



Maribyrnong Safe Travel Plan 2012-17

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Maribyrnong Safe Travel Plan

Adopted by Council on 8 May 2012

Developed by Civil Design and Transport Department, with assistance from CTD Consultants

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EXECUTIVE SUMMARY

Transport impacts all aspects of our lives. It is used to participate in our work, education, family and social activities, and contributes to the economy, environment and infrastructure of our community.

Maribyrnong City Council is committed to providing an environment where residents and visitors can enjoy high quality amenity and access services and destinations in a safe, sustainable and convenient manner.

To achieve this vision, Council has adopted the Maribyrnong Safe Travel Plan (MSTP) to guide activities that encourage our community to travel safely throughout the municipality. The MSTP compliments the Maribyrnong Integrated Transport Strategy (MITS) that sets out Council's long term transport goals.

Council has adopted a Transport System Hierarchy that gives priority to sustainable modes of transport. These road users, such as pedestrians and cyclists, cause the least harm to other road users and the environment; however sustain the most severe injuries if involved in a crash. For this reason, the MSTP focuses on the safety needs of these vulnerable road users.

Maribyrnong has an inner city environment with easy access to the central business district of Melbourne and surrounding metropolitan and regional areas. Vehicle drivers and passengers make up 64% of all road fatalities and injuries within the municipality, and the remaining 36% involve pedestrians, cyclists and motorcyclists. Road users aged 18-25 years are involved in the highest number of injuries and fatalities (23%), followed by road users in the 30-39 years age group (20%). There are high numbers of heavy vehicles using the arterial and local road network within Maribyrnong causing concern for Council and residents.

The key safe travel priorities for Council have been identified through the analysis of crash statistics, community engagement, and consideration of the strategic context of Council and the State and Federal Governments. These safe travel priorities for Maribyrnong are to:

1. Lead by example,
2. Encourage the use of sustainable transport by improving the safety of vulnerable road users
3. Reduce likelihood of crashes occurring,
4. Encourage safe behaviour by all road users, and
5. Support the community to take action on safe travel issues

INTRODUCTION

Maribyrnong City Council is committed to providing and advocating for a safe, efficient and sustainable transport system.

The Maribyrnong Safe Travel Plan 2011 follows on from Council's extensive work to create the Maribyrnong Integrated Transport Strategy which sets out the high level strategic transport priorities for the municipality. The MSTP focuses on the safety aspects of these priorities and identifies actions for Council to concentrate on over the coming five years. Other factors playing a significant role in directing this Strategy are crash statistics, the results of consultation, and the State, Federal and Local Government policy context.

Road crashes have significant emotional, physical, social and financial impacts on our community. Maribyrnong City Council recognises its role in promoting safe travel and is committed to taking steps to reduce the trauma experienced in our community. It is vital that Council works in partnership with our community and professional stakeholders as we all have a role to play in promoting a safe environment to travel.

This strategy aims to influence the behaviour of residents and visitors so that road fatalities and injuries are minimised and a safe and attractive environment can be shared by the community.

A focus continues to be placed on improving the safety of the most vulnerable road users, pedestrians and cyclists. This will ensure consistency with the Maribyrnong Integrated Transport Strategy, and the Council Plan. It is critical the people using these modes of transport be supported so that they can continue to contribute to an environmentally friendly community with convenience and safety.

This Strategy outlines safe travel activities that:

- Are well researched and compliment the regional and state road safety direction,
- Are appropriate for the social, demographic, geographic and economic issues within Maribyrnong,
- Support activities and policies developed by other Council departments,
- Are financially responsible by considering the human resources and funding available to implement the actions, and
- Invite all sectors of the community to partner with Council to tackle safe travel issues.

Maribyrnong City Council is grateful for funding from the Transport Accident Commission (TAC), through their Community Road Safety Grants. The funding has enabled the development of this Strategy.

AIMS OF THE MARIBYRNONG SAFE TRAVEL PLAN

The aims of the Maribyrnong Safe Travel Plan are to:

1. Provide strong direction, leadership, coordination and services for safe travel in and through Maribyrnong
2. Promote the use of sustainable modes of transport and address the associated safety issues of these vulnerable road users
3. Prioritise safe travel issues and recommend activities to reduce the incidence and severity of road crashes within the municipality
4. Promote ownership of safe travel at a community level by reinforcing links between key stakeholders and community groups

These aims will be achieved by:

1. Understanding the safe travel issues in Maribyrnong by analysing crash statistics and consulting with our community
2. Researching best practice safe travel programs and activities
3. Ensuring the Plan is aligned with the strategic context of the State, Federal and Local governments and well as those of relevant community groups

TRANSPORT IN MARIBYRNONG

The road network within Maribyrnong consists of major arterial roads that service inter-state and intra-state areas, and local streets that allow residents and visitors to access Maribyrnong’s services and infrastructure. The road network is highly congested at times which contributes to perceptions of an unsafe and unhealthy environment.

A high number of freight vehicles contribute to this congestion as they travel to local destinations and the Port of Melbourne. Council’s local streets are often used for freight movements which is the source of concern for residents and Council.

Parts of Maribyrnong are well serviced by public transport compared to many Victorian municipalities; however it is generally at capacity during peak times. Train services along the Sydenham line, Werribee line, and Williamstown line travel through the municipality, as do two tram routes, and 25 bus routes (including one SmartBus route and two NightRider routes). Twelve regional bus and train services also travel through the municipality.

Significant land use development is planned for Maribyrnong in the coming decade which will place additional strain on the transport network, particularly the Maribyrnong Defence Site which planning for its redevelopment has commenced.

Major State Government transport projects are being considered for the area, including WestLink, Melbourne Metro, and the Truck Action Plan. The Regional Rail project has commenced.

Data suggests that almost 40% of journeys are less than 2 kilometres in distance and are well suited to use sustainable modes of transport¹.

Transport System Hierarchy

Council has adopted a Transport System Hierarchy that gives priority to sustainable modes of transport. Pedestrians and cyclists have priority as they cause the least harm to other road users and the environment. They also are the most vulnerable and deserve priority in making their travel safer. The hierarchy order is:

1. Walking
2. Bike Riding
3. Public Transport
4. Freight
5. Multi-Occupancy Vehicles
6. Single-Occupancy Vehicles



Source: Maribyrnong Integrated Transport Strategy

STRATEGIC CONTEXT

Maribyrnong Council has a strong strategic direction that guides its services, programs and projects. This provides a consistent approach and reflects the opinions and priorities of the community.

Maribyrnong Council Plan (2009-2013)

The Council Plan outlines the long term vision for the municipality which is to create:

‘A diverse, vibrant, and proud city focused on people-based places, environmentally sustainable practices, and opportunities to enhance community health and wellbeing through education, responsive services and participation in community life’.

The Plan outlines six key commitments, which are:

1. Building Community Spirit, Engagement and Places
2. Prosperity
3. Moving Around the City
4. Amenity
5. Environmental Sustainability
6. Organisational Performance

Section 3 of the Council Plan states that Council will *“plan, implement, manage and advocate for transport and parking systems for the city that will enable people to get around safely at their destination, with a positive impact on community well-being and the environment.”*

The Maribyrnong Safe Travel Plan responds to these commitments by encouraging our community to move throughout the municipality in a safe and sustainable manner. The MSTP outlines the direction of Council to deliver a safe road environment that enables our residents and visitors to engage in the facilities and services available in the community.

Maribyrnong Integrated Transport Strategy (2011)

The Maribyrnong Integrated Transport Strategy (MITS) outlines Council’s position on strategic transport issues and outlines actions to improve the transport system over the coming decade. MITS supports and promotes sustainable transport use in Maribyrnong. The core aims of MITS are to set out a vision for a transport network which is sustainable, safe, equitable and convenient. This will be achieved by:

1. Integrating transport and land use planning
2. Improving the pedestrian environment and linkages
3. Improving connections to public transport
4. Improving opportunities for cycling
5. Encouraging investment in, expanding and prioritising public transport
6. Increasing the efficiency of freight operations and commercial movement by directing trucks onto efficient arterial routes away from residential areas
7. Addressing road congestion by prioritising space-efficient transport modes
8. Informing people about their travel choices

MITS contains a detailed analysis of the transport services, infrastructure and programs that influence travel within the municipality. For further information, MITS is available on Council's website www.maribyrnong.vic.gov.au .

