour change - encouraging a change of mindset about using a range of transport options; and
- Embracing technological change - embracing new technologies to provide innovative alternatives to private cars.

Whilst the Strategy is intended to be a broad high-level strategic document, its eight principles will be progressed in the future through a more detailed Transport Plan (the Plan). The Plan will outline key actions and measures to implement the Strategy. Once the Plan is adopted, the City will work with the relevant Federal and State Government agencies, the private sector and the community to deliver an effective and sustainable transport system proposed through the Strategy.

It should be noted that this Strategy does not seek to eliminate car use altogether, rather it proposes that *balanced transport* with supported land uses be developed over time. *Balanced transport* involves the use of a variety of transportation options rather than the private car for various trip types. The Strategy proposes this shift, through a staged approach, that focusses on the delivery of efficient and effective movement networks that integrate with land uses to connect the City's communities with each other and with the greater Perth metropolitan area.

Contents

Introduction	1
Strategy overview.....	2
Context and strategic intent	3
Relationships to other strategies	5
Current conditions and future trends	7
Reasons to reduce car dependency	8
Principles to create a more balanced and sustainable transport future.....	9
Principle one: Place-based- land use and transport planning	10
Principle two: Pedestrian first environments.....	11
Principle three: Prioritised cycle network	12
Principle four: Convenient public transport.....	13
Principle five: Effective freight network.....	14
Principle six: Well-connected employment precincts	15
Principle seven: Travel behaviour change.....	16
Principle eight: Embracing technological change	17
Next steps— A detailed Transport Plan	18

Introduction

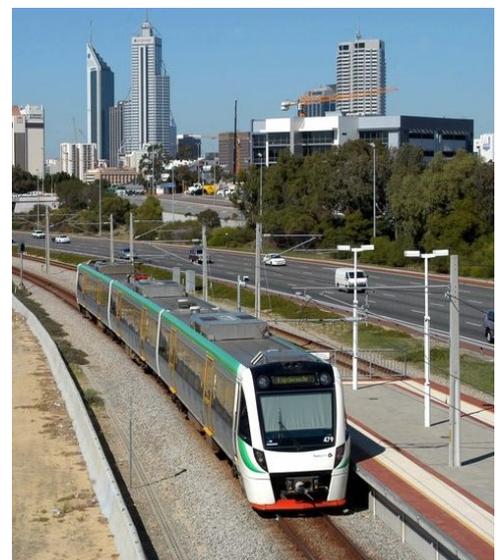
Transportation forms a critical part of a community’s social, cultural and economic success. Without the movement of people, goods and services the potential for communities to prosper is limited. In the 20th Century, the rise of private cars had marked implications for transport and mobility and reshaped traditional economies and societal structures. Whilst this brought about many benefits; excessive car use in modern societies has become a major issue facing cities and is having adverse environmental, social and economic impacts.

High car usage is particularly prevalent in outer suburbs, so its negative effects are impacting residents in the City of Wanneroo. Some of the challenges associated with high car usage include:

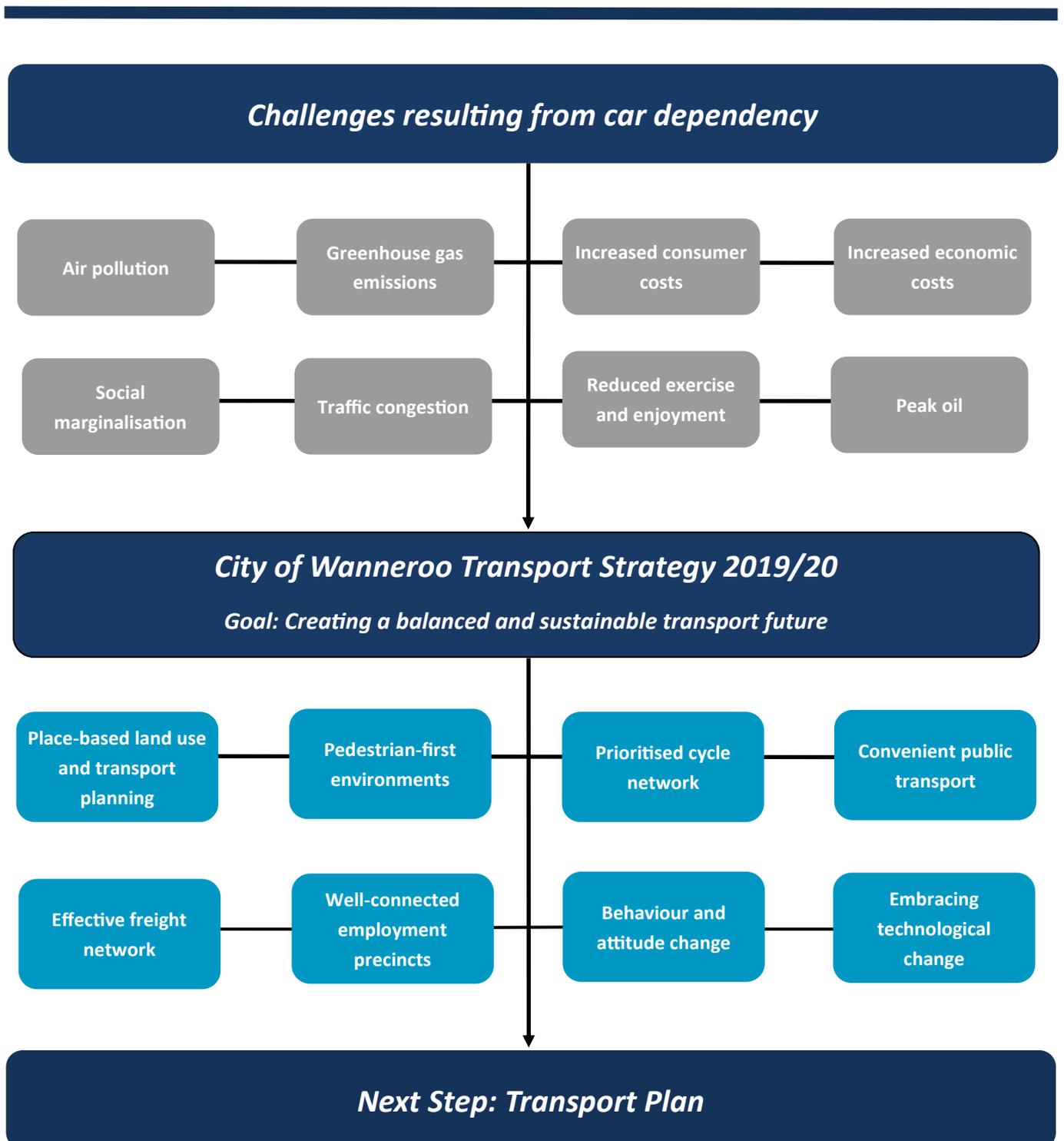
- air pollution;
- greenhouse gas emissions and climate change;
- increased consumer costs and reduced affordability;
- increased economic costs;
- social marginalisation for those without cars who have difficulty accessing people and services;
- traffic congestion;
- reduced exercise and enjoyment; and
- peak oil - which is the point in which the maximum rate of petroleum extraction is reached before it goes into terminal decline.

