



Safe Travel Strategy 2016

Towards Zero: Yarra's plan to eliminate traffic deaths and serious injuries by 2026.



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Message from the Mayor

The Yarra community can be proud of its record in encouraging people to move around the area on foot, by bike or by public transport. We are now the number one municipality in Victoria for cycling trips to originate from, and the number two (after City of Melbourne) as the destination of cycling trips.

Council has persistently worked for the benefit of local people on our road and path network, and our local areas are more lively and liveable as a result. Active transport (walking, cycling, public transport) is better for personal health and happiness, and is better for the long term health of the planet.

Council has long been a leader in safe travel. We began rolling out 40km/h speed limits in 2006 and since 2010, when significant 40km/h coverage across the municipality was achieved, there has been a substantial trend downwards in crashes involving injury on our local roads. Over decades we have improved pedestrian and cycling infrastructure, and the reduction in vehicle speed limits to 40 km/h on all our local roads has dramatically reduced injuries to pedestrians, cyclists and vehicle occupants.

Our total injury crashes on local roads dropped by 22%, from 131 in 2010 to 102 in 2015 and serious injury crashes reduced by 25%, from 44 in 2010 to 33 in 2015. This is a notable result, especially against the backdrop of a considerable increase in cycling and vehicular traffic on local roads in Yarra during this time.

However, conflicts between cars and other road users continue to threaten the health of people walking and cycling. There are direct effects, such as cars colliding with people, or a driver opening a car door into the path of a cyclist. The indirect health threats include noise pollution, air pollution, and isolation of older people who are afraid of the risk of injury from crossing roads.

Cars are not the whole problem. Many people walking or cycling sustain injuries without a motorised vehicle being involved.

Therefore Council has decided that our focus needs to shift towards minimising the number and severity of injuries to all travellers on our roads and paths. On average about four Yarra residents per week attend a hospital emergency department for injuries resulting while riding a bike somewhere in Victoria. Injuries to cyclists in Yarra have outnumbered injuries to vehicle occupants for several years now.

For these reasons we are now sharpening our focus on safe travel. We will generate a more coordinated and collaborative approach to safe travel for people of all ages and abilities, especially people walking, cycling or using public transport. Council will work collaboratively with Transport for Victoria, Victoria Police, TAC and other key agencies to reduce dangers on our roads, as well as continuing to engage effectively with our local community.

We want to encourage local people and visitors to move around the municipality easily, confidently and safely. We aim to ensure that walking and cycling are safe, and are perceived as safe, so as to encourage more people to make the shift from cars to active transport.

The Safe Travel Strategy recognises the different needs of different road and path users, and enables Council to develop a balanced, evidence-based approach to decision making for the benefit of the community.

The plan is about people and how they aspire to live and move around the local area. The local community and travellers through the City are the focus of the plan, and are expected to be partners in implementing the plan.

Our vision is to move 'Towards Zero', that is, to have zero deaths and serious injuries on our roads and paths by 2026.

Join with us in working for safe travel in Yarra. The benefits will include a happier, healthier, more cohesive and active community.

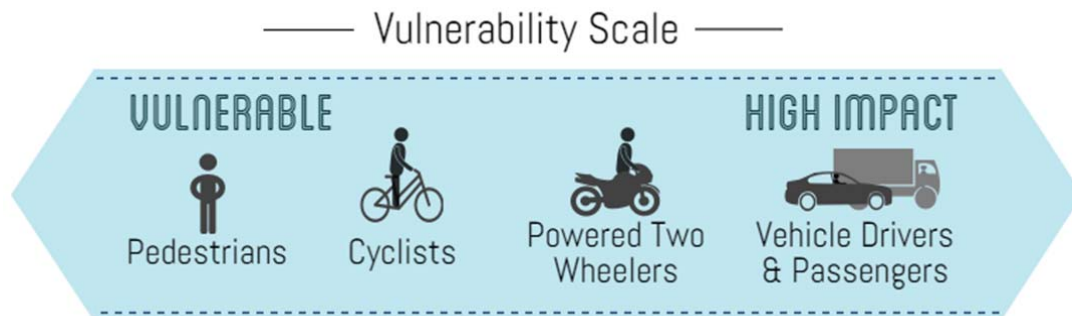
Cr Roberto Colanzi
Mayor Yarra City Council

1 INTRODUCTION

1.1 Strategic Focus on Safe Travel

The City of Yarra Safe Travel Strategy 2016 will help Council to direct a strong strategic focus on managing the impact of all transport modes on the health, safety and wellbeing of Yarra's residents and visitors.

1.2 Vulnerable Road Users



The most vulnerable road users – pedestrians and cyclists - are a major target of this Safe Travel Strategy for several reasons:

- Yarra aspires to promote more walking and cycling, at the same time as perceived danger from motorised traffic is a big disincentive to local travel on foot or by bike. This applies especially to children, older people and people with disabilities.
- People walking, cycling or riding a motor scooter or motor cycle do not have the same level of protection from impact that vehicle occupants enjoy in the event of a crash.
- Cyclists are the travellers most frequently injured in road crashes in Yarra, suffering more injuries than drivers and passengers combined.
- The most effective of all safe travel countermeasures – reducing the speed of motorised vehicles – will improve safety and reduce injuries to all road users, vulnerable or not.

1.3 The Safe System Approach

Victoria applies the *Safe System* approach in the delivery of its road safety programs. The *Safe System* is derived from the Swedish model 'Vision Zero'. It can be summarized in one sentence: No loss of life or serious injury is acceptable. The Vision Zero approach has proven highly successful. It is based on the simple fact that we are human and make mistakes. The road system needs to keep us moving. But it must also be designed to protect us at every turn.

The Safe System elements applying to Yarra are:

- Safer speeds
- Safer roads and paths
- Safer Vehicles
- Safer Road users – pedestrians, cyclists, motorcyclists, drivers, passengers

The Yarra Safe Travel Strategy will be aligned with the *Safe System* approach, as follows.

Safe Travel System		
Elements	Victorian Government Agency actions	Yarra Safe Travel Strategy actions
Safer Vehicle Speeds	Reducing speeds by a combination of speed limits, speed cameras, other enforcement, and media promotion of safe vehicle speeds.	<ul style="list-style-type: none"> • Reducing speed limits • Traffic calming • Promotion of safe vehicle speeds.
Safer Roads and paths	Improvements to the safety of the roads and roadsides including: <ul style="list-style-type: none"> • More and safer pedestrian facilities, especially pedestrian crossings • Bicycle and motorcycle friendly infrastructure • Road surface and intersection improvements; line marking. 	<ul style="list-style-type: none"> • More and safer pedestrian facilities, especially pedestrian crossings • Bicycle and powered two-wheeler friendly infrastructure • Safety and continuity of off road paths • Safe routes to schools • Better signage and line marking • Improved road surfaces
Safer Vehicles	Achieved at state-wide and national levels (Australian Design Rules) through a market driven and regulatory approach,	Fleet safety policies and programs, including acquiring safe vehicles for Council's light and heavy vehicle fleet.
Safer Road Users <ul style="list-style-type: none"> • Pedestrians • Cyclists • Motorcyclists • Passengers • Drivers 	<ul style="list-style-type: none"> • Road rule improvements and enforcement; speed and red light cameras; drug and alcohol detection. • Mass media and other media promotions of safe travel messages for all road users 	<ul style="list-style-type: none"> • Messages conveyed through Yarra News, local media and community networks. • Most people involved in crashes in Yarra live outside Yarra, requiring innovative communication methods.