Maribyrnong Walking Strategy (2011)

The Maribyrnong Walking Strategy lists actions to improve the pedestrian environment, increase walking rates and meet identified community needs. The key objectives for the Strategy are:

1. Making walking the preferred choice of travel mode for short trips
2. Raising the profile of walking
3. Decreasing car dependency
4. Making walking more attractive and accessible for all
5. Improving walkability by an integrated approach within Council
6. Better use of planning tools to improve walkability
7. Increasing walking in the transport mode share for Maribyrnong

Maribyrnong Strategic Bicycle Plan (2004)

The Maribyrnong Strategic Bicycle Plan provides a ten year framework for improving cycling facilities within the municipality. It identifies a bike path network and actions to encourage more people to cycle more often.

Other Council strategies and policies

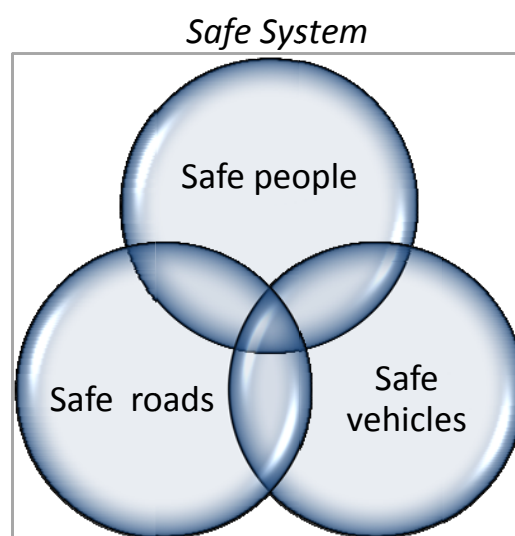
There are several Council strategies that have influenced the direction of the MSTP, including (but not limited to):

- Maribyrnong Early Years Plan (2010)
- Disability Policy and Action Plan (2007)
- Ageing Well Strategy (2004)
- Safe Communities Action Plan (2003)

State Government directions

'Victoria's Strategic Road Safety Directions' (VSRSD) explains how the State Government will deliver road safety programs. Under the former State Government, this strategic document was referred to as 'Arrive Alive'. VSRSD is managed and implemented by VicRoads, and follows the 'Safe System' approach.ⁱⁱ

The Safe System is a preventative approach that attempts to remove the opportunity for crashes to occur. The System recognises that humans sometimes make mistakes, so the road environment and vehicles need to be forgiving in order to minimise injuries and fatalities. This strategic approach has been carried through to the MSTP by ensuring the Action Plan includes actions that



aim to address the safety needs of road users, improve road and path infrastructure, and encourages the use of safe vehicles.

Other State Government legislation, strategies and programs have been considered in the development of the MSTP, particularly:

- Draft Footscray Access and Mobility Plan Update (2011) identifies transport priorities in Footscray to improve efficiency and sustainability. The strategy focuses on traffic, walking, cycling and public transport issuesⁱⁱⁱ.
- *Transport Integration Act 2010*^{iv} - The Act unifies all elements of the transport portfolio and works towards providing an integrated transport system that focuses on sustainable transport.

Federal Government directions

The National Road Safety Strategy 2011-2020 outlines broad directions for reducing road trauma in Australia, also following the Safe System. The focus of the draft Strategy is safe roads, safe speeds, safe vehicles and safe people.^v

International

The United Nations launched the 'Decade of Action for Road Safety' in May 2011. This places a global spotlight of safe travel issues and encourages a collaborative approach from local, regional, national and international agencies to reduce road trauma. The 'Global Plan for the Decade of Action for Road Safety 2011-2020' has been prepared to provide a framework for activities which may take place over the coming decade. The major themes include:

- Building road safety management capacity;
- Improving the safety of road infrastructure and broader transport networks;
- Further developing the safety of vehicles;
- Enhancing the behaviour of road users; and
- Improving post-crash care.

PARTNERSHIPS

All sectors of our community have a role to play in ensuring the road environment is safe. A collaborative approach to safe travel is therefore essential to achieving the aims of the MSTP.

Council officers are committed to working with professional and community stakeholders to influence the behaviour of road users. The major stakeholders include, but are not limited to:



REVIEW OF MARIBYRNONG ROAD SAFETY PLAN 2007-2011

Council adopted its Road Safety Plan 2007-2011 (RSP) with the vision to:

“Reduce the risk of injury on our roads and paths, so that people of all ages and abilities are free to travel on the road and path network to their chosen destinations, safely and with confidence.”

The themes addressed by the Plan are:

1. Coordination and leadership of road safety planning and action
2. Road safety promotion at schools and safe school travel
3. Developing and maintaining a safe road and path network
4. Young children and their families
5. Pedestrian, wheelchair and motorised scooter safety
6. Safer cycling
7. Safer driving, safer cars, and safer motorcycling

A review of the RSP has been conducted to identify the successes and challenges, and help direct the planning for the new MSTP 2011.

The major outputs from the RSP 2007 include:

- Continued membership in RoadSafe Westgate
- Advocated for road safety to be included in key Council strategic policies, including (but not limited to) Maribyrnong Integrated Transport Strategy, Footscray Access and Mobility Plan, Maribyrnong Strategic Bicycle Plan, and Maribyrnong Walking Strategy
- Information sessions held for older Vietnamese drivers
- Blackspot funding applications submitted
- Implementation of school travel planning projects
- Development and implementation of the ‘It only takes a second’ campaign regarding safe travel around schools
- Funding provided for the implementation of the ‘Fit to Drive’ program in secondary schools
- Road Safety Audits conducted at 12 schools
- Funding offered to schools for teachers to be trained in BikeEd
- Road infrastructure installed to address vehicle speed issues, as well as access and mobility for pedestrians and cyclists
- Speed trailers placed in local streets. Speed trailers use radar to detect the speed of oncoming vehicles and display it on a digital display unit to remind motorists to slow down.
- Advocated for road safety cameras and improved traffic signals at key locations
- Road safety assessments conducted at the design and pre-opening stages of all major road works, new developments and traffic management projects, with particular attention to the needs of pedestrians, cyclists, buses and emergency vehicles
- Information provided to community members regarding early childhood road safety issues such as child restraints
- Continued maintenance of on and off road and path infrastructure
- Wayfinding signs installed around Footscray
- Scooter and wheelchairs forum conducted

- Worked with VicRoads to submit bids to extend the Principle Bicycle Network
- TravelSmart maps developed and disseminated to promote safe and sustainable travel
- Advisory bike route signs installed to assist cyclists navigate safely through the municipality
- Strong advocacy conducted for improved bicycle infrastructure over the Maribyrnong River
- Annual events conducted to support Ride to Work Day
- Annual bicycle counts conducted at key locations throughout the municipality
- Communications in various Council and local publications regarding a wide range of road safety issues
- Promotion of the 'Bikes for Hire' program
- Fleet policy developed to guide the purchase of Council fleet vehicles with high ANCAP (Australian New Car Assessment Program) ratings
- 'L2P' program being implemented to assist learner drivers gain the required 120 hours of supervised driving practice

Lessons Learnt and Recommendations

The challenges experienced during the life of the RSP 2007 stem primarily from the actions being overly ambitious for the level of funding and human resources available. Actions within the new MSTP therefore have regard for the resources available. A number of actions however are included to advocate for additional resources, based on the demonstrated needs of the community.

It is recommended that focus continue to be placed on improving the safety of the most vulnerable road users, pedestrians and cyclists. This will ensure consistency with the Maribyrnong Integrated Transport Strategy, and the Council Plan.

Fostering stronger relationships with state government agencies, community groups and neighbouring municipalities should continue in order to maximise opportunities to gain funding and share resources to implement programs.

COMMUNITY ENGAGEMENT

Significant consultation has occurred during the development of the MSTP. Council has attempted to gain the views of residents and key stakeholders in order for this document to accurately reflect the priorities of the community.