To mitigate these challenges the City must develop a more effective movement network for people and freight which integrates with a variety of land uses, connects key economic and employment opportunities and links communities with each other and to the greater Perth metropolitan area. This Strategy seeks to achieve *balanced transport* in which cars are used for some trip types and a range of user-friendly, accessible, affordable and reliable transport alternatives are used for others. By providing and promoting improved transport alternatives to private cars the City will provide greater incentives for people to use them, reducing the need for their private cars for every journey taken.

The Strategy will inform a Transport Plan, that will be developed to implement its principles proposed. This will be delivered, over time, through a coordinated approach with the relevant Federal and State Government agencies, the private sector and the community.



Strategy overview



Context and strategic intent



The City of Wanneroo is located on the northern fringe of Perth's metropolitan area. In addition approximately 12km from the Perth CBD at its nearest point and 62 kilometres at its furthest. The City is bound by the Shire of Gingin in the north, the Shire of Chittering and the City of Swan in the east, the City of Stirling in the south, and the City of Joondalup and the Indian Ocean in the west. In total it covers an area of 684km², has 32 kilometres of coastline and is made up of 36 suburbs.

Context and strategic intent (continued)

The Strategy has been prepared to meet objectives identified in the City of Wanneroo *Strategic Community Plan 2017/18 – 2026/27*, which is a long-term, overarching document that presents the vision and aspirations for the City’s future community. The Strategic Community Plan sets out the key strategies and actions required to achieve these aspirations.

The Strategy supports the City’s vision for its environment for:

A healthy and sustainable natural and built environment.

In doing so, it provides the strategic basis for and expands on the relevant measures outlined in *Figure 1*. These measures will be implemented through a future Transport Plan which will be developed by the City to achieve the Strategy’s principles and goal.

To ensure a holistic approach in delivering the Strategy, the City has aligned it with other key strategies and plans, outlined on page 6. Amongst these is the City’s Local Planning Strategy, which is currently being prepared to provide the framework for future land-use planning and development in the City. The Transport Strategy is informed by the City’s Local Environmental Strategy which outlines the City’s overall approach to protecting and managing the key environmental resources. It is also informed by the Economic Development Strategy and Action Plan which aims to solidify support for local business, enhance the City’s focus on transformational initiative to stimulate investment, drive economic growth and diversify the City’s economic base.

The Strategy’s position in the City’s hierarchy of strategies and plans is outlined on the following page.