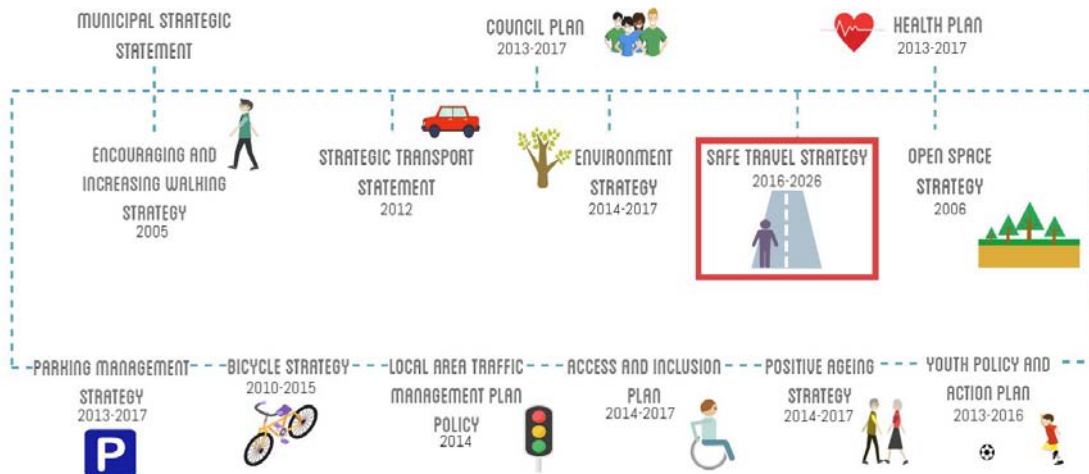
1.4 Integration with Policy

Yarra’s Safe Travel Strategy 2016 aligns with international policy and best practice, and complements Yarra Council’s current strategies, plans and policies. The policy framework within which the Strategy sits is illustrated below.

INTERNATIONAL, FEDERAL & STATE POLICIES

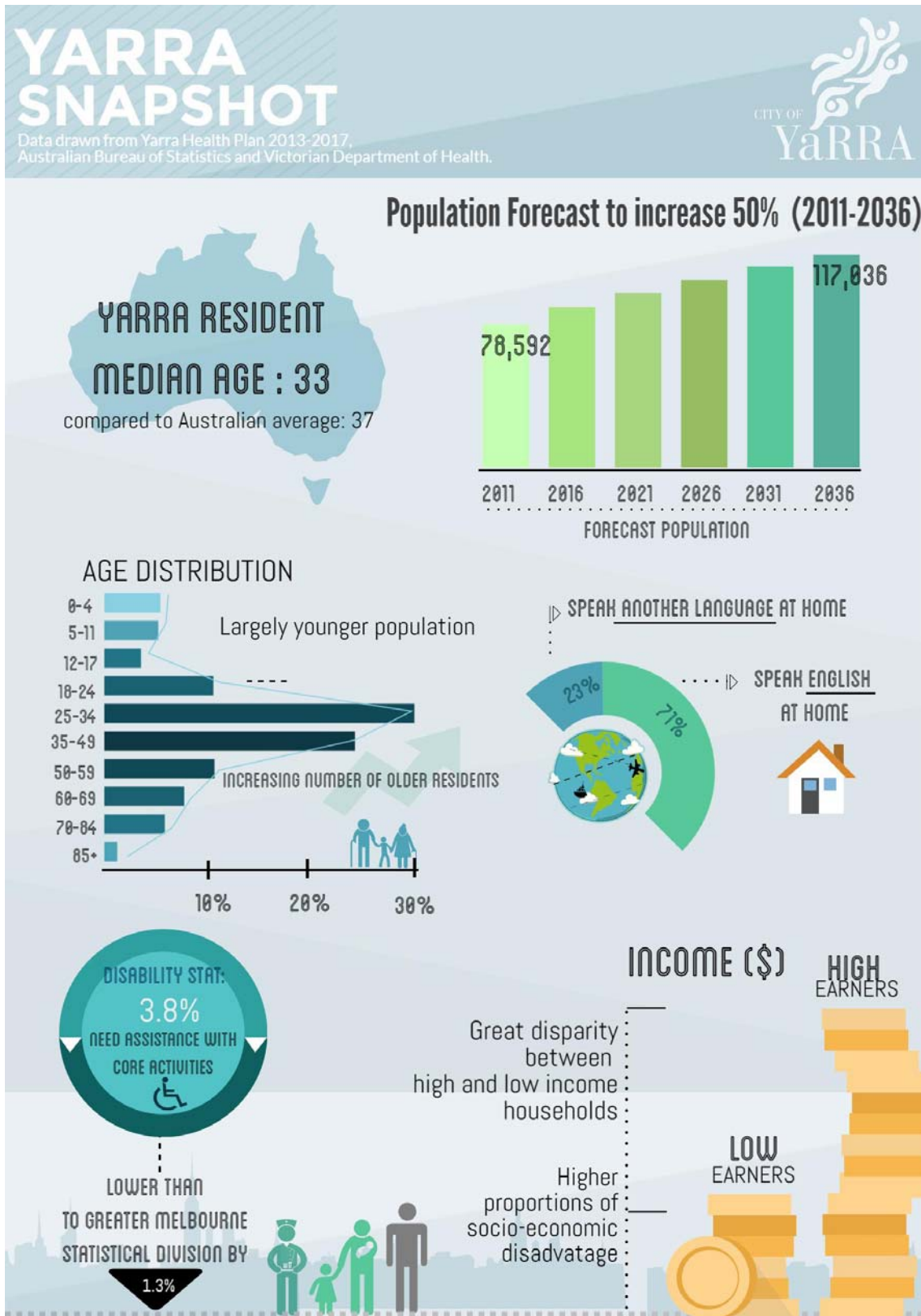


YARRA POLICY



1.5 Yarra Snapshot

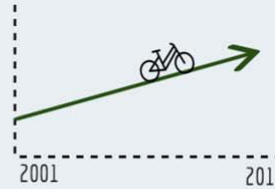
Our strategy has been developed to respond to the Yarra specific local demographic context.



Yarra Transportation Trends



CYCLING



A Most popular cycling origin in Melbourne

B 2nd Most popular cycling destination in Melbourne

3651 cycling trips to work daily
 recorded in 2011

an increase of **130%**
 cycling rates from 2001-2011

NUMBERS OF TRIPS TO WORK BY MODE

with Yarra as destination



4,313 TRIPS



9,646 TRIPS



1,158 TRIPS



600,000 motorists on Yarra Roads daily

Eastern Freeway

Citylink

Alexander Parade

Hoddle Street

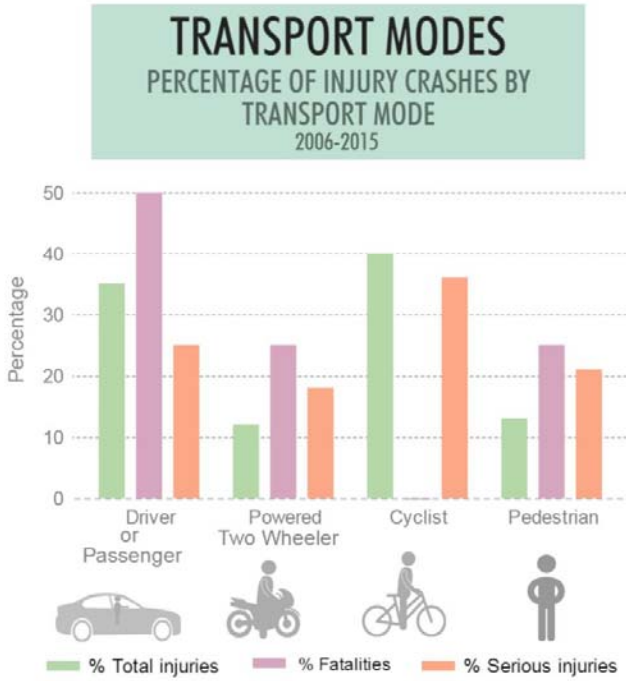
YARRA MAJOR ROAD LINKS



1.6 Key Safe Travel Issues in Yarra

SAFE TRAVEL ISSUES

CITY OF YARRA



CYCLISTS in Yarra suffer the most injuries out of any transport mode and have done so since 2009...