The activities undertaken as part of the Community Engagement phase include:

- Appointment of a ‘Steering Committee’ and a ‘Working Group’ to guide the development of the Strategy
- Discussions with relevant Council officers to ensure consistency with Council directions
- Meetings with key State Government agencies and community groups to ensure alignment with existing policies and safe travel priorities
- Comments sought from professional stakeholders, including (but not limited to) officers from neighbouring municipalities, VicRoads, Department of Transport, Victoria Police, and RoadSafe Westgate
- Residents and commuters were invited to provide their comments through an on-line survey and written submissions to Council

The major safe travel priorities identified during the consultation phase include:

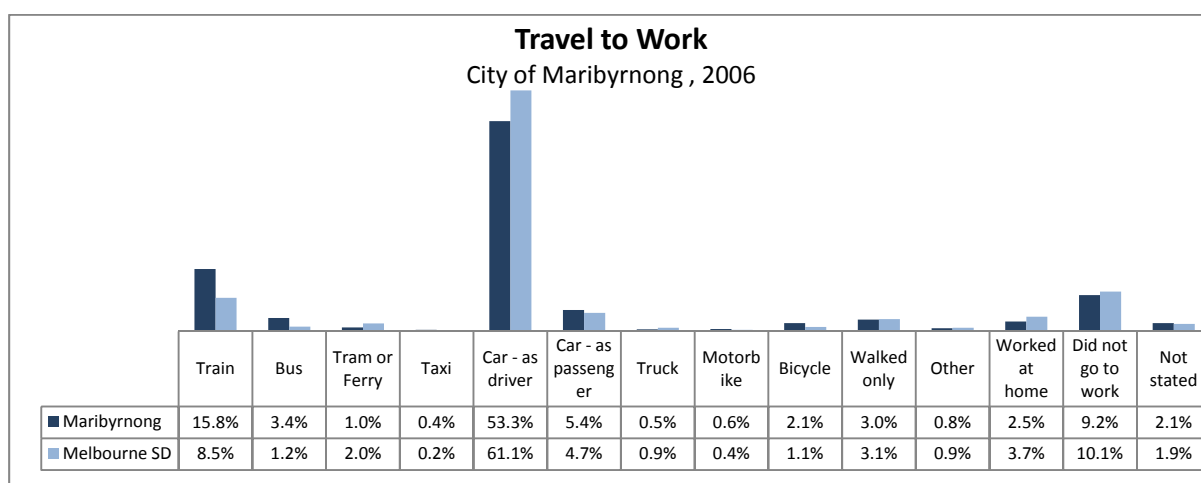
Education	Infrastructure	Advocacy
<ul style="list-style-type: none"> • Encourage decreased dependency on cars • Promote a culture where all road users respect each other • Promote etiquette and awareness of the needs of all road users, particularly cyclists and pedestrians • Assist schools with understanding and implementing safe travel resources • Host education programs for novice drivers (Learner and P-Plate drivers) • Develop safe travel programs for multicultural groups • Embed awareness of the needs of people with disabilities • Encourage elderly road users to plan for their future transport needs and understand the affects of medical conditions on being a safe driver and pedestrian 	<ul style="list-style-type: none"> • Improve infrastructure for pedestrians, eg path surfaces, and walk time at pedestrian signals • Extend the on and off road bicycle path network, ensuring good linkages • Improve connectivity throughout the municipality to improve access by cyclists and pedestrians to services and businesses • Install infrastructure at Council facilities that improve access for road users with disabilities, pedestrians, cyclists and parents with prams • Conduct road safety audits of new Council road infrastructure projects • Investigate the safe travel issues around areas frequented by children, eg play equipment in parks, child care centres, maternal and child health centres, and schools 	<ul style="list-style-type: none"> • Advocate for fewer trucks travelling through the municipality, particularly on local roads • Advocate for consistency in speed limits along stretches of roads, and lower speed limits in areas of high numbers of pedestrian and cyclists • Advocate for improved safety for public transport users, including crime prevention measures to increase the perceptions of safety on and around public transport • Advocate for improved and accessible public transport services that link the community to services and facilities. • Advocate for improved public transport infrastructure such as bus shelters and accessible tram stops • Advocate for changes in law that recognise that vehicles have the potential to cause more harm if involved in a crash involving to pedestrians or cyclists, and therefore attribute greater penalties to vehicle drivers

BEHAVIOUR OF ROAD USERS IN MARIBYRNONG

The inner city environment of Maribyrnong has a significant influence on the behaviour of road users.

The Maribyrnong Integrated Transport Strategy outlines in detail the travel patterns of residents. In summary the results show that:

- 53.3% of Maribyrnong workers travel to work as car drivers, compared with 61.1% across the metropolitan area. 20.6% of Maribyrnong residents use public transport to travel to work, compared with 11.7% across the metropolitan area.
- Nearly 45% of students travel by car to school. Travel by bus (19%) and walking (16.7%) are the next highest transport modes.
- 67.4% of primary school students travel less than 2 kilometres to get to school.
- 47% of secondary school students live within 5 kilometres of their school, and nearly a third of secondary students (31%) travel more than 10 kilometres to get to school.



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006

The Victorian Integrated Survey of Travel and Activity (VISTA) conducted by the Department of Transport in 2007 shows that 32.8% of all journeys to destinations within Maribyrnong were by residents who also live with the municipality. A further 32.2% of journeys to Maribyrnong destinations originated within the neighbouring municipalities of either Brimbank or Mooney Valley.^{vi}

Issues that influence the travel behaviour of residents and visitors to Maribyrnong include:

- State Government policy designates Footscray as a Central Activities Area (CAA) attracting an increasing number of residents, business and services. CAA's aim to create attractive, multi use precincts and opportunities are being investigated to improve accessibility for walking, cycling, and public transport in Footscray.^{vii}
- The arterial road network operates at or near capacity during peak hours. The behaviour of road users is affected by congestion, particularly the safety of pedestrians and cyclists, and the efficiency of road based public transport.
- Freight movements through the municipality cause perceptions of an unsafe road environment, particularly in local residential streets.

- There are a significant proportion of residents from culturally and linguistically diverse (CALD) backgrounds. Safe travel messages must therefore be communicated in appropriate ways to maximise effectiveness. The choice of travel mode and the skills to travel safely are influenced by experiences in their country of origin. For example, recent research of people from CALD backgrounds living in Melbourne found that they are less likely to take up cycling in Australia than in their country of origin. Reasons given include the affordability of bikes, perceptions of greater danger due to the speed of vehicles, and the way bicycle lanes operate in Australia. The research found that local governments could consider improving the quality of bike lanes and assist people from lower income CALD backgrounds with the costs of bikes, helmets, locks and lights.^{viii}
- The number of residents in Maribyrnong aged 16-25 is lower than the Melbourne average; however a substantial number of students travel to Maribyrnong to study at Victoria University and other education facilities. There is therefore a need to tailor messages to improve the safety, accessibility and mobility of young road users.
- The Maribyrnong Annual Community Survey (2011) found that four of the top six most commonly identified issues of concern for respondents involved transport. These four issues are 'safety, policing and crime' (including travelling on trains), 'traffic management', 'car parking', and 'road maintenance and repair'. Satisfaction with volume, speed, availability of parking and the number of trucks on both the local and arterial roads decreased measurably. Survey respondents rated their satisfaction with the on and off road bike paths at an average of 6.81 (on a 10 point scale).^{ix}
- Perceptions of safety shape the behaviour of residents and visitors, and contribute to a person's decision as to which mode of transport they will use. During the consultation phase for the development of the MSTP, community members were asked about how safe or unsafe they feel while travelling through the municipality. Results show that
 - Respondents generally feel safe as a driver, passenger and a pedestrian.
 - They feel unsafe as a cyclist.

Respondents were also asked how safe they feel while travelling *near* other road users.

- As a driver or a passenger, most respondents feel safe near learner drivers, elderly road users, pedestrians and public transport users.
- They feel unsafe when they are driving or being a passenger near truck drivers, cyclists and P-Plate drivers.
- While being a pedestrian, cyclist or public transport user, respondents feel most safe near school and pre-school age children, pedestrians and cyclists.
- While being a pedestrian, cyclist or public transport user, respondents feel unsafe near truck drivers, P-Plate drivers and elderly road users.