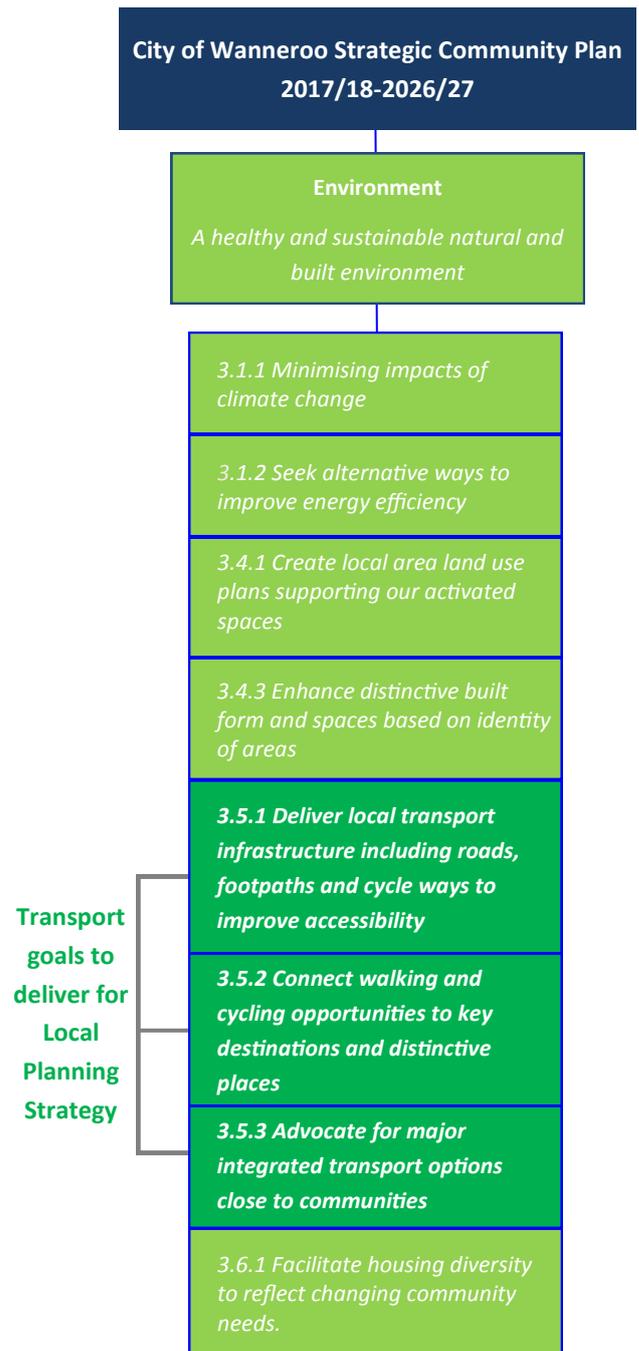
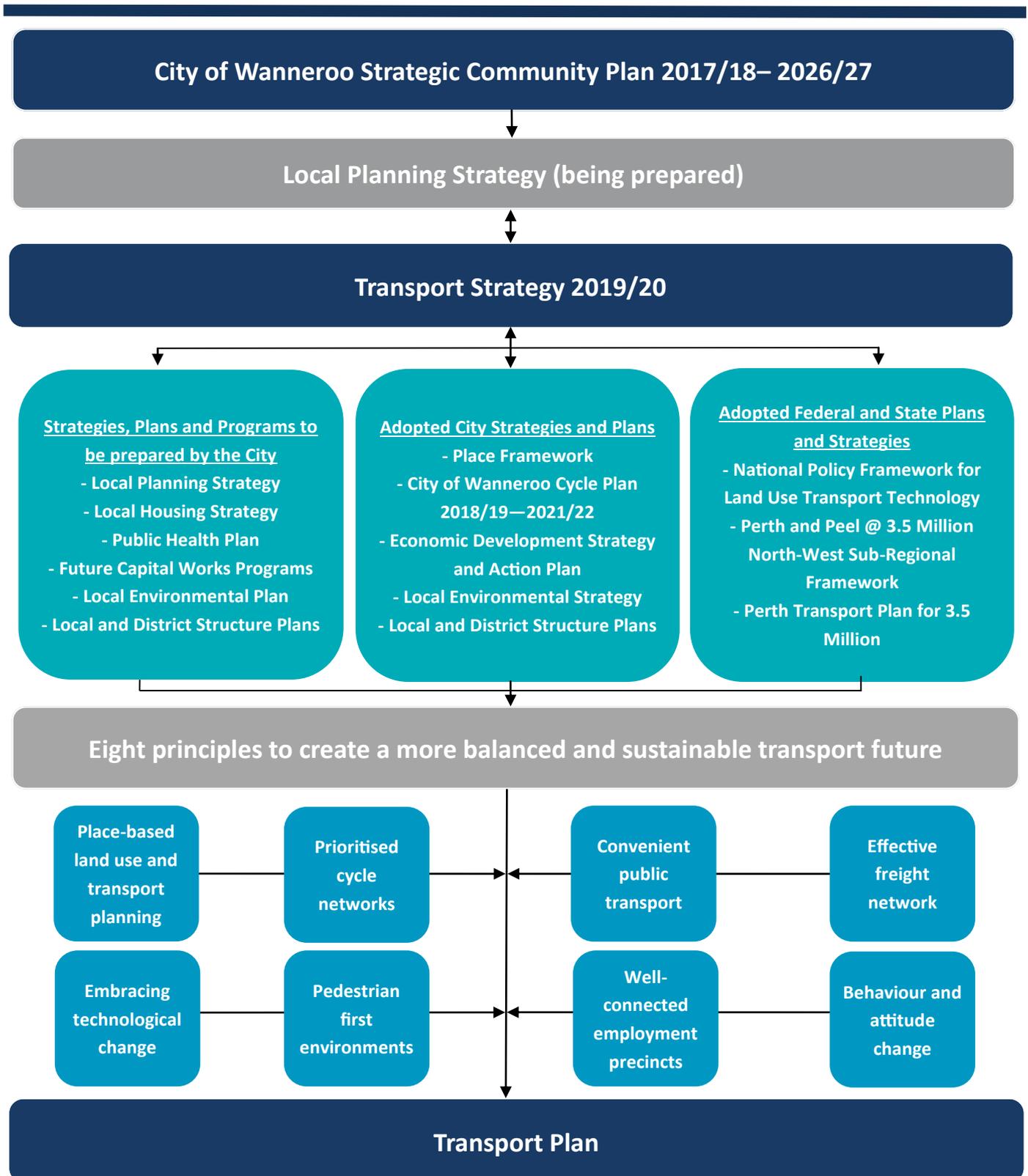


Figure 1: Measures to achieve a healthy and sustainable natural and built environment. (Source: City of Wanneroo Strategic Community Plan 2017/18—2026/27)

Relationship to other strategies



Relationship to other strategies (continued)

STATE

PERTH & PEEL @ 3.5 MILLION & NORTH-WEST SUB-REGIONAL PLANNING FRAMEWORK	The Perth and Peel @ 3.5 Million North-West Sub-Regional Planning Framework, which includes the City of Wanneroo local government area, provides guidance on the location of new homes and employment centres. In addition it outlines how new communities will develop, particularly around key transport links, including METRONET stations, precincts and activity centres.
PERTH & PEEL @ 3.5 MILLION THE TRANSPORT NETWORK	Perth and Peel @ 3.5 million The Transport Network plans for a network that will support the efficient and effective movement of people and freight that is integrated with land uses and links key economic and employment opportunities.