PEDESTRIANS are also vulnerable

25% people killed on Yarra roads were pedestrians (2006-2015)

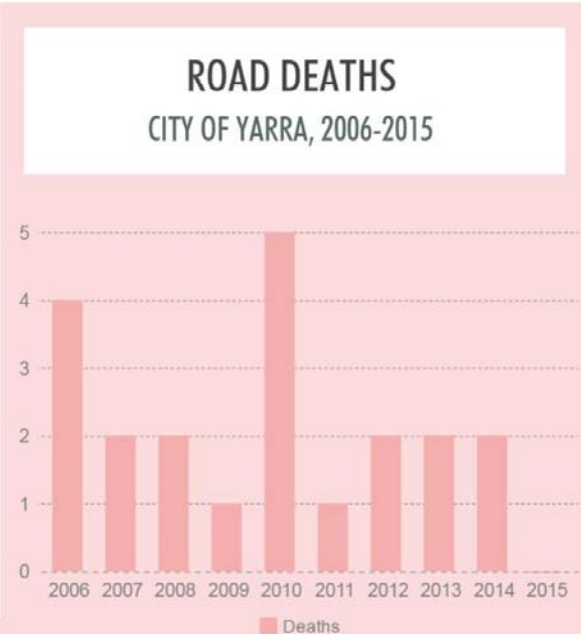
On average, **TWO PEOPLE** are killed on roads in Yarra each year

NO FATALITIES have occurred on Yarra Council managed roads since 2011

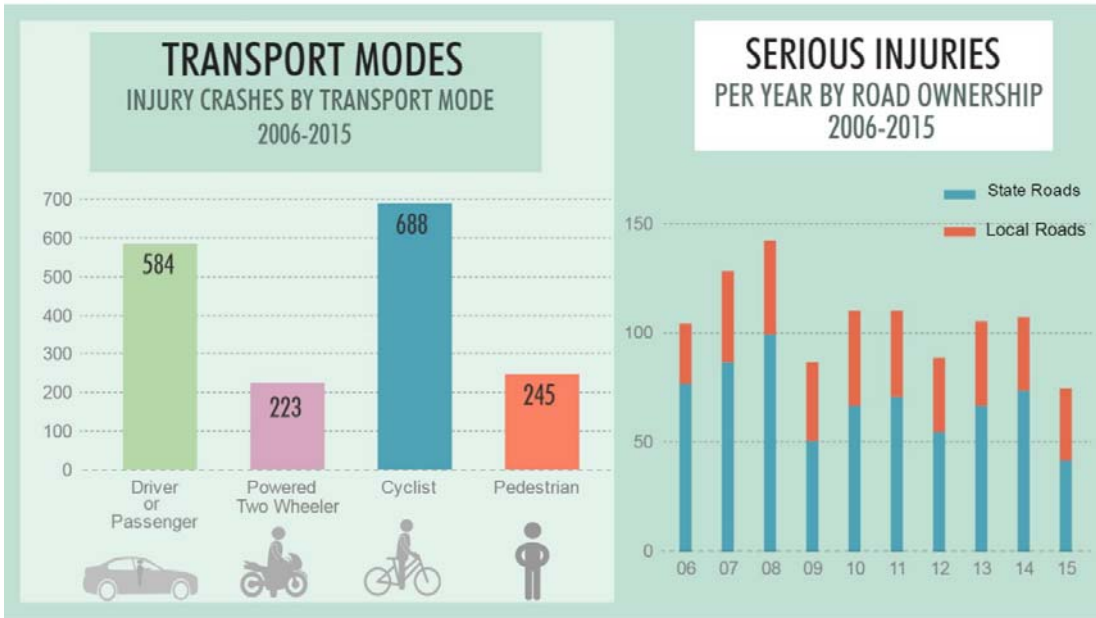
Fatalities have only occurred on State Government managed roads

HIGHEST RISK STREETS IN YARRA
Fatalities 2009-2013

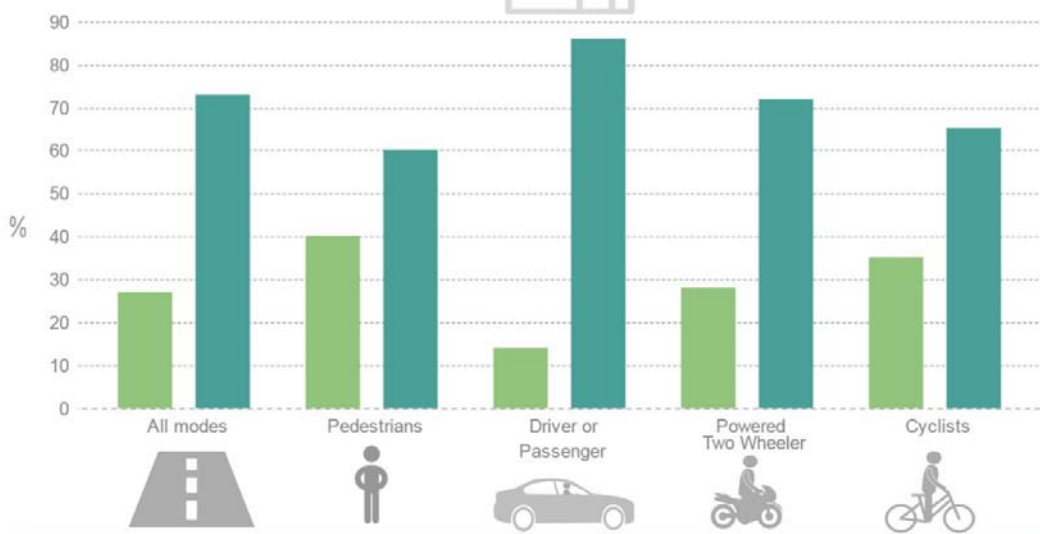
Church Street 3 Fatal crashes	Hoddle Street 3 Fatal crashes
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SAFE TRAVEL ISSUES
CITY OF YARRA



RESIDENT & NON-RESIDENT
INJURIES COMPARISON



Approximately 3 quarters of injuries are suffered by people who do not live in Yarra. This means local education programs can only provide limited value and other measures need to be applied.

2 CASE STUDIES


The following case studies outline the progress that Yarra has made with respect to delivering local traffic management treatments that promote a safe road environment for vulnerable road users.

Yarra
CASE STUDIES
Safe Travel Strategy

40kph SPEED LIMIT ON LOCAL ROADS

All local streets in Yarra have a 40kph speed limit, which is much safer for pedestrians, cyclists and other road users. Studies have shown a pedestrian is four times more likely to be killed if struck by a car travelling at 50kph than at 40kph. Council believes that a safer environment encourages more people to walk and ride, and that is good for community health and sustainability.