- Use of many of Council's on and off road bicycle routes and paths has increased substantially over recent years. Bicycle counts are conducted at various locations throughout the municipality for a two hour period on a particular day each year. The locations listed in the table below have shown significant increases between the years 2008 and 2011.

Bike count location	No. of cyclists counted in 2008	No. of cyclists counted in 2011	% change 2008 to 2011
Albert St at Pilgrim St	146	161	10%
Barkly St at Droop St	70	93	33%
Buckley St at Albert St	75	102	36%
Gordon St at Essex St	20	27	35%
Gordon St at Mitchell St	21	42	100%
Hyde St at Somerville Rd	272	323	19%
Maribyrnong River Trail and Hopkins St/Dynon Rd	50	267	434%

CRASH STATISTICS

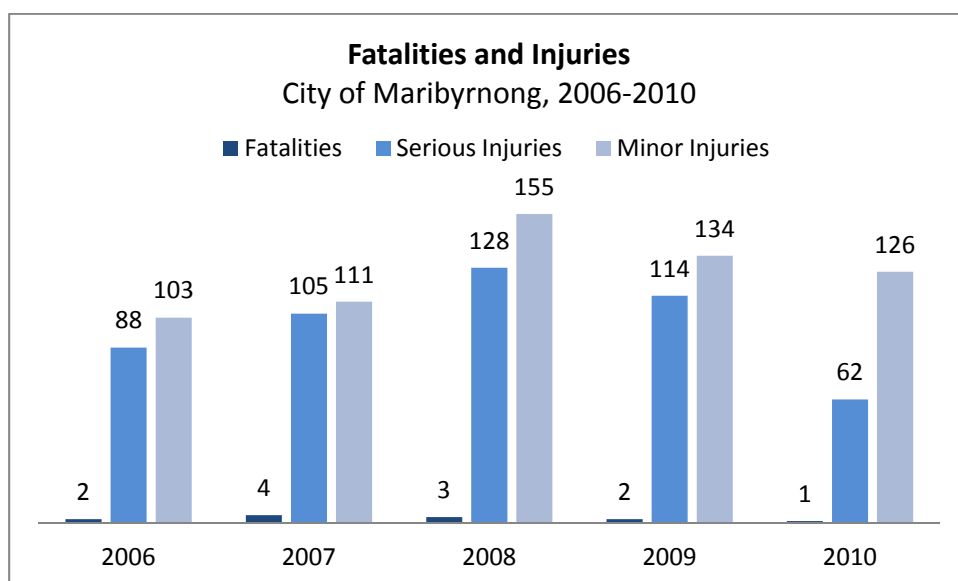
Statistics help us understand the number and characteristics of crashes within Maribyrnong; however it is important to remember that there are social and physical implications to each of the numbers discussed in this section.

The crash statistics referred to in this document have been obtained from the VicRoads 'Road Crash Information System'. The statistics only include crashes where an injury or fatality has occurred, and does not include crashes where there has only been vehicle and/or property damage^x.

Road crashes in Maribyrnong occur mainly on arterial roads and in areas of concentrated activity such as the Footscray Central Activities Area. Vulnerable road users (including pedestrians, motorcyclists and bicyclists) account for over a third of all road users killed and injured in Maribyrnong.

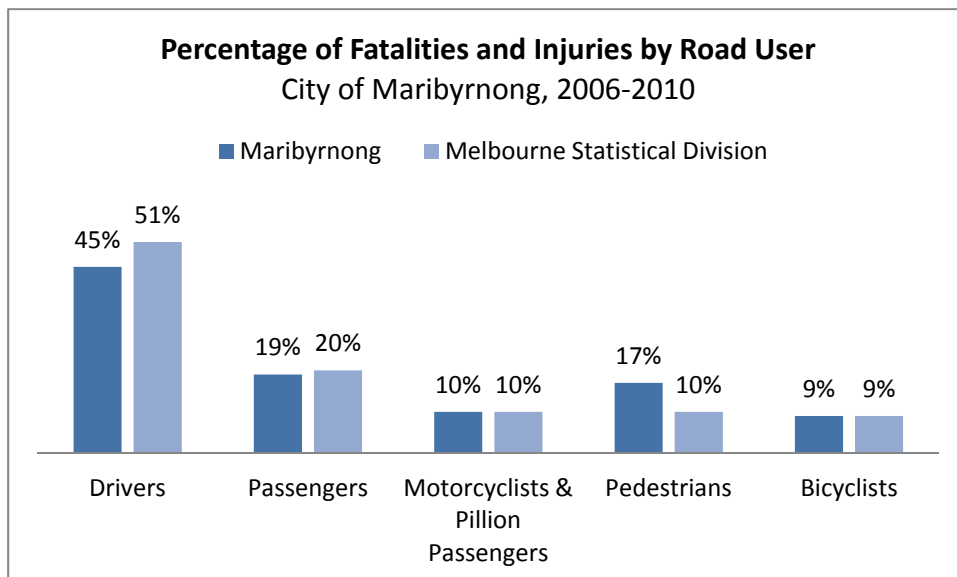
The population of Maribyrnong is forecast to increase significantly, particularly in Footscray due to the proposed substantial land use development. The number of road users will continue to climb with the increase in population living in and travelling through Maribyrnong, adding to our task of improving their safety.

Between 2006 and 2010 there were 934 crashes within the City of Maribyrnong that involved at least one fatality or injury. In these 934 crashes, 12 people were killed, 497 people sustained serious injuries, and 629 people suffered minor injuries.

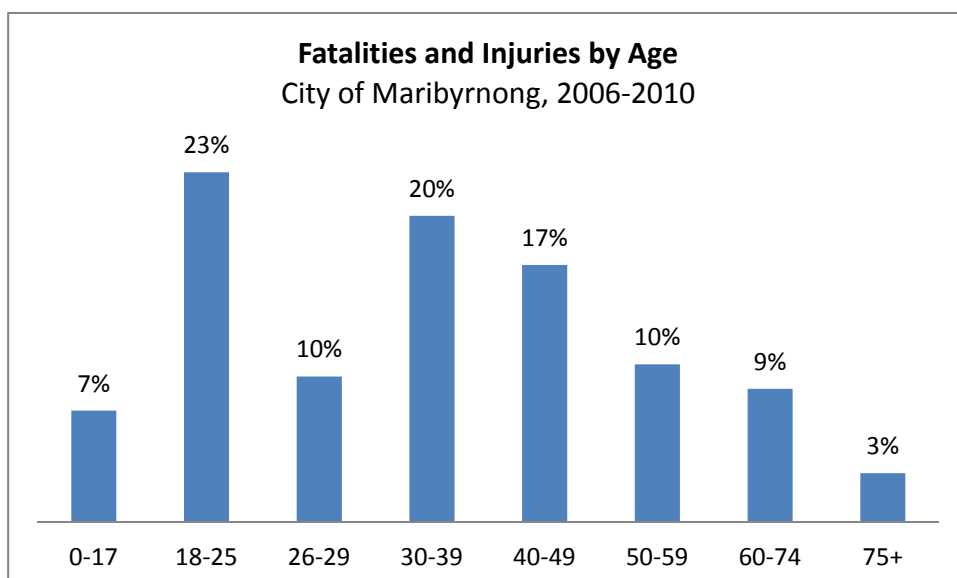


The majority of the fatalities and injuries involved drivers and passengers (64%), with pedestrians, cyclists and motorcyclists involved in the remaining 36%.