LOCAL

CITY OF WANNEROO LOCAL PLANNING STRATEGY AND NEW LOCAL PLANNING SCHEME NO. 3	The City's Local Planning Strategy (LPS) is being prepared to establish the strategic basis for the City's new Local Planning Scheme No. 3. It will provide the planning framework for future land-use planning and development in the City. The LPS will be consistent with the intent of the Transport Strategy and outline land-use planning and development measures to achieve the Strategy's goals.
CITY OF WANNEROO LOCAL HOUSING STRATEGY	The City's Local Housing Strategy (LHS) is being prepared to guide future housing development in the City. A key objective of the LHS will be to promote appropriate forms of housing close to existing and proposed transport services.
CITY OF WANNEROO PUBLIC HEALTH PLAN	The Public Health Plan will be prepared by the City and propose strategies to promote mental and physical health and social wellbeing. It will align closely to the Transport Strategy regarding proposals to improve physical activity and provide people with better access to places and services.
CITY OF WANNEROO LOCAL ENVIRONMENTAL STRATEGY AND PLAN	The Local Environmental Strategy (LES) outlines the City's overall approach to protecting and managing its key environmental resources. A key initiative of the LES is to reduce the City's carbon emissions which can be achieved, in part, by reducing vehicle emissions. This goal is supported through the Transport Strategy.
CITY OF WANNEROO ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN	The Economic Development Strategy and Action Plan aims to solidify support for local business, enhance the City's focus on transformational initiatives to stimulate investment, drive economic growth and diversify the City's economic base. Strategic transport connections and infrastructure are key to achieving this.
CITY OF WANNEROO PLACE FRAMEWORK AND LOCAL AREA PLANS	The Place Framework will assist in building organisational capacity to ensure that place-based planning, design and access to services is provided in the City. The Transport Strategy supports the Place Framework by providing the strategic basis for adequate transport services and infrastructure in the City's Place Management Areas.
CITY OF WANNEROO CYCLE PLAN 2018/19—2021/22	The Cycle Plan aims to create a cycle friendly environment that provides a credible alternative to vehicle use for 0—10km trips. The Transport Strategy supports the delivery of planning and infrastructure to achieve this.

Current conditions and future trends

A rapidly growing City Cars per household Method of travel to work

70,000

new residents chose to reside in the City in the last decade. As a result the City experienced the largest growth rate of any LGA in the state and the 7th largest growth rate of any LGA in Australia.

413,000

people will reside in the City by 2041.



There are **1.53**

passenger vehicles per dwelling in the City. By 2041, it is anticipated that there will be 79,000 new dwellings, resulting in a total of 230,377 passenger vehicles. At present 93,000 cars travel in and out of the LGA for work on an average day.

80% of the City's

working residents travel to work via car.



Carbon emissions generated Health Congestion

23% of

residents driving to work from the City travel 30km or more. Driving this distance daily generates over two tonnes of greenhouse gases a year.

1 Wanneroo resident

driving 30km to and from work will generate as much emissions per year as 15 residents travelling by train and 10 by bus.

29% of adult

residents in the City are obese, compared to 23.4% in Greater Perth. Obesity in the City is likely to rise unless residents become more active. Active transportation is an effective way to participate in physical activity.

By **2031** three of the

ten most-congested corridors in Australia will traverse the City of Wanneroo. The nation's most congested corridor will be the Mitchell Freeway. Marmion Avenue will be the fourth-most congested corridor and Wanneroo Road will be the sixth-most.



Reasons to reduce car dependency

Air pollution

Motor vehicles are a major source of air pollution which can cause health risks, increase respiratory ailments and heighten the risk of conditions like cancer. Air pollution can also have adverse impacts on the environment by reacting to other air particles to form aerosols, cause acid rain, reduce visibility, negatively impact wildlife and contribute to eutrophication and depletion of the ozone layer.

Social marginalisation

For people who are elderly, too young to drive, have disabilities or simply cannot afford a car, living in a car dependent place can be difficult. Unless convenient, frequent, reliable and affordable transport options are in place many people would chose to remain in their homes. Consequently they would be more likely to experience declined physical and mental health, social isolation, loneliness and depression.

CO₂ and climate change

Most modern motorised forms of transport are powered by fossil fuels. When burned, fossil fuels release carbon dioxide (CO₂) into the earth's atmosphere. CO₂ contributes to global warming, effectively causing the climate to change. Climate change is typically associated with warming temperatures and heatwaves. It affects the growth and distribution of plants, animals and insects.

Traffic congestion

Traffic congestion is characterised by slower speeds, longer trip times and increased vehicular queueing. Some issues associated with traffic congestion include wasted time of motorists and passengers, increased air pollution resulting from increased idling, acceleration and braking, stressed and frustrated motorists and traffic spillover into secondary roads and side streets impacting neighbourhood amenity.