Council progressively introduced the 40kph speed limit as part of its Local Area Traffic Management Program, which seeks to improve traffic conditions in specific precincts within Yarra. At the end of each local traffic study, Council asked residents whether they had any objections to lowering the speed limit before writing to VicRoads to seek approval.



OUTCOME

Council began rolling out 40kph speed limits in 2006 and since 2010, when significant 40kph coverage across the municipality was achieved, there has been a significant downwards trend in crashes involving injury on our local roads. Our total injury crashes on local roads dropped from 131 in 2010 to 102 in 2015 and serious injury crashes from 44 in 2010 to 33 in 2015. This is a notable result, especially against the backdrop of a considerable increase in cycling on local roads in Yarra during this time.

Council's Strategy Statement (2012 update) provides the action that once all local streets have been reduced to 40kph (completed in 2013/14), that Council should begin a progressive program of applying 30kph in Yarra's streets.


Yarra
CASE STUDIES
Safe Travel Strategy

LOCAL AREA TRAFFIC MANAGEMENT

Yarra Council undertakes Local Area Traffic Management (LATM) studies to improve traffic conditions and road safety in local streets. The studies consider what traffic treatments should be introduced to help improve local traffic conditions. They look at issues such as traffic speed and volume, pedestrian safety and comfort, and how to calm traffic so that neighbourhoods are more liveable.

As part of the studies, residents and businesses are surveyed about the traffic issues in the area and proposed treatments. There are 21 LATM areas in Yarra.

In May 2014, Council adopted a LATM Policy which outlines Council's process for undertaking and prioritising traffic management studies.




OUTCOME

Council has undertaken numerous LATM studies across the municipality. Reviews show that generally vehicle speeds and volumes are reduced following implementation of the traffic treatments.

Yarra
CASE STUDIES
Safe Travel Strategy

VICTORIA CRESCENT PEDESTRIAN CROSSING IMPROVEMENTS

A 'wombat' style pedestrian crossing (raised pedestrian crossing) was installed on Victoria Crescent, north of Mollison Street in Abbotsford. Once installed, feedback was received from road users (particularly from pedestrians using this crossing) and nearby community that there is high non-compliance with this crossing where motorists are failing to give way to crossing pedestrians.



Following concerns raised by the community with regards to this pedestrian crossing facility, officers explored a number of possible solutions to enhance conspicuity of this zebra crossing. Officers investigated changing the existing zebra crossings to pedestrian crossings with flashing lights, however the crossing did not meet the warrants set in the VicRoads guidelines. Council officers undertook further investigation and reviewed pedestrian crossing signage, line-marking etc. Signage and line-marking were found to be consistent with VicRoads' guidelines. However additional zig-zag line-marking in advance of the crossing was installed to further alert motorists of the presence of this crossing. No positive behavioural shift was observed. This prompted Council to create something that would accentuate the crossing and fetch motorists' attention for the pedestrian crossing facility.

After extensive research and review of the products available in Australia, officers have trialled the use of in-pavement LED lights at both the crossings. The LED lights are embedded in the bitumen on both sides of the pedestrian crossings. This traffic treatment alerts drivers to the potential presence of crossing pedestrians by producing a flashing warning. The LED lights are powered by a solar panel, however there is a back-up battery.

OUTCOME


Once the LEDs are installed at this crossing, we have generally received positive feedback both from vulnerable road users using the facility and the community. It is observed that the compliance rate has certainly increased as witnessed by the road users.

A Road Safety Audit (RSA) has also been conducted by VicRoads accredited Senior Road Safety Auditors for these flashing LEDs at the Victoria Crescent pedestrian crossing. This RSA overall supports the use of LEDs to accentuate pedestrian crossings where compliance is an issue and other small scale measures are overlooked by road-users (in particular motorists).

Yarra
CASE STUDIES
Safe Travel Strategy

WALNUT STREET SHARED ZONE

Cremonne's Walnut Street has been brought to life, with Council installing road art to help improve pedestrian safety in the area.



As one of Yarra Council's initiatives designed to create more liveable street environments, the innovative road art is the first of its kind in Melbourne and stemmed from feedback from Council's 2012/13 Local Area Traffic Management (LATM) study.

The study identified considerable pedestrian numbers in the area due to a large number of offices and cafes, and that there were concerns about pedestrian safety.

As a result, a shared zone was created where the speed limit was dropped to 10kph and pedestrians have priority. Highlighting the shared zone and enhancing the urban environment at the same time, renowned artist Tom Civil was commissioned to design the eye-catching works, which have been embraced by the community and visitors.

OUTCOME

Council has received positive feedback and vehicle speeds have reduced following the shared-zone road-art installation.

Yarra
CASE STUDIES

Safe Travel Strategy

WELLINGTON STREET
COPENHAGEN CYCLE LANES

Yarra's first separated bicycle lanes opened on Wellington Street, Collingwood – from Victoria Parade to Gipps Street – in July 2015. The lanes, sometimes referred to as 'Copenhagen lanes', improve safety for cyclists by providing physical separation between the bicycle lane and traffic lane. The project is part of a broader strategy to improve the connectivity, comfort, attractiveness and safety of cycling infrastructure across Yarra. It is listed as a high priority in the Yarra Bicycle Strategy 2010–2015.

Construction of the lanes began in mid-March 2015 and cost approximately \$650,000. In order to construct the lanes, nine parking spaces were removed from the east side of Wellington Street and 48 spaces were removed from the west side.



OUTCOME

Council officers have received positive feedback from cyclists, who say they now feel safe using the route. The new road geometry paired with new speed humps has resulted in lower vehicle speeds along the route meaning less collisions and lower severity injuries.

Yarra
CASE STUDIES

Safe Travel Strategy

AMESS STREET
PRIORITY CROSSING

Amess Street was Yarra's first priority crossing where cyclists and pedestrians were given priority over vehicles while crossing the street.

The community has provided Council with positive feedback about its operation with many requests for it to be rolled out at other locations in Yarra. The facility has made it easier for pedestrians and cyclists using the Capital City Trail to cross the street and has made drivers more cautious, therefore reducing vehicle speeds.



OUTCOME

Last year over one million cyclists used the Capital City Trail, including many children accessing nearby schools.

Yarra
CASE STUDIES

Safe Travel Strategy

ROUNDBABOUT SAFETY IMPROVEMENTS

Yarra has undertaken mitigation works to help address the safety risks at roundabouts with a history of crashes involving cyclists. Changes implemented to the roundabout at Canning Street and Pigdon Street in North Carlton has seen a significant improvement in safety from a situation where there was multiple injury crashes involving cyclists every year to no recorded cyclist injuries at this intersection during 2014–15.

Key changes to this roundabout included the modification of the centre circle to a more rectangular shape – improving vehicle entry behaviour (for motorists and cyclist) and has reduced the circulation speeds of vehicles and cyclists negotiating the roundabout. Road humps have also been installed to reduce approach speeds, while sharrows have been installed to encourage cyclists to be more visible – taking over the centre of the circulatory lane in the roundabout.

Council's Traffic Unit has sought and obtained funding through VicRoads Black Spot Programme to modify two further existing roundabouts at Drummond Street / Pigdon Street (North Carlton) and at Garton Street / Bowen Crescent (Princes Hill) during the 2015/16 financial year. Council's Traffic Unit has also applied for funding to upgrade four further existing roundabouts at Amess Street / Richardson Street (North Carlton), at Falconer Street / Michael Street (North Fitzroy), at Gardner Street / Highett Street (Richmond) and at Garton Street / Pigdon Street (Princes Hill), during the 2016/17 financial year.