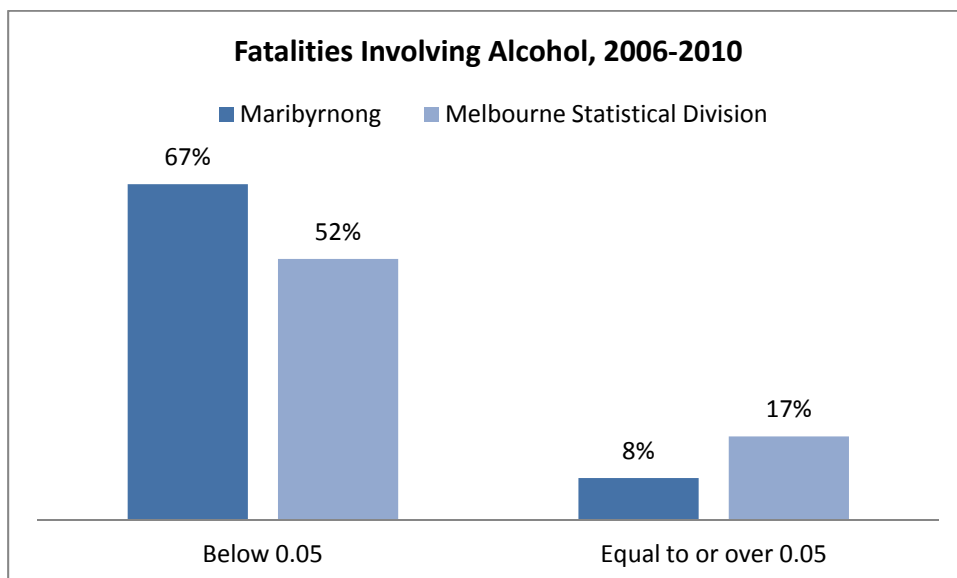
Access to a wide range of non-car based transport options in Maribyrnong (eg public transport, walking and cycling) have an impact on the type of road users injured or killed in Maribyrnong. For example, the percentage of drivers injured or killed in Maribyrnong is lower compared to metropolitan Melbourne; however the percentage of pedestrians injured or killed is higher.



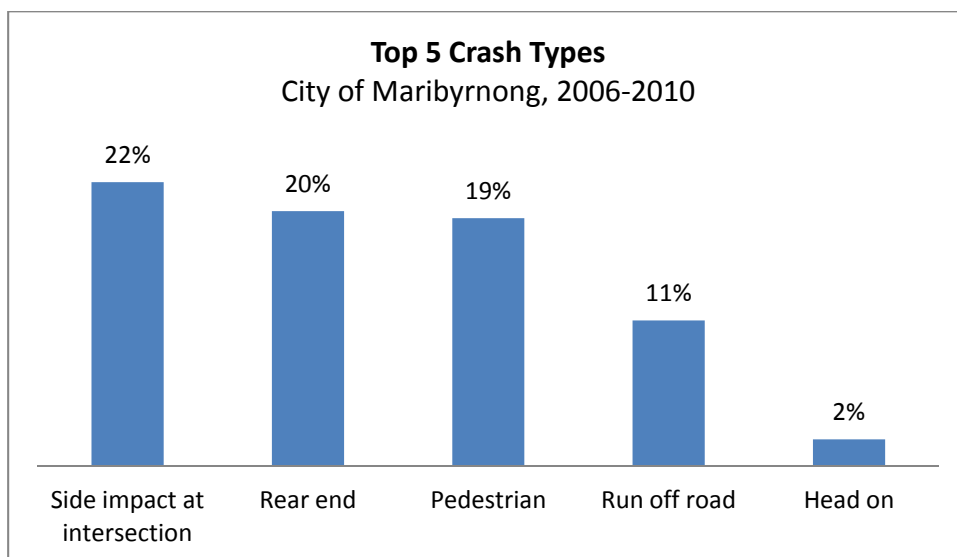
Road users aged between 18 and 25 years were involved in the highest percentage of injuries and fatalities (23%), followed by those in the 30 to 39 years age group (20%) (please note the number of years in each of the age groups used by VicRoads to obtain these statistics is uneven). Across Victoria, 28% of drivers killed in 2010 were aged between 18 and 25 years, however, this age group represents only around 14% of Victorian licence holders.



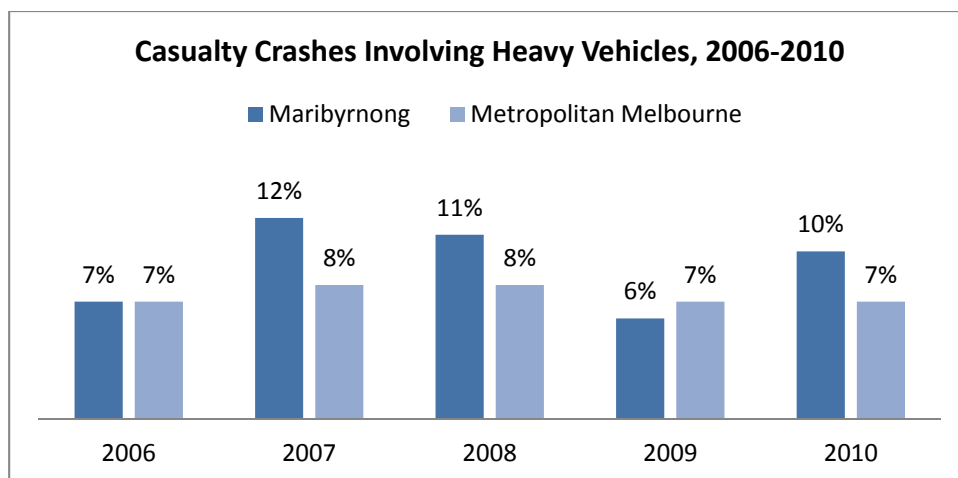
In Victoria it is illegal to drive with a Blood Alcohol Concentration equal to or over 0.05 (ie drivers must have less than 50 milligrams of alcohol per 100 millilitres of blood). Research shows that even lower amounts of alcohol can affect a driver's ability to be totally in control their actions^{xi}. During 2006-2010, alcohol was found to have been consumed by 9 of the 12 road users killed in Maribyrnong (75%). The Blood Alcohol Concentration of 8 of the 12 fatalities (67%) was below 0.05, and one (8%) was equal to or higher than 0.05.



The most common type of crash in Maribyrnong are 'side impact at an intersections', followed by 'rear end' crashes, and 'hitting a pedestrian'.

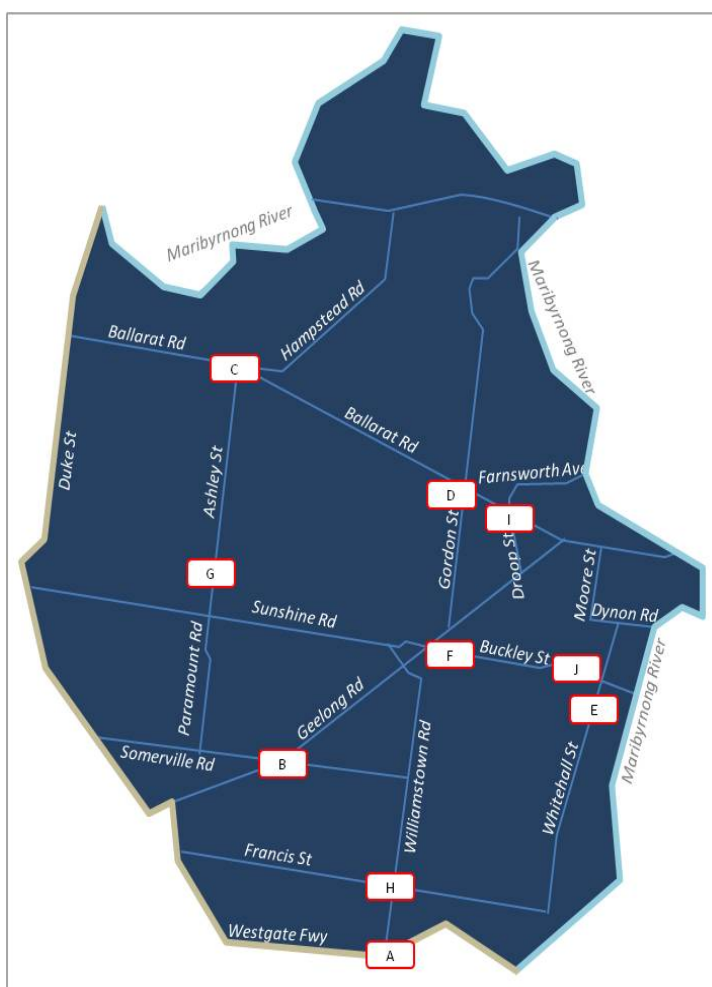


The high volume of heavy vehicles travelling through the City of Maribyrnong is a concern to many community members. From 2006-2010, the percentage of casualty crashes in Maribyrnong involving heavy vehicles range from 7% to 12%, whereas the percentage for Metropolitan Melbourne range from 6% to 8%.