Consumer costs

Car dependency leads to high levels of automobile ownership resulting in a larger portion of household expenditure being spent on transport costs. Transport costs are particularly burdensome for lower-income households, consuming more significant portions of their incomes. Common costs associated with car ownership include maintenance, fuel, parking, repairs and improvements.

Reduced exercise and enjoyment

Cars encourage a sedentary lifestyle by reducing the need for people to use active modes of transport to access people and places. Choosing to walk or cycle to places or services offers a practical way to be more physically active. The enjoyment potential of physical activity is also important and provides increased opportunities for face-to-face social contact. It also helps people to 'map' their neighbourhood in social terms.

Economic costs

The economic costs of building and maintaining road networks are vast. When transport costs impact household finances this results in less disposable income which can affect consumption patterns. Fewer car trips result in reductions in discretionary spending such as 'going out' and entertainment. This has the capacity to affect business and production and can translate into changes to the prices of goods and services.

Peak oil

Peak oil refers to the theoretical point in time when the maximum rate of petroleum extraction is reached, after which it is expected to decline. Whilst the issue highlights the need to consider alternative supplies of energy, simply changing from one fuel to another will not alleviate all of the issues associated with car dependency. A more sustainable approach is to become less dependent on motorised vehicles.

Principles to create a more balanced and sustainable transport future

The Transport Strategy goal of ‘Creating a *balanced and sustainable transport future*’ is intended to mitigate the adverse social, economic and environmental impacts of high levels of private car use and improve the quality of life for residents in the City.

It proposes *balanced transport* focussed on improving alternative transport options to the private car for some trip types. Decreased car usage provides many benefits to people. If enough people in the City chose to walk, cycle or use mobility aids, such as wheelchairs or buggies, for short trips and use public transport for longer trips, this would:

- alleviate pressure and congestion on the City’s roads;
- contribute towards improved air quality;
- reduce reliance on diminishing oil supplies;
- reduce consumer spending on car-related costs;
- help foster a sense of community;
- reduce traffic accidents;
- help to achieve greater physical and mental health and wellbeing;
- contribute towards a more equitable and inclusive transport system for people regardless of income or age;
- reduce the stressfulness that people experience from driving; and
- contribute towards improved amenity in public places.

The eight principles outlined in the Strategy have been developed to improve the City’s transport network and to provide an effective range of transport choices to reduce reliance on private cars. Through the Strategy the City hopes to create a more sustainable transport future.



Principle one: Place-based land use and transport planning

Strategically aligning land use, development and transport in communities to reduce car reliance and promote cycling, walking and public transport use.

Land use and transport integration is critical to ensuring sustainable development. In the 20th Century, with the rise of car ownership, many transport systems were constructed to allow for high speed mobility and placed further away from the places commuters sought to access. Consequently, development became increasingly sprawled making people more dependent on their vehicles due to the greater travel distances required.

In the past, much of the City's urban development occurred in response to rising automobile use resulting in the creation of places that prioritised the movement of private vehicles. Consequently, dispersed land use and transport patterns have occurred in places across the City. Such established patterns of development are difficult to reverse. However, over the last few decades the City has worked to re-align land uses with transport largely through the provision of transport-oriented developments (TOD), a type of urban development that maximises the amount of residential, business and leisure space within walking distance of public transport. TOD will continue in the City particularly around existing activity centres and METRONET rail stations including Alkimos, Eglinton and Yanchep. It will also occur as part of future planning for East Wanneroo and the Wanneroo Town Centre.

TOD, on its own, is limited in wholly aligning land use and transport. Therefore, over time, development patterns in the City will evolve to reflect an urban village model of land use and development. This model comprises smaller relatively self-sufficient communities, contained within one larger community. The urban village model of development integrates land use, development and transport reducing reliance on private vehicles and promoting cycling, walking and transit use. It reflects an equitable system of transport and development by promoting service delivery for people from all walks of life.

This system of development will occur in the City, particularly around major transport hubs including new METRONET stations. The City will also use Local Area Plans to implement stronger relationships between land uses and transport systems.

FOCUS AREAS

- ***Transit Oriented Development— Implementing stronger relationships between land uses and transport.***
- ***Urban Villages—Supporting a mix of land uses in neighbourhoods that provide local destinations that can easily be accessed by public transport, walking, cycling and via mobility aids.***
- ***Diverse and Accessible Activity Centres— Ensuring Activity Centres are connected to each other and are accessible.***



Principle two: Pedestrian first environments

Establishing safe, attractive and inclusive pedestrian environments that prioritise the movement of people walking and using mobility aids in the City.

Walking offers considerable benefits to people and communities. It encourages social contact, contributes towards a sense of place and provides a healthy and practical means of combining transport with exercise. Some of the benefits of walking are summarised in *Figure 2*.

‘Pedestrian first’ environments are designed to prioritise people walking and using mobility aids and provide them with urban environments that are safe, convenient and pleasant. Thereby decisions to walk or commute with a mobility aid, rather than drive, becomes more logical.

The City offers a diverse range of unique and attractive places for pedestrians to enjoy. In the last ten years it has applied an improved standard of pedestrian infrastructure

to many of its areas, particularly new subdivisions and developments. Despite this, there are still many places in the City which lack connectivity, require pedestrian infrastructure to be upgraded, are not disability inclusive or fail to focus on community focal points.