Yarra
CASE STUDIES

Safe Travel Strategy

SPEED AWARENESS TRAILER

Council secured a grant from the TAC under the 'Community Road Safety Grants' to procure a speed-awareness trailer. The speed trailer is fitted with radar functionality to provide real-time speed data and to provide an interactive response. It detects the speed of passing vehicles and displays such on the screen.



The use of a speed trailer allows officers to target high risk speeding areas throughout the municipality, including locations where it is difficult to install physical speed-reduction treatments.

The speed trailer will be placed in streets with known speeding issues and areas where vulnerable road users (pedestrians and cyclists) are most at risk to improve driver speed awareness.


The Traffic Unit and City Works group work as one to deliver this speed-awareness campaign for enhanced road safety on a rotational basis at identified sites.

Yarra CASE STUDIES
Safe Travel Strategy

30kph SPEED LIMIT TRIAL

Speed limits are widely recognised within design guidelines and academic research as having a significant impact on the safety of vulnerable road users. Risks of serious injury and fatalities falls significantly with changes in speed from 50kph to 40kph and falls significantly again with changes in speed from 40kph to 30kph. Yarra has been a leader in the move towards lower speed limits in Australia with an area wide 40kph speed limit on our local roads.

Council's Strategic Transport Statement (2012 update) provides the strategic action that once all local streets have been reduced to 40kph (which was completed in 2013/14), that Council should begin a progressive program of applying for 30kph streets in residential streets in Yarra.




In the first instance, the most appropriate location for a 30kph trial would be in a Yarra neighbourhood that is extensively traffic calmed to ensure that no further speed mitigation measures would be required to support a trial. This would include neighbourhoods such as Fitzroy or the LATM 9 Rose Precinct (the area of Fitzroy bound by Alexandra Parade, Smith Street, Johnston Street and Nicholson Street). LATM 9 is scheduled to have the approved traffic plan completed in 2017/18 – depending on funding. This would be an ideal precinct for the trial.

As with anything new, there is likely to be a range of hurdles to overcome in the move towards 30kph streets in Yarra. As shown in recent examples overseas, undertaking trials to study and demonstrate the benefits or impacts of localised or area-wide reduced speed limits is an effective first step in achieving approval authority (i.e. VicRoads) and community support going forward.

Yarra CASE STUDIES
Safe Travel Strategy

Sharing Yarra's Roads & Paths

Council first published the Sharing Yarra's Roads and Paths brochure in November 2012. It appeared as a wrap-around supplement to Yarra News distributed to over 46,000 households. It has since been printed and distributed on demand and online. The aim was to provide answers to frequently asked questions about path and road use, and offer tips for sharing these spaces in a safe and respectful manner. Topics covered include: how to safely open a car door, rules relating to crossing bike lanes, using bike lights in low-light conditions, right of way on shared paths, and who is allowed to ride on a footpath.



The publication has a friendly, inclusive tone designed to appeal to a wide audience. Starting with the assumption that Yarra residents are likely to use all or many transport modes depending on their journey purpose and time of day, the publication addresses a range of road and path scenarios, talking about rights, responsibilities and etiquette. It was applauded by the Victorian Law Foundation as "a terrific example of how to make the law clear, accessible and easy to understand" and syndicated in full or in part by several adjacent Councils.

3 STRATEGIC DIRECTIONS

3.1 Key principles that have determined our approach

In order to achieve our vision of zero deaths and serious injuries on our roads and paths by 2026, Council has been guided by some key principles in forming its Action Plan.

The strategy is built around the following key principles.

1 Embrace the Safe System approach

We will embrace the Safe System approach to achieve our vision. This is consistent with Australian and Victorian Government road safety strategies and action plans. The Safe System approach will be incorporated into relevant strategic documents and will be delivered through an integrated combination of improvements to road infrastructure, vehicle design and behavioural approaches to improve safety for each user group of travellers, taking into account the vulnerability and potential impact of different modes of travel in Yarra.

2 A coordinated Council-wide approach

In line with the *One Yarra* project, we will enable a coordinated approach to safe travel across all relevant teams within Council. This will be achieved through integrating safe systems principles and vision into Council's strategic documents and identifying opportunities for coordination and collaboration for all areas that have a role to play in promoting safe travel. Much of this approach will require only a minor re-orientation of some existing Council procedures and practices, and some minor additions to the way we deliver our normal services, with minimal ongoing resource costs to Council or the community.

3 A collaborative approach: working with state-wide, local and community partners

Collaboration with statewide agencies and community partners will underpin Council's efforts to eliminate deaths and serious injuries on our roads and paths. Fostering connections with these groups enables a closer interface with vulnerable road users and offers a united front in our aspirations and initiatives for safer travel. This strategy has been developed by Council and will be led by Council, but there are roles for other agencies, community groups and individuals. Success of the plan will depend on a whole-of-community commitment to safe travel.

4 Build upon our success

With a 25% reduction in serious injury crashes on local roads in the past five years, Council continues to be a statewide leader in safe travel. We have pioneered lower vehicle speeds on local roads and many other initiatives, and we are committed to continue to innovate and build upon our success in delivering targeted treatments and promotions for vulnerable road users.

5 An evidence-based approach

One of the pillars of Victoria's world-leading success in reducing road deaths to about one quarter of the level of four decades ago was to draw on scientific evidence of effectiveness of measures, and to evaluate new initiatives in order to refine them to maximise effectiveness. The development of the Yarra Safe Travel Plan 2016 has similarly been guided by analysing crash and other data, and applying scientific research evidence when selecting suitable actions to address the main risks to the safety of travellers in Yarra.

3.2 Seven pathways to safer travel

Our seven pathways to safe travel set out below. The actions are set out on subsequent pages. Priority is indicated on a scale of 1 to 5, where 5 is highest priority.

Experience shows that one-off actions taken in isolation have a limited impact on improving safety. We have developed an integrated approach, linking together multiple actions by multiple agencies and individuals, to build a critical mass for change. We will target high risk locations and modes of travel, vulnerable road users, and target groups that are likely to be receptive to change, such as parents of young children.

	Pathways	Main strategic focus
1	Integrate safe travel principles through a council-wide approach	Incorporate safety into all key planning documents of Council
		Include safe travel responsibilities in relevant Council Officers' position descriptions and in operational work plans
		Include safe travel considerations in all road works and new developments
		Promote safer vehicles and safer driving policies and conditions
2	Work with state-wide, local and community partners	Encourage internal and external partners to apply for funding to promote safe travel
		Collaborate with key road safety partners
		Encourage local partners including community groups and schools to develop and promote safe travel initiatives
		Promote safe travel through a planned program of communications and marketing activities
3	Reduce vehicle speeds	Reduce vehicle speed limits compatible with the design and safe sharing of roads by all road users
		Encourage safe vehicle speeds and enforce compliance with speed limits and other road rules
4	Encourage and support safer walking for people of all ages and abilities	Improve infrastructure to make walking safer and more convenient
		Young children and their families
		School aged children and education sector
		Older people and people with disabilities
5	Safer cycling	Promote and encourage safe cycling
6	Safer access to public transport	Access, safety and security at railway stations and modal interchanges
7	Safer driving and powered two-wheeler riding	Support and prepare young drivers
		Support and prepare drivers with reduced abilities
		Discourage high risk driving
		Encourage safe powered two-wheeler riding