The locations within Maribyrnong with the highest number of injury crashes over the past five years are listed below. The Westgate Freeway entry and exit ramp recorded the highest number of injury crashes (14) and is ranked number one in the municipality. All of the locations listed below are under the management of VicRoads.

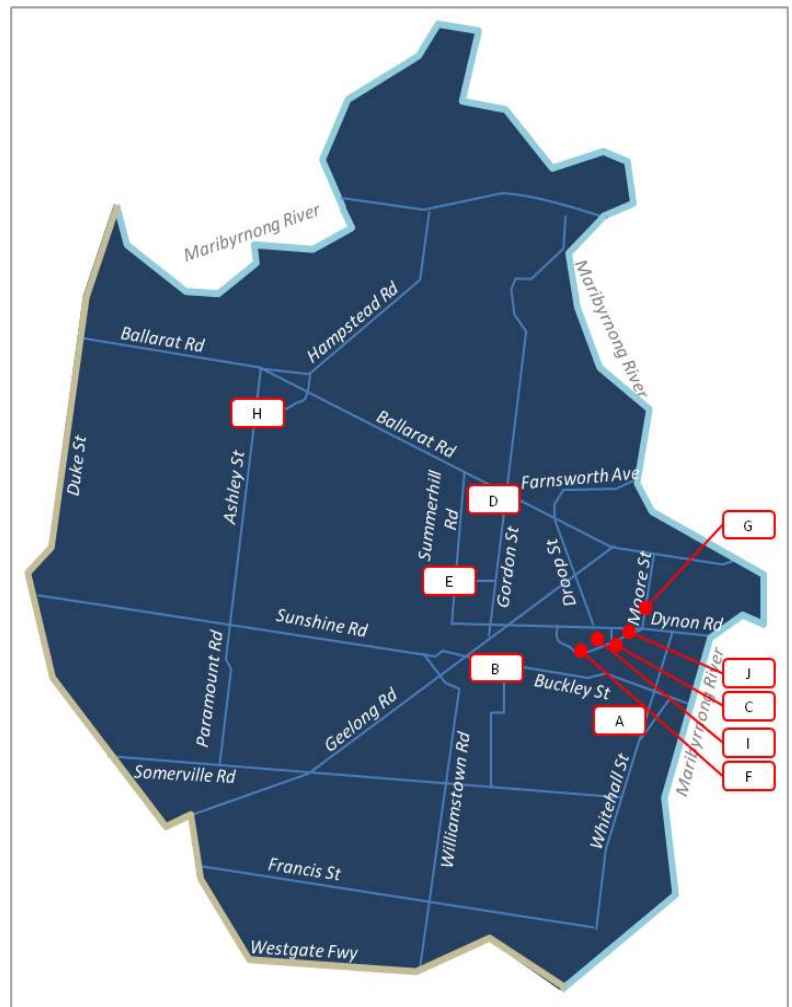
Rank	Location	No. of injury crashes, 2006-10
1	A. Westgate Freeway inbound entry and exit ramp, Yarraville	14
2	B. Geelong Road at Roberts Street, West Footscray	13
3	C. Ballarat Road at Ashley Street, Braybrook	12
4	D. Ballarat Road at Gordon Street, Footscray	11
5	E. Parker Street at Whitehall Street, Footscray	10
6	F. Buckley Street at Victoria Street, Footscray	9
	G. Ashley Street at Barkly Street, West Footscray	9
	H. Francis Street at Williamstown Road, Yarraville	9
7	I. Ballarat Road at Droop Street, Footscray	8
	J. Napier Street at Hyde Street, Footscray	8



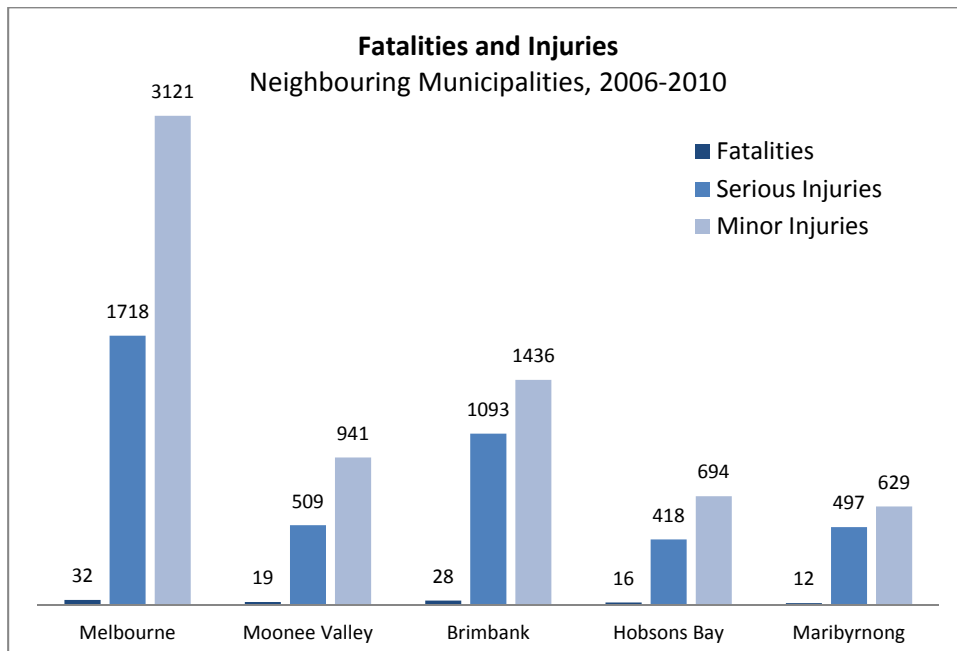
The locations on local roads with the highest number of injury crashes from 2006-2010 are Devonshire Road at Duke Street Braybrook, and Irving Street at Leeds Street Footscray (each with 6 injury crashes).

The map and list below rank the locations within Maribyrnong with the highest number of injury crashes involving pedestrians, cyclists, motorcyclists and pillion passengers from 2006 to 2010. Many of these locations are on local streets, and are concentrated in the Footscray Central Activities Area. There were eight injury crashes at the intersection of Whitehall Street and Parker Street, ranking it the number one location in Maribyrnong.

Rank	Location	No. of injury crashes, 2006-10
1	A. Whitehall Street at Parker Street, Seddon	8
2	B. Buckley Street at Victoria Street, Seddon	6
	C. Irving Street at Leeds Street, Footscray	6
3	D. Ballarat Road at Gordon Street, Footscray	5
	E. Essex Street at Summerhill Road, Footscray	5
4	F. Albert Street at French Street, Footscray	3
	G. Moore Street at Byron Street, Footscray	3
	H. Ashley Street at Churchill Avenue, Braybrook	3
	I. Paisley Street between Nicholson Street and Leeds Street, Footscray	3
	J. Irving Street east of Leeds Street, Footscray	3



Over the period 2006 to 2010, the numbers of fatalities in Maribyrnong were lowest amongst its neighbouring municipalities, and injury numbers were second lowest. It is noted however that each municipality has unique infrastructure, environment and demographic characteristics. Direct comparisons therefore cannot be made.



ACTION PLAN

The safe travel priorities for Maribyrnong have been developed based on the results of analysing crash statistics, considering the views of our community and the local, state and federal strategic priorities.

Actions have been developed to address the priority areas listed below:

PRIORITY AREA	SAFE TRAVEL CATEGORY
Lead by example	Policy management Resourcing Program implementation Evaluation
Encourage the use of sustainable transport by improving the safety of vulnerable road users	Pedestrians Cyclists Motorcyclists Public Transport patrons
Reduce likelihood of crashes occurring	Road and path infrastructure Public transport services Vehicle safety
Encourage safe behaviour by road users	Speed and fatigue Alcohol and other drugs School travel Early childhood Novice drivers Older road users
Support the community to take action on safe travel issues	Relationship with stakeholders Communications

The Action Plan guides the delivery of safe travel activities and programs over the coming 5 years. The actions are considered to be realistic and achievable given the current level of Council resources.

The MSTP follows on from the high level strategic guidance of the Maribyrnong Integrated Transport Strategy (MITS). Not all actions within MITS have been replicated within MSTP; therefore MSTP needs to be read in conjunction with MITS.