The City will work to strengthen pedestrian networks in line with its Pathways Policy to connect pedestrians with local destinations including activity centres, parks, schools, community services, public transport and areas of employment. Fundamentally, the City will ensure that pedestrian networks and infrastructure are inclusive to accommodate people with disabilities, school children and the elderly.



FOCUS AREAS

- **Safety and Amenity—Designing high quality public realms and pedestrian environments that are interesting, attractive and safe.**
- **Connected, Legible Pathway Network for all users—Connecting local residents with local destinations, including activity centres, parks, schools, community services, public transport infrastructure and areas of employment.**
- **Universal Access—Incorporating universal access into street design and public transport infrastructure to cater for the young, the elderly and those with disabilities.**

Figure 2: A snapshot of the benefits of walking

Principle three: Prioritised cycle network

Establishing a cycle network that is fast, direct and as safe as possible to make cycling an attractive alternative to using the private car.

Cycling is an emission-free form of active transport that, like walking, offers significant benefits to people and communities. These include improved physical and mental health, reduced road congestion and reduced air and noise pollution.

Many of the City's suburbs offer an ideal topography and climate for cycling. However, the relatively large size of the City's catchment area and its distance from the Perth City means that the City must ensure that cycle network investment is coordinated with land use planning, to create cycle trip generators/attractors.

The City has a comprehensive cycle plan that aims to create an accessible, cycle friendly environment which appeals to a variety of users and provides a credible alternative to vehicle use for 0-10km trips. Through the implementation of the Wanneroo Cycle Plan, the City will create a connected network for cyclists that links regional and district facilities internal and external to the City. The City's cycle plan will continue to be implemented in the City over time.

This Strategy supports the strategic basis for the Cycle Plan with emphasis on the delivery of planning and infrastructure to ensure that cycle trips are as fast, direct and as safe as possible.



FOCUS AREAS

- *Safe, Fast and Connected Networks—Providing a network of safe, cycling segments connecting key destinations through the shortest available routes.*
- *Promoting Cycling Benefits—Promoting cycling by informing the community of the financial, health and environmental benefits.*
- *Supporting Infrastructure—Providing destinations with secure parking and storage for bicycles.*
- *Cycle Facilities in the Planning Process—Working with developers and considering cycle facilities in the planning process.*

Principle four: Convenient public transport

Improving the convenience of the public transport system so that it competes with the ease of using a private car.

Convenience is a major factor that leads to peoples' decisions to use their private cars. To provide incentives for people to use public transport over cars, it must be frequent, efficient, affordable and reliable. This will raise the probability that it will be chosen for some journeys.

Public transport has a range of benefits that extend beyond reducing car dependency. Public transport:

- helps to achieve economic connectivity, particularly in major urban centres;
- provides people with access to employment opportunities, education, health and recreational services and facilities; and
- helps to achieve social cohesion between diverse demographics in society by providing communal access points to vital goods and services.

Compared to other metropolitan areas in Australia, the City is relatively well served by an integrated rail and bus system. Despite this, public transport in the City is not used to its full potential adding increased pressure on the road network, increasing congestion and detrimentally impacting the City's social, economic and environmental wellbeing. This is indicative of a system that is not meeting local needs or providing a convenient, value-for-money alternative to cars.

Whilst the speed and quality of public transport are important to ensure that people use it rather than drive, it is also important to ensure that public transport provided is integrated and accessible through a range of means including bike, on foot and through other public transport modes. This is particularly important in the City, given its large geographical size.

To address this the City will continue work with the State Government to improve public transport services and

connections in its new and existing areas. New METRONET stations will be accessible through a range of modes encouraging active transport where possible to ensure equitable service access for all.

FOCUS AREAS

- *Improving Network Coverage and Accessibility—Advocating for the provision of public transport within walking distance of residents.*
- *Improving the Public Transport Network's Legibility, Frequency and Connectivity—Identifying and advocating for frequent and a well connected public transport networks in the key locations.*
- *Priority Public Transport Infrastructure—Implementing intermittent priority lanes in the City for buses.*



Principle five: Effective freight network

Alleviating road capacity to prioritise the efficient movement of freight in the City to support productivity and strengthen its local economy.

Providing an efficient freight network is critical to ensuring the development of a strong local and diversified economy. Managing the road network to allow for the movement of people and goods involves sharing road space. In some instances key parts of the road network must prioritise public transport, pedestrians, cyclists and freight to deliver a sustainable transport system.

A strong freight network ensures the reliable delivery of goods and services to businesses and communities to maintain industrial productivity. The City has a strong economic base that relies heavily on the regional road network for its freight transportation particularly around industrial areas such as Neerabup and Wangara. The City's freight network underpins its capability to meet consumer demand thereby making a substantial contribution to the prosperity and liveability of its community.

In the future, new freight routes will be provided in the City to allow for increased economic opportunities. These will include connections between Neerabup and Muchea and Neerabup and Fremantle.

The new Whiteman–Yanchep Highway will connect the North-West sub-region to the North-East and Central sub-regions and broader regional road network. Neaves Road–Flynn Drive will be upgraded to a primary distributor to improve its capacity and efficiency for freight. It will provide an important east–west link to the North-East sub-region.

Gnangara Road–Ocean Reef Road will become an important east–west link for general and freight traffic movements between the North-West and North-East sub-regions.

FOCUS AREAS

- *Key Freight Connections—Providing key freight networks that are efficient, effective and accessible.*
- *Advocating for the Delivery and Protection of Key Freight Routes—Creating and maintaining a goods and services priority network that strengthens the City's local economy.*



Principle six: Well-connected employment precincts

Supporting the provision of employment precincts that contain and are connected by public transport and suitable infrastructure for non-motorised transport modes.