4 ACTION PLAN

4.1 Integrate safe travel principles through council-wide approach

4.1.1 Incorporate safe travel considerations into all key planning documents of Council

Action	Leaders	When	Priority (5=high)	Cost	Measure
<p>Whenever key council planning documents are being revised or updated, ensure that each plan reflects council's strategic commitment to safe travel for Yarra residents and visitors of all ages and abilities. Current plans to be reviewed include:</p> <ul style="list-style-type: none"> • Council Plan • Municipal Public Health Plan • Municipal Strategic Statement • Strategic Transport Statement • Encouraging And Increasing Walking Strategy • Bicycle Strategy • Road Management Plan • Local Area Traffic Management Policy • Access And Inclusion Plan • Positive Ageing Strategy • Parking And Access Plan • Open Space Strategy • Environment Strategy • Night Time Economy Strategy • Youth Policy And Action Plan • Place making Policy 	CoY: Owners of each strategic plan	Immediately following Council elections 2016, 2020, 2024, and whenever relevant plans are revised or updated.	2.7	No additional resources - integrated into planning process for each plan by the owner of each planning document, within existing officer time.	Each plan reviewed and recommendations for change submitted for Council consideration.

<p>As an integral part of local area traffic management and/or place making planning, systematically identify and address safe travel hazards and opportunities. Focus on:</p> <ul style="list-style-type: none"> • Pedestrian and cyclist-friendly infrastructure. • Vehicle parking practices that may pose danger for pedestrians or cyclists, including hazardous parking on footpaths, in bike lanes, in tram stops and loading zones. 	<p>CoY: Traffic & Special Projects</p>	<p>In sequence with local area traffic management and/or place making planning, from 2018 onwards.</p>	<p>3.4</p>	<p>No additional resources - integrated into planning process for each local plan by the officer in charge of each plan, within existing officer time.</p>	<p>Hazard identification and amelioration included in each LATM study. Safe travel infrastructure improvements made.</p>
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4.1.2 Include safe travel responsibilities in relevant Council Officers’ position descriptions and in operational work plans

Action	Leaders	When	Priority	Cost	Measure
<p>Ensure that safe travel principles are adequately included in the position descriptions of Council officers with responsibility for designing, constructing and maintaining roads, paths and public space as well as those responsible for youth and aged community programs.</p>	<p>CoY: Relevant departments as described.</p>	<p>When relevant position descriptions are reviewed from mid 2017</p>	<p>4.4</p>	<p>No additional human or financial resources - integrated into roles of managers of relevant officers.</p>	<p>All relevant position descriptions updated.</p>
<p>Ensure that safe travel considerations and opportunities for safe travel promotion are incorporated into relevant branch service plans of Council.</p>	<p>CoY: Relevant sections of Council</p>	<p>As service plans are developed or revised from 2018.</p>	<p>3.3</p>	<p>No additional human resources – safety integrated into management responsibilities.</p>	<p>Service plans to maximise opportunities to improve safe travel.</p>
<p>Promote <i>Y-app</i> to all Council staff and the community to report safe travel hazards.</p>	<p>CoY: Communications</p>	<p>Promote issue reporting app by 2018.</p>	<p>2.9</p>	<p>Integrated into existing roles. Estimated combined officer time requirement of four hours total to prepare communications.</p>	<p><i>Y-app</i> promoted to all staff and public.</p>

4.1.3 Ensure that safe travel considerations are included in all road works and new developments

Action	Leaders	When	Priority	Cost	Measure
All project designers conduct formal road safety audits during the design process of significantly changed roads and paths relating to new property developments and for major Council works. Focus on the safety needs of pedestrians of all abilities, cyclists and powered two-wheeler riders.	CoY: Engineering and Asset Management ----- Traffic and Special Projects, Strategic Transport, Open Space & Recreation and Urban Design	As projects occur, from 2017.	4.3	Integrated within project planning process – no additional resources required.	Road safety audits conducted at design stage and safe travel recommendations implemented.
All Traffic Management Plans (TMPs) provide safe conditions for all road users and construction workers throughout the construction period. Focus on the needs of pedestrians of all abilities, cyclists and powered two-wheeler riders. Conduct regular inspections of active road works sites during construction activities. Publicise changes to traffic conditions prior to works commencing.	CoY: Construction Management ----- Traffic and Special Projects, Strategic Transport, Open Space & Recreation and Urban Design, Engineering and Asset Management, City Works	Ongoing from 2017	4.1	Delivered within current resources for TMP approval and inspections. No additional costs.	Suitable measures incorporated into all TMPs. Inspection regime is robust, inclusive of all sites.

All Council departments involved in design, construction and maintenance of roads apply <i>Making Roads Motorcycle Friendly</i> , to provide safe conditions for powered two-wheeler riders.	CoY: Traffic and Special Projects ----- Engineering and Asset Management, City Works, Strategic Transport, Open Space & Recreation and Urban Design	Information provided during 2017	2.7	Delivered as part of routine management procedures. No additional costs.	Suitable measures incorporated into all construction activities.
Ensure all agencies and utility providers involved in road works, road reinstatement and road maintenance are aware of and apply <i>Making Roads Motorcycle Friendly</i> principles at all stages of work.	CoY: Construction Management	Agencies alerted by end 2019	3.9	Advise to agencies and utility providers estimated at 4 hours officer time, within existing management resources.	

4.1.4 Promoting safer vehicles and safer driving policies and conditions

Action	Leaders	When	Priority	Cost	Measure
Council to consider safety features when considering heavy vehicle and mobile equipment purchases, including visibility of pedestrians and cyclists while vehicles are manoeuvring.	CoY: City Works	Develop criteria by 2019	2.6	Through normal OHS procedures; no additional resources required.	New plant purchases are made to maximise and enhance safety for operators and for people nearby.
Provide relevant staff with training on using the Council fleet safely, especially regarding sharing	CoY: OHS	Start by 2020	2.0	Through normal HR, OHS and fleet	Safer driving tips and Eco-driving tips are

roads with cyclists and pedestrians.				management procedures. No additional resources.	provided to each staff member.
Council to continue to offer cycle training for staff.	CoY: Strategic Transport	2017 onwards	2.4	Within existing officer resources and budget.	Cyclist safety training provided to staff.

4.2 Working with State-wide, local and community partners

4.2.1 Encourage internal and external partners to apply for funding to promote safe travel

Action	Leaders	When	Priority	Cost	Measure
Encourage and support relevant Council divisions and/or external partners to apply for safe travel funding as opportunities arise. To facilitate this and to avoid missed opportunities, develop and maintain a list of current safe travel funding sources such as: TAC Safer Infrastructure Grants program, TAC Local Government Grants and TAC Community Road Safety Grants, Federal and State Blackspot programs, VicRoads Community Road Safety Grants, VicHealth Walk to School Grants.	CoY: Traffic and Special Projects	As per aspirations and interests of partners, and grant application timelines for each funding agency, from 2017.	3.7	Within normal roles of relevant managers and officers, as opportunities and needs coincide. Early identification of opportunities will allow time for grant applications to be developed during less busy work times of relevant officers.	List developed of funding opportunities and key deadlines.
Apply for external funding to commission a qualified consultant to use the Australian Road Assessment Program (AusRAP) star rating method to assess all roads in Yarra. This would be used to prioritise infrastructure safety improvements on all local roads in Yarra, with particular emphasis on vulnerable road users.	CoY: Traffic and Special Projects	Develop funding proposal by 2020. Project completed by 2023	4.9	Within existing officer time.	Application submitted.