The MSTP Action Plan should be reviewed annually to ensure it is responsive to changes in policy, legislation, resources and safe travel issues.

The timelines indicated are approximate and need to be considered alongside the available human and financial resources.

Priority 1:Lead by example

Council will provide strong direction, leadership, coordination and services for the safety of all road users in Maribyrnong.

Action	Lead Council Department	Partners	Performance Indicator	Timeframe					
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	
1.1	Identify, understand and obtain the resources needed to implement the Maribyrnong Safe Travel Plan.	Civil Design and Transport	Executive Management Team	Bids submitted as part of Council's budget process and resources allocated to implement MSTP	X	X	X	X	X
1.2	Build the safe travel capacity of Council staff as well as review and implement programs that encourage staff to use sustainable and safe transport, eg Fleet Management Policy, Green Travel Plan.	Civil Design and Transport	All internal departments	Staff training attended and policies reviewed and implemented			X	X	X
1.3	Have input into Council and community policies, networks and committees to ensure safe travel issues are considered, such as Maribyrnong Safety Advisory Committee, RoadSafe Westgate, L2P Steering Committee	Civil Design and Transport	All internal and external stakeholders	Safe travel issues included in relevant policies and programs	X	X	X	X	X
1.4	Seek funding from external sources to allow for greater implementation of the MSTP	Civil Design and Transport	RoadSafe Westgate TAC Community groups	Funding applications submitted	X	X	X	X	X
1.5	Evaluate the progress of the MSTP on an annual basis, including an analysis of crash statistics, report on the actions within the MSTP that have been implemented, and comment on changes in relevant local, state and federal policy.	Civil Design and Transport	Executive Management Team	Reduction of crashes on local roads shown in annual progress reports	X	X	X	X	X

Priority 2: Encourage the use of sustainable transport by improving the safety of vulnerable road users

Council will promote the use of sustainable modes of transport as a tool to decrease the impact of transport on the environment. We will address the safety issues associated with these vulnerable road users.

Action	Lead Council Department	Partners	Performance Indicator	Timeframe				
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
<p>2.1 Encourage walking as a sustainable mode of transport, a way to reduce congestion and improve safety, eg</p> <ul style="list-style-type: none"> Implement safety related actions from the Maribyrnong Walking Strategy Support programs such as 'Walk to School Day', 'Walk to Work Day', and 'Part Way is OK' Promote safe pedestrian behaviour particularly for seniors and children, and at specific locations with a high crash history Implement the 'Safe Around Schools' program, and assist schools to implement resources such as 'Kids on the Move' 	Civil Design and Transport	Pedestrian Council of Australia VicRoads Dept Education & Early Childhood Development Schools Victoria Police RoadSafe Westgate Victoria Walks Inc	Programs developed and implemented. Evaluation conducted and programs amended to improve safe travel outcomes	X	X	X	X	X
<p>2.2 Encourage safe cycling as environmentally friendly and healthy, eg</p> <ul style="list-style-type: none"> Provide funding for school teachers to gain accreditation as BikeEd instructors and assist schools to implement the BikeEd program Improve safety of walkers and cyclists using shared paths by promoting courteous behaviour, such as pedestrians keeping to the left, and cyclists giving advanced warning of their approach. Encourage all road users to be mindful of cyclists using roads Support groups such as MazzaBug (Maribyrnong Bicycle User Group) that work with Council to promote safe cycling Implement safety related actions from the Maribyrnong Strategic Bicycle Plan 	Civil Design and Transport	Bicycle Network Victoria RoadSafe Westgate Schools MazzaBUG	Implementation and evaluation of programs and communication activities relating to safe cycling	X	X	X	X	X

Action	Lead Council Department	Partners	Performance Indicator	Timeframe				
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
2.3 Promote the use of public transport for business and personal travel as a way of reducing road congestion, improving safety and reducing the impact of transport on the environment, eg <ul style="list-style-type: none"> Update and distribute the Maribyrnong TravelSmart Map that outlines the public transport services, bicycle routes and walking paths within the municipality Promote the safe use of public transport, such as entering and alighting from trams and buses, focussing on school student, seniors and community members with reduced abilities Develop a program for the CALD community to build confidence in using public transport (ticketing, timetables, accessibility issues) 	Civil Design and Transport	Metlink Public transport operators Schools Disability Action Committee Seniors groups Community groups Schools CALD groups	TravelSmart Map updated and distributed Public transport safety activities developed, implemented and evaluated	X		X		X
2.4 Host bicycle skills and maintenance programs for adults that promote safe and confident riding.	Civil Design and Transport	MazzaBUG	Program hosted and evaluated			X		
2.5 Promote safe riding by motorcyclists, particularly regarding protective clothing and sharing the road with other road users	Civil Design and Transport	VicRoads	Motorcycle safety activities conducted and evaluated		X		X	

Priority 3: Reduce likelihood of crashes occurring

Council will improve the roads and paths within the municipality to create a safer road environment for road users of all abilities.

Action	Lead Council Department	Partners	Performance Indicator	Timeframe					
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	
3.1	Advocate for lowered speed limits on local roads particularly around high pedestrian areas such as schools, work zones and strip shopping centres. Advocate for appropriate, consistent speed limits for the local and arterial road network.	Civil Design and Transport	VicRoads	Speed limit issues identified and advocacy activities conducted	X		X		X
3.2	Audit high crash locations as well as locations where there is high community concern regarding safety. Install (or advocate for VicRoads to install) infrastructure to improve safety and accessibility, eg pram crossings, coloured and textured pavements, zebra crossings, PUFFIN technology, and ensure compliance with the Disability Discrimination Act (DDA). Consider traffic calming treatments to discourage heavy vehicles using the local road network	Civil Design and Transport	VicRoads	High crash locations identified, audited, and treatments installed Advocacy conducted for improvements at locations under the management of VicRoads		X		X	
3.3	Improve the safety, connectivity and accessibility of on and off road pedestrian and cycling paths. Consider pavement surfaces, linemarking, bicycle lanes, wayfinding signage, green walk times at pedestrian crossings, and tactile ground surface indicators. Advocate for safety improvements for pedestrians and cyclists crossing rail lines, the Maribyrnong River and arterial roads. Refer to the Footscray Access and Mobility Plan (2011) for actions specific to Footscray.	Civil Design and Transport	Operations and Maintenance Leisure and Open Space VicRoads	Locations identified and infrastructure improved			X		X
3.4	Improve the safety of pedestrians and public transport patrons by advocating for the infrastructure in the vicinity of public transport to be safe, convenient and accessible, eg installation of shelters and hard stand areas at bus stops, easy access tram stops, bicycle parking, and ensuring compliance with the Disability Discrimination Act	Civil Design and Transport	Department of Transport	Locations identified and advocacy conducted to improve the infrastructure	X				X
3.5	Continue to conduct road safety audits of streets surrounding schools, focussing on school crossings, parking	Civil Design and Transport	Engineering Projects	Road safety audits conducted and	X	X	X	X	X

Action	Lead Council Department	Partners	Performance Indicator	Timeframe				
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
restrictions, footpaths, pram crossings and DDA compliance. Install infrastructure to improve the safety of the road environment around schools	Transport	Parking and Local Laws	infrastructure improvements installed					
3.6 Advocate for all new developments to include adequate infrastructure for pedestrians and cyclists to allow for convenient connections to facilities and services. Involve Transport staff in land rezoning decisions	Planning and Building Services	Strategy and Economic Development City Design and Place Making Civil Design and Transport Developers	Planning policies and permits consider the needs of pedestrians and cyclists	X	X	X	X	X
3.7 Conduct road safety audits of new Council road infrastructure projects at the design and pre-opening stages	Civil Design and Transport	Engineering Projects	New road infrastructure projects audited at design and pre-opening stages	X	X	X	X	X
3.8 Audit the areas in the vicinity of Council's Early Years Centres and improve their safety and accessibility, eg pram crossings, signage, barriers, crossovers, car parking, bike and pram parking	Civil Design and Transport	Family Services and Community Projects	Locations audited and infrastructure improved					X
3.9 Promote the purchase of vehicles with a 5 Star ANCAP rating and a high Used Car Safety Rating Encourage businesses within the community to develop fleet policies to guide the purchase or lease of safe company vehicles	Civil Design and Transport	Communications Businesses	Communications activities conducted Fleet policies developed				X	

Priority 4: Encourage safe behaviour by road users

Council will highlight the factors that lead to crashes and encourage residents and visitors to travel through Maribyrnong safely.