Car dependence is particularly prevalent in locations where people must travel further to access their places of work. Well-connected employment precincts can help to reduce car travel in various ways. Good connectivity between employment precincts and suburban areas, bestowed through the provision of public transport, bike paths and footpaths, reduces the need for people to drive to access them. Providing diverse and affordable housing options within and around employment precincts also reduces the need for car travel for precinct residents working close to home.

Being on the metropolitan fringe, a vast number of City of Wanneroo residents travel further distances to access employment. As well as this, residents working within the City often drive, due to a lack of convenient public transport options. This is particularly prevalent in places such as Wangara, which can be difficult to access without a car. Employment centres that are difficult to access can adversely impact the employment prospects of those who cannot drive or afford a car. To mitigate this, the City will work to create stronger and better-connected local employment precincts. The Yanchep Strategic Metropolitan Centre will become a major, diversified employment hub that will offer a range of employment choices to residents in the City. It will contain a range of housing types and services and amenities to encourage people to work, live and play. It will be well-served by infrastructure to encourage non-motorised forms of transport and offer a range of public transport options including bus and rail.

The Strategy will function concurrently with the Economic Development Strategy which outlines the need for strategic transport connections between homes and employment precincts. Redevelopment areas such as the Wanneroo Town Centre, Neerabup and Wangara are considered to be

of high importance to achieve stronger connections. The City will undertake upgrades to non-motorised and public transport infrastructure to strengthen these links.

Other new employment precincts planned for the City are Alkimos and Eglington which will also to be serviced by rail. Infrastructure will link mixed-use and residential properties to reduce the need for private car travel. As well as mitigating car dependence, these precincts will provide a concentration of activities and offer many social and economic benefits to City residents.



FOCUS AREAS

- ***Well-Connected and Diverse Employment Precincts—Providing sustainable, efficient and affordable transport that connects with employment precincts and residential homes.***

Principle seven: Travel behaviour change

Encouraging a change in mindset about private vehicle reliance by informing people about the pros and cons of their travel choices.

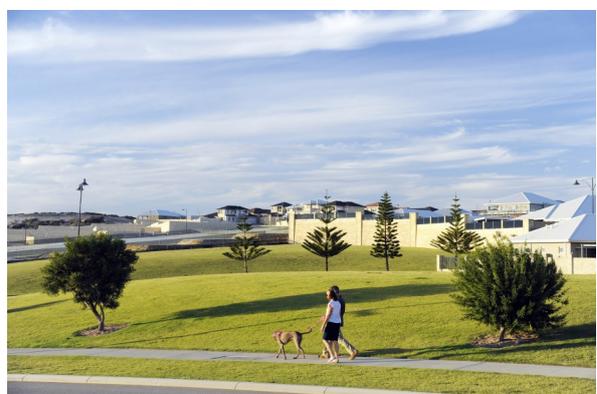
Providing a range of alternative transportation options to private cars will not, on its own, achieve the Strategy's goal of 'Creating a balanced and sustainable transport future'. This can only be done if these options are adopted and consistently utilised by commuters in the City. Many people default to using their private vehicles for single person journeys without much deliberation. Influencing travel behaviour change involves informing people of the pros and cons of their transport choices and ensuring that they are up to date with the latest travel information.

YourMove is an initiative that commenced in Western Australia and seeks to promote voluntary behavioural change towards using alternative transport methods to private cars. The City partnered with the State Government in 2015 to deliver the YourMove program to support residents to become more active and connected in their local communities. The support provided the skills and information needed to empower people to walk, cycle and use public transport where practically possible. The City will continue to work with the State Government to apply the initiative. It will also employ a range of other methods to educate residents about travel behaviour change.

Bus lanes with intermittent priority (BLIP) has worked to reduce car dependency in other cities and has changed the way that people move. The City will consider implementing BLIP in some places to create a more efficient ways to travel. In the short term this may mean that private car users will feel the pinch of congestion but over a longer period of time, some road users will switch to using BLIP for its efficiency and convenience.

FOCUS AREAS

- *Informing People about Travel Choices— Considering initiatives to inform residents about their travel options.*



Principle eight: Embracing technological change

Providing a coordinated approach to embracing new technologies to give City residents new, innovative transport alternatives to the private car.

Technology in the transport sector is undergoing rapid change bringing with it opportunities for high quality, state of the art transport alternatives to the private car. An example of this is wireless trackless trams. This new technology is neither tram nor bus, rather it is electric traction vehicles which run on the streets on rubber wheels.

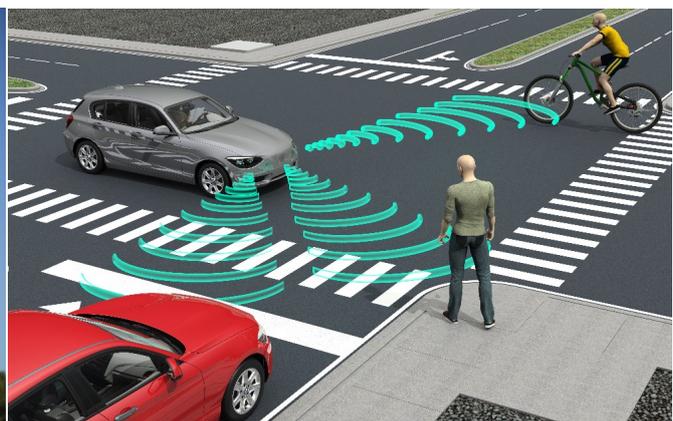
Trackless trams replace the noise and emissions of buses with electric traction from batteries recharged at stations in 30 seconds or at the end of the line in 10 minutes. They also require minimal space and use the existing infrastructure which allows them to be installed in suburbs for minimal cost. Improvements in future battery and superconductor technology will allow light rail transit to be constructed without costly electricity distribution systems and overhead power lines.