4.2.2 Collaborate with key road safety partners

Action	Leaders	When	Priority	Cost	Measure
Collaborate with other inner Melbourne Councils to develop and implement joint safe travel initiatives, and to seek external funding where required.	CoY: Strategic Transport	2017 onwards	4.3	Existing officer time and Councillor time if volunteered. This replaces previous involvement in <i>Road Safety Action Group Inner Melbourne</i> .	Commitment made to join and support collaborative, partnership work to enhance safe travel locally.
Strengthen relationships with State road safety partners, including Transport for Victoria, Victoria Police and TAC, to foster a strong collaborative approach to travel safety issues.	CoY: Strategic Transport	2016 onwards	4.1	Existing officer resources.	Collaboration procedures established.

4.2.3 Encourage local partners including community groups and schools to develop and promote safe travel initiatives

Action	Leaders	When	Priority	Cost	Measure
Continue to engage with interested local community groups and schools to provide information on safe travel programs.	CoY: Strategic Transport	2018 onwards, subject to groups' interest	3.3	Existing officer resources.	Number of community groups and schools engaged regarding safe travel activities.
As opportunities arise, encourage and collaborate with interested local community groups including educational institutions to conduct safe travel initiatives.	CoY: Strategic Transport	2017 onwards	2.6	Existing officer resources.	Engagements undertaken.

4.2.4 Promote safe travel through a planned program of communications and marketing activities

Action	Leaders	Timeline	Priority	Cost	Measure
Refresh the local promotional campaign <i>Sharing Yarra's Roads and Paths</i> .	CoY: Strategic Transport	By 2019	2.0	Within existing officer resources and \$5,000 for Consultants (subject to Council's budget process for	Marketing campaign refreshed.

Publicise information relevant to pedestrians including seniors groups and disability groups, and to cyclists, about safe routes, and current or recent safety improvements to the road and path network, so as to build confidence in walking and cycling.	CoY: Traffic & Special Projects	From 2017	4.7	2019). Within existing officer resources, \$15,000 for design and printing materials (subject to Council’s budget process from 2017).	Website cites and reports on key actions and is maintained regularly to ensure accuracy and currency of information provided.
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4.3 Reducing Vehicle speeds

4.3.1 Reduce vehicle speed limits in Yarra to speeds compatible with the design speed and safe sharing of roads by all road users

Action	Leaders	When	Priority	Cost	Measure
Advocate to Transport for Victoria to review and rationalise speed limits in all activity centres and neighbourhood centres in Yarra.	CoY: Traffic and Special Projects	Ongoing, progressive	5.0	Existing officer resources	Evidence of advocacy.
Based on the results of a trial, advocate to Transport for Victoria to progressively reduce 40km/h speed limits in local roads across the municipality to 30km/h, based on needs, precinct by precinct	CoY: Traffic & Special Projects	2017 onwards, informed by current pilot	4.1	Existing officer resources	Pilot undertaken.
Advocate to Transport for Victoria to establish trials of lower speed limits on selected arterial roads.	CoY: Strategic Transport	Major advocacy commences 2018	4.1	Existing officer resources	Evidence of advocacy.

4.3.2 Encourage safe speeds and enforce compliance with speed limits and other road rules

Action	Leaders	When	Priority	Cost	Measure
Council officers and Victoria Police to work	CoY: Traffic	2017	3.6	Existing officer	Evidence of

together to identify and target locations with road safety issues, such as speeding, intersection/bike lane encroachment and pedestrian crossings, that contribute to a high risk of crashes. Assist Victoria Police enforcement and prioritise Council variable message sign/ speed awareness trailer deployment based on this.	& Special Projects	onwards		resources	collaboration.
Advocate for additional fixed traffic safety cameras (speed and red light) at key locations in Yarra, particularly on arterial and local roads with high numbers of crashes.	CoY: Traffic & Special Projects	Advocacy commences by 2018	3.6	Existing officer resources, up to one day for initial contact and follow-up.	Evidence of advocacy.
Continue to improve streetscape design to encourage safer driving and lower vehicle speeds. This should include the application of passive traffic calming such as narrow traffic lanes, threshold treatments, solar powered embedded light emitting diode lights, street art, street tree planting, landscaping and water sensitive urban design treatments.	CoY: Traffic & Special Projects	In sequence with local area traffic and/or place making projects	4.6	Within processes and resources for each project.	Reduced incidence of personal injury crashes.
Improve speed limit awareness and safety through rationalisation of road side signage.	CoY: Traffic & Special Projects	In sequence with local area traffic management and/or place making projects	3.6	Within processes and resources for each project	Removal of unnecessary signage.
Council units with responsibility for infrastructure renewal and maintenance to collaborate on measures to reduce vehicle speeds on laneways on the approach to footpaths, to improve pedestrian safety.	CoY: Engineering and Asset Management	Develop approach by 2022	2.0	Within existing officer resources	Number of speed / awareness control treatments installed on laneways.

4.4 Encourage and support safer walking for people of all ages and abilities

4.4.1 Improve infrastructure to make walking safer and more convenient

Action	Leaders	When	Priority	Cost	Measure
Maintain and enforce clear continuous paths of travel on all footpaths, especially in shopping strips.	CoY: Compliance and Local Laws	Develop coordinated approach by end of 2018	4.3	Within existing officer resources	Footpath trading conditions enforced.
Periodically review the safety of existing pedestrian access facilities within each of Yarra’s main activity centres. Review all pedestrian crossings in Yarra for visual conspicuity to drivers, day and night.	CoY: Traffic & Special Projects	In sequence with local area traffic and/or place making projects	4.0	Within existing officer resources	Number of locations reviewed.
Advocate for additional and safer road crossing facilities for pedestrians on arterial roads across the municipality.	CoY: Strategic Transport	Assess needs from 2018, advocacy commences by 2018	4.1	Within existing officer resources	Site specific advocacy continues as needed.
Review pedestrian signal phase timings to assist pedestrians who are not able to complete crossing within the usual allocated green time. Identify opportunities to implement demand-responsive signal technology, based on scientific evidence of benefit for pedestrians. Review and reduce “call up” or “wait” times at pedestrian signals. Prioritise areas that are frequented by young families, older people or people with disabilities.	CoY: Traffic and Special Projects	Review signals progressively by 2019; include in local area traffic management and/or place making projects from 2017	4.3	Within existing officer resources	Review completed.
Review uncontrolled right hand turns at high-risk	CoY: Traffic	By 2020	4.3	Within existing officer	Crash data reviewed.

pedestrian and vehicle crash locations.	& Special Projects			resources	Changes implemented.
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4.4.2 Young children and their families

Action	Leaders	When	Priority	Cost	Measure
<p>Encourage all children’s services agencies to offer safe travel messages and programs to their client families, utilising <i>Starting Out Safely</i> training and resources, covering:</p> <ul style="list-style-type: none"> • child restraints • pedestrian safety • cyclist safety <p>Ensure resources available for people from culturally and linguistically diverse background are sourced and provided where required.</p>	CoY: Family and Children’s Services	Email communication developed and sent to service providers by 2018	3.6	Within existing officer resources	Number of agencies advised, as a percentage of all local children’s services agencies