Action	Lead Council Department	Partners	Performance Indicator	Timeframe				
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
<p>4.1 Promote safe travel by school and preschool aged children, eg:</p> <ul style="list-style-type: none"> • Work with RoadSafe Westgate to implement child restraint checking activities in the community • Encourage child care centres and preschools to participate in the 'Starting Out Safely' program (delivered on behalf of VicRoads by Kindergarten Parents Victoria) • Continue to implement the 'Safe Around Schools' program, particularly the development of school travel plans; communication activities with students, parents and teachers; improvement of road and path infrastructure around schools; implementation of the 'Kids on the Move' program, and enforcement of parking restrictions • Encourage travel to and from school by safe, sustainable and active modes of transport, through programs such as 'Part Way is OK', 'Ride to School Day', and 'Walk to School Day' 	Civil Design and Transport	RoadSafe Westgate VicRoads Child care centres Preschools Schools Department of Education and Early Childhood Development Kindergarten Parents Victoria	At least one 'Safe Around Schools' program delivered and evaluated each year Active support given for preschool programs Other programs targeting school and preschool aged children implemented and evaluated	X	X	X	X	X
<p>4.2 Undertake activities that highlight the correlation between speed and road crashes, eg</p> <ul style="list-style-type: none"> • Disseminate speed related information to audiences at existing programs and events, eg Fit to Drive, Wheels in the West, seniors programs • Use speed advisory trailers in local streets and in school speed zones to remind motorists to slow down • Work with Victoria Police to identify locations with high speed and advocate for enforcement • Use local media to promote anti speed messages to the community • Continue to work with RoadSafe Westgate to place its mobile billboard within Maribyrnong with speed messages 	Civil Design and Transport	Victoria Police Community groups Communications RoadSafe Westgate	Targeted speed messages disseminated to appropriate audiences Speed trailer placed in at least 20 locations per year	X	X	X	X	X

Action	Lead Council Department	Partners	Performance Indicator	Timeframe				
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
<p>4.3 Undertake activities that highlight the dangers of travelling while under the influence of alcohol and other drugs, eg:</p> <ul style="list-style-type: none"> Continue to support the 'Looking After Our Mates' program being implemented in schools, businesses and sporting clubs in Maribyrnong Incorporate information about drink and drug driving into existing programs, particularly those targeting youth, eg Wheels in the West, and Fit to Drive Provide information through appropriate local media, existing networks and communication channels about drink and drug driving 	Civil Design and Transport	RoadSafe Westgate Victoria Police Community groups	Targeted drink and drug driving messages disseminated to appropriate audiences	X	X	X	X	X
<p>4.4 Implement activities that target the over representation of young road users in crashes, eg</p> <ul style="list-style-type: none"> Continue to implement Wheels in the West ('L2P' program), which assists Learner drivers to achieve the mandatory 120 hours of supervised driving practice Continue to work with RoadSafe Westgate to place its mobile billboard within Maribyrnong with novice driver and hoon behaviour messages Support RoadSafe Westgate to implement novice driver programs in secondary schools and sporting clubs, that address issues such as hooning, seatbelt wearing, speed, alcohol, drugs, distractions and the Graduated Licensing System, eg 'Fit to Drive', and 'Looking After Our Mates' 	Civil Design and Transport Youth Services (Wheels in the West program)	RoadSafe Westgate	<p>Increased the number of 'Fit to Drive' and 'Looking After Our Mates' programs delivered</p> <p>Number of Learner Drivers and volunteers successfully participating in the 'Wheels in the West' program</p> <p>Targeted novice driver safety messages communicated to the community</p>	X	X	X	X	X
<p>4.5 Deliver programs that promote safe travel by senior residents, and that address physical and cognitive changes in older road users, eg</p> <ul style="list-style-type: none"> 'Years Ahead' program 'Community Mobility' program Seniors Expo 	Civil Design and Transport	Aged and Diversity RACV Occupational Therapists RoadSafe Westgate	At least one seniors program delivered per year	X	X	X	X	X
<p>4.6 Improve the safety of road users who travel in the vicinity of freight vehicles, eg work with the Department of Transport and VicRoads to develop a Principal Freight Network Plan to allow for efficient and safe freight transportation while reducing the impacts on the local</p>	Civil Design and Transport	Department of Transport VicRoads	Principal Freight Network Plan developed			X		

Action	Lead Council Department	Partners	Performance Indicator	Timeframe					
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	
amenity									
4.7	Conduct education and communication activities that promote safe travel by road users from CALD backgrounds. Focus on drivers who hold international licenses and discourage driving in unregistered vehicles	Civil Design and Transport	CALD groups Tertiary education facilities RoadSafe Westgate Victoria Police	Appropriate communication methods identified and activities conducted			X		X
4.8	Consider implementing other behaviour change programs within the community, eg: <ul style="list-style-type: none"> • Transit - program for Grade 6 students transitioning to secondary school, focussing on safe, sustainable and independent travel • Court Room Drama – excursion activity for senior secondary school students regarding the criminal justice processes involved in culpable driving cases (this program should support other novice driver programs such as Fit to Drive, and not be a stand-alone activity) • PARTY – program delivered at the Alfred and Royal Melbourne Hospitals that discuss the physical and emotional consequences of risky behaviour • Wiser Driver - 4 week program for senior road users regarding the age related physical and cognitive changes that affect driving • Keeping Safe and Mobile – seminar aimed at preparing senior road users to plan for their future mobility needs 	Civil Design and Transport	RoadSafe Westgate Schools Seniors groups	Programs researched to determine if they meet the needs of the Maribyrnong community. Implementation and evaluation of appropriate programs		X	X	X	X

Priority 5: Support the community to take action on safe travel issues

Council will promote ownership of safe travel at a community level by reinforcing links between key stakeholders and community groups.

Action	Lead Council Department	Partners	Performance Indicator	Timeframe				
				Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
5.1 Identify professional and community stakeholders with common goals and work together to implement safe travel activities. This will reduce duplication, share resources and increase community involvement. For example, consider forming a network of representatives from schools throughout the municipality to assist with sharing information and implementing school safe travel projects.	Civil Design and Transport	All internal and external stakeholders	Stakeholders identified and recorded. Relationships with stakeholders strengthened and safe travel programs collaboratively implemented	X	X	X	X	X
5.2 Widely communicate information about 3 safe travel issues per year. Ensure communication methods consider the different needs of seniors, youth, community members from CALD backgrounds and those with disabilities.	Civil Design and Transport	Communications	Communications Plans developed and implemented.	X	X	X	X	X
5.3 Identify and utilise networks and communication channels for the distribution of safe travel information, eg <ul style="list-style-type: none"> • Maribyrnong Early Years Alliance • Healthy Community Program • Community events and festivals • Schools and Holiday programs • Professional stakeholders, eg RoadSafe Westgate, VicRoads, other municipalities, and TAC • Community groups, particularly CALD, youth, seniors and disability groups Engage with these groups to create a 'whole of community' approach to safe travel	Civil Design and Transport	All internal and external stakeholders	Communication channels identified and used to disseminate safe travel information	X	X	X	X	X
5.4 Promote the opportunities for residents, businesses and community groups to participate in road safety programs and utilise resources from other agencies, eg TAC Community Road Safety Grants, Starting Out Safely, Keys Please, and How Safe Is Your Car	Civil Design and Transport	VicRoads TAC Businesses Community Groups Education institutions	Program, resources and funding opportunities identified and communicated through appropriate channels		X		X	

ACKNOWLEDGEMENTS

Maribyrnong is grateful for the funding from the Transport Accident Commission, through their Community Road Safety Grants program, that has enabled this document to be developed.

Council is appreciative of the efforts of individuals from the following organisations, as well as community groups and residents, who have provided valuable knowledge and skill during the development of the Maribyrnong Safe Travel Plan:

Victoria Police

VicRoads

Department of Transport

RoadSafe Westgate

Officers from Maribyrnong City Council

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