Other emerging transport technologies include car-sharing services where users can access shared vehicles rather than owning their own (e.g. Flexicar and Uber) and electric cars. The Federal Government has outlined a target of 50 per cent of cars sold by 2030 to be electric.

Each of these new technology driven transport options can have complex interactions with existing transport services. Therefore the City must consider the potential implications of individual new technologies and their environmental, social and economic impacts for the City.

FOCUS AREAS

- *Exploring New Technological Initiatives— Carefully explore initiatives to encourage technological change.*
- *Facilitating Change—Considering ways in which the City will facilitate technological changes.*
- *Advocating for New Technology— Lobbying for new transport infrastructure to support the City's population growth.*



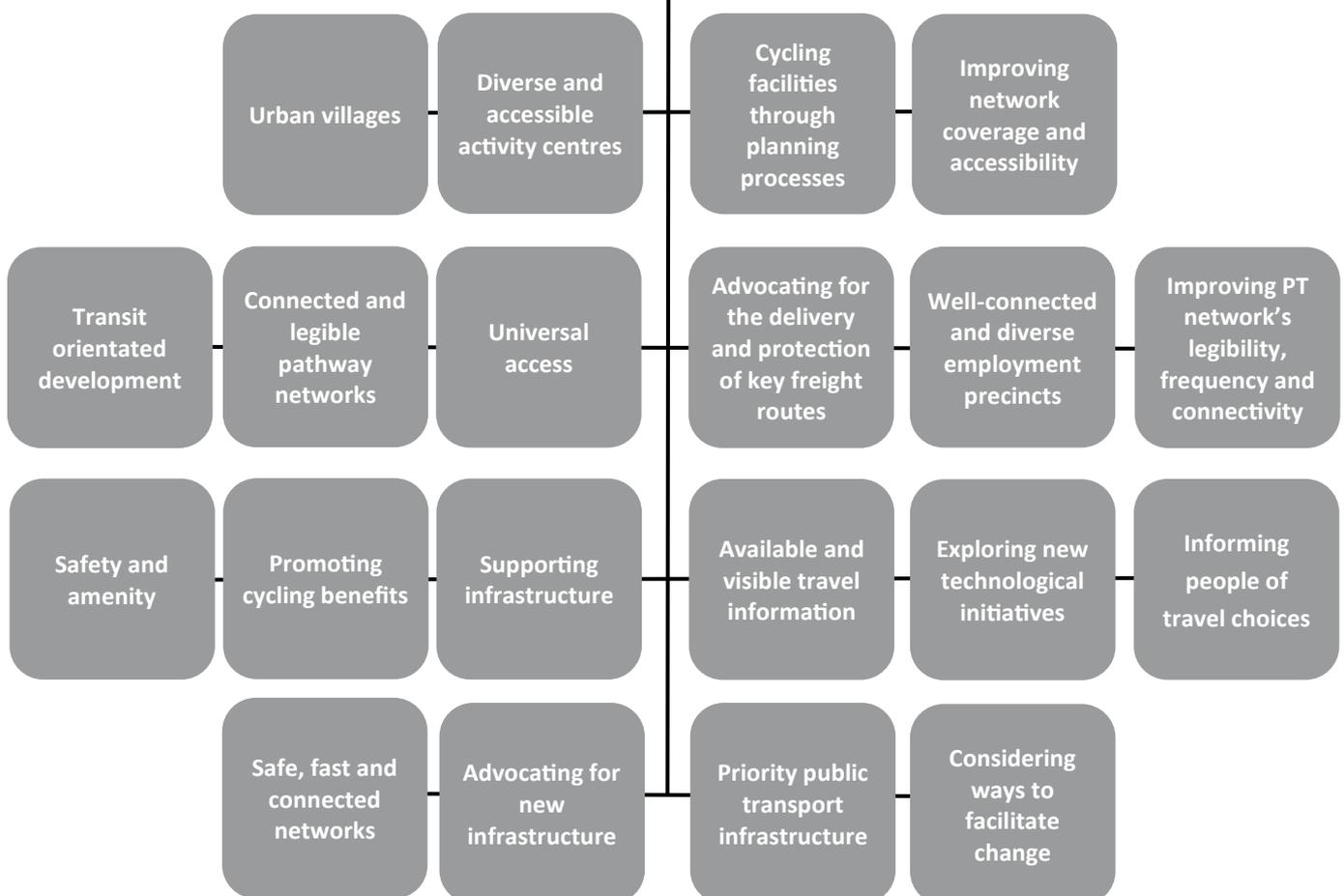
Next steps— A Transport Plan

The principles proposed in the Transport Strategy will be progressed through a Transport Plan. This plan will discuss the key outcomes identified in this Strategy further and outline the actions, timeframes and milestones to achieve them.

The Transport Strategy and Transport Plan are not static documents. They will continue to evolve as part of an ongoing continuous improvement process. The objectives identified through the Transport Strategy that are expected to be progressed through the Transport Plan are outlined below.

Goal: Creating a balanced and sustainable transport future

Transport Strategy focus areas to be considered in a Transport Plan





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