4.4.3 School aged children and education sector

Action	Leaders	When	Priority	Cost	Measure
Work with interested local schools on safe active travel programs such as <i>Walk to School</i> and <i>Ride2School</i> .	CoY: Strategic Transport	Ongoing, each year from 2017	3.7	Within existing officer resources	Number of programs completed.
<p>Promote best practice secondary school road safety and safe travel programs to all local secondary, technical and tertiary education providers.</p> <p>Ensure schools have details of all relevant programs, including associated web links and information on how schools may access these programs.</p>	CoY: Family, Youth and Children’s Services	By 2020	3.9	Within and subject to existing officer resources	Local secondary, technical and tertiary education providers linked to relevant information about each of these programs.
As opportunities arise, and subject to available officer time, provide topical safe travel information	CoY: Strategic	By 2021	2.6	Within and subject to existing officer	Safe travel information relating

<p>for inclusion in school newsletters, including news of any road or path improvements or safe travel information relevant to each school.</p>	<p>Transport</p>			<p>resources, as part of normal communications about road and path conditions.</p>	<p>to particular events or infrastructure improvements is provided for newsletters and social media.</p>
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4.4.4 Older people and people with disabilities

Action	Leaders	When	Priority	Cost	Measure
Advocate for improvements to connections between paths, and for improved amenity along off-road paths.	CoY: Planning and Place Making	Develop advocacy list by 2019.	3.1	Within existing officer resources	Reviews conducted re gaps and needs. Applications made to TAC infrastructure grants. Advocacy to Parks Victoria for improved amenity.
Review the assessment process and criteria for Council's footpath renewal program to ensure a priority is given to safe access for pedestrians of all abilities.	CoY: Engineering and Asset Management	Review by 2019	4.3	Within existing officer resources	Number of footpaths renewed per annum through Council's footpath renewal program.
In partnership with health and disability service providers and seniors groups, encourage people who are eligible to use motorised mobility devices to choose and use these devices safely and within relevant road rules. Use resources available through Transport for Victoria and TAC/La Trobe University.	CoY: Aged and Disability Services	Develop approach by 2019	4.3	Within existing officer resources	Through presentations at existing networks meetings and utilising existing partnerships with CALD support agencies to disseminate information to residents

4.5 Safer cycling

4.5.1 Promote and encourage safe cycling

Action	Leaders	When	Priority	Cost	Measure
Implement the Yarra Bicycle Strategy.	CoY:	From	4.1	Within existing officer	Bicycle safety

	Strategic Transport	adoption of Bicycle Strategy Refresh		resources	focussed actions completed in Bicycle Strategy.
Collaborate with local cycling groups, promote cyclist safety education.	CoY: Strategic Transport	By 2020 onwards	4.3	Within existing officer resources	Evidence of collaboration.
Advocate to the Federal and State Government for improvements in infrastructure and vehicles to reduce car dooring. Consider innovative improvements to vehicle door opening mechanisms and physical improvements to the road environment that aim to protect cyclists from car-dooring along corridors that are known to be high risk.	CoY: Traffic & Special Projects	Advocacy undertaken by 2018	4.1	Within existing officer resources. Up to four hours to draft letters.	Advocacy undertaken. Infrastructure improvements in accordance with Transport for Victoria' Sydney Road study recommendations and AustRoads guidelines.

4.6 Safer access to public transport

4.6.1 Access, safety and security at railway stations and modal interchanges

Action	Leaders	When	Priority	Cost	Measure
Advocate to Transport for Victoria for safe pedestrian and cyclist access at railway stations in Yarra.	CoY: Strategic Transport	By 2021	3.0	Within existing officer resources	Evidence of advocacy.

4.7 Safe driving and motorcycle riding

4.7.1 Support and prepare young drivers

Action	Leaders	When	Priority	Cost	Measure
Continue to deliver the L2P program, which assists young learner drivers without access to supervised driving practice to achieve 120 hours. Continue to support the delivery of <i>Keys2Drive</i> to learner’s permit holders in Yarra. Provide local safe travel information to L2P coordinator and participants including local crash statistics relevant to new drivers.	CoY: Family, Youth and Children’s Services	2017 onwards	2.1	Within existing officer resources	L2P program continues with a high level of participation. Number of learners who graduate to P plates.

4.7.2 Support and prepare drivers with reduced abilities

Action	Leaders	When	Priority	Cost	Measure
Advocate for older driver education programs and alternatives to driving for drivers whose ability may be reduced by age, disability or ill-health. These may include <i>Wiser Driver, Wiser Walker, Wiser Traveller, and Community Mobility for Older People</i>	CoY: Aged and Disability Services	By 2020	2.7	Within existing officer resources	Evidence of lead road safety agencies providing targeted information for older people and people with disabilities.

4.7.3 Discourage high risk driving

Action	Leaders	When	Priority	Cost	Measure
Encourage use of arterial roads and main roads through local area traffic management to reduce traffic volumes (“rat running”) and speeding through low-speed, local streets.	CoY: Traffic and Special Projects	By 2021 onwards, as per budget	4.4	Within existing officer resources, as part of Communications Plan	LATM and/or placemaking project recommendations address “rat-running” via a range of low cost infrastructure modifications.

4.7.4 Encourage safe powered two wheeler riding

Action	Leaders	When	Priority	Cost	Measure
Provide link on Councils website to information TAC <i>Spokes</i> website about rider safety for motorcyclists and motorised scooter riders.	CoY: Traffic & Special Projects	By 2019	2.1	Within existing officer resources, as part of Communications Plan	Link on Council’s website.

Glossary

CoY - City of Yarra

DAC – City of Yarra Disability Advisory Committee

Yarra BAC – City of Yarra Bicycle Advisory Committee

LATM – Local Area Traffic Management Policy

TAC – Transport Accident Commission

VP – Victoria Police

TfV – Transport for Victoria (incorporating VicRoads)

VicHealth – Victoria Health Promotion Foundation

RACV – Royal Automobile Club Victoria

DoJ – Department of Justice

VMC – Victorian Motorcycle Council

BSL – Brotherhood of St Laurence

RSAGIM – Road Safety Action Group Inner Melbourne

5 MEASURING SUCCESS

5.1 Reducing the number of deaths and serious injuries

The vision of the plan is to eliminate fatal and serious injury crashes in Yarra by 2026.

Fatal crashes are running at about two per year, and there were 33 serious injury crashes in 2015, down from 44 in 2010.

To achieve that overall target will require a reduction in the number of serious injuries by approximately three per year over the ten year period of this strategy.

This is an aspirational yet realistic vision, Council will do all that is in its control whilst acknowledging the achievement depends on the combined effect of actions taken within this plan, and actions taken by external agencies such as State Government, VicRoads, Victoria Police and Transport Accident Commission (TAC). Other factors such as economic conditions, the price of petrol, and wider community adoption of lower carbon-footprint lifestyles, may also impact on traffic volumes and therefore on crashes.

5.2 Monitoring and reporting

A formal annual report on safe travel will be presented to Council each year.

This will include updated statistical analysis regarding overall fatal crashes and serious injury crashes, supplemented by crash statistics relevant to various road user groups crash types.

It will also include an action-by-action progress report to inform Council and the Yarra community about what steps were taken to implement each action during that year, and on any numerical information relevant to each step. This will include facts such as the number of communications about safe travel, the number of schools engaged in safe travel programs, funding grants sought and obtained, and the number and nature of infrastructure improvements installed.

Consideration will be given to forming a Yarra Safe Travel Working Group to assist in overseeing and supporting implementation of the plan. This group may be an advisory committee of Council, comprising Councillors, officers, key stakeholders and community representatives.