



Maribyrnong City Council Road Safety Strategy 2021 - 2030

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Message from the Mayor, Cr Michael Clarke

Our city is growing rapidly and to keep step with this growth it is imperative that we have an ambitious and sustainable infrastructure plan that will ensure that we remain a liveable city today and into the future. We are committed to delivering infrastructure that will keep our community safe and connected. To achieve this requires a transport system that functions efficiently.

We have a highly connected network of roads and a well patronised public transport system, including trains, trams and buses. However, our current transport system is under significant pressure and demand will continue to rise with population growth, which is expected to increase from around 90,000 people (in 2018) to over 150,000 in 2041.

As we endeavour to deliver a transport system that is convenient, safe, equitable and sustainable, we ensure you that community safety is our top priority.

Over the five year period between 2014 and 2018, 280 people were seriously injured and 14 people were killed on roads in the City of Maribyrnong. To assist us in reducing these numbers, we have designed this Strategy to help ensure we maintain this progress and keep our community safe. Council is investing in an ongoing transformation of the City of Maribyrnong's roads and public places to achieve safe and improved conditions for bicycle riding, including routes and areas separated from vehicles.

We have studied the data that allows us to see the various crash types that are occurring, their frequency, when they are occurring, where they are taking place in our city, the conditions of the crashes, and who is involved. We received tremendous support in developing this Strategy and have spent time engaging with our community to ensure we have identified actions that will reduce road accidents and trauma in Maribyrnong.

Here are just a few things that we know we need to do:

- **Leadership and best practice:** We are committed to using internationally recognised best practice for road safety in everything we do relating to the road network, including planning, designing, building and managing our road network.
- **Safer roads and streets:** We will prioritise our investments and activities to address the highest risks and achieve the best possible outcomes based on engineering evidence, our experience of managing the road network and community feedback.
- **Active and public transport:** Walking, cycling and public transport are critical to a sustainable transport system and a healthy community. We will aim to reduce car dependence and reduce risks for vulnerable road users.
- **Safe speeds:** Our focus as managers of local roads will be to achieve safe speeds on streets in order to protect vulnerable road users, encourage sustainable transport and make our streets enjoyable places to be rather than just thoroughfares for traffic.
- **Shared responsibility:** Creating a safe road network is everyone's responsibility. Businesses, organisations, communities and individuals, along with Maribyrnong City Council, all have a role to play in moving Towards Zero.



Our Vision

Our vision is to ensure safe travel for the Maribyrnong community and our visitors. We will continue to reduce trauma and use the Safe System approach to help us achieve our goal of zero fatalities and serious injuries. The Safe System comprises of four interacting elements which encompass all factors that contribute to a crash.

We are aiming for:

- **Safer Roads** - by making roads, paths, tracks and other transport infrastructure as safe as possible
- **Safer Speeds** - by encouraging people to travel at safe speeds
- **Safer People** - by encouraging safe travel behaviour to minimise personal risks and risks to others
- **Safer Vehicles** - by promoting the use of vehicles that are safer for drivers, passengers and other people.

This Road Safety Strategy describes how we will use the Safe System approach and at the same time recognise how important it is to:

- Support active transport, such as walking and cycling, which is extremely important for a healthy and sustainable community and requires special consideration of the vulnerability of pedestrians and cyclists
- Work with our road safety partners, such as the police and health services, to achieve more than we would if we worked in isolation
- Listen to and engage with our community so that the community can contribute to the success of road safety initiatives.

Road safety improvements often support other council and community aspirations, and can deliver real benefits in important areas such as the environment. For example, encouraging active transport, public transport and car sharing discourages car dependency and reduces greenhouse gas emissions and other pollutants.

Safer speeds can have a similar effect on emissions by smoothing traffic flow and removing stop-start driving. In addition, the use of newer, safer, vehicles is encouraged and these tend to be cleaner and more efficient.

This Strategy is not a stand-alone document. It is part of a suite of Council strategies and plans that together help to promote a vibrant, diverse and progressive city that strives for a sustainable future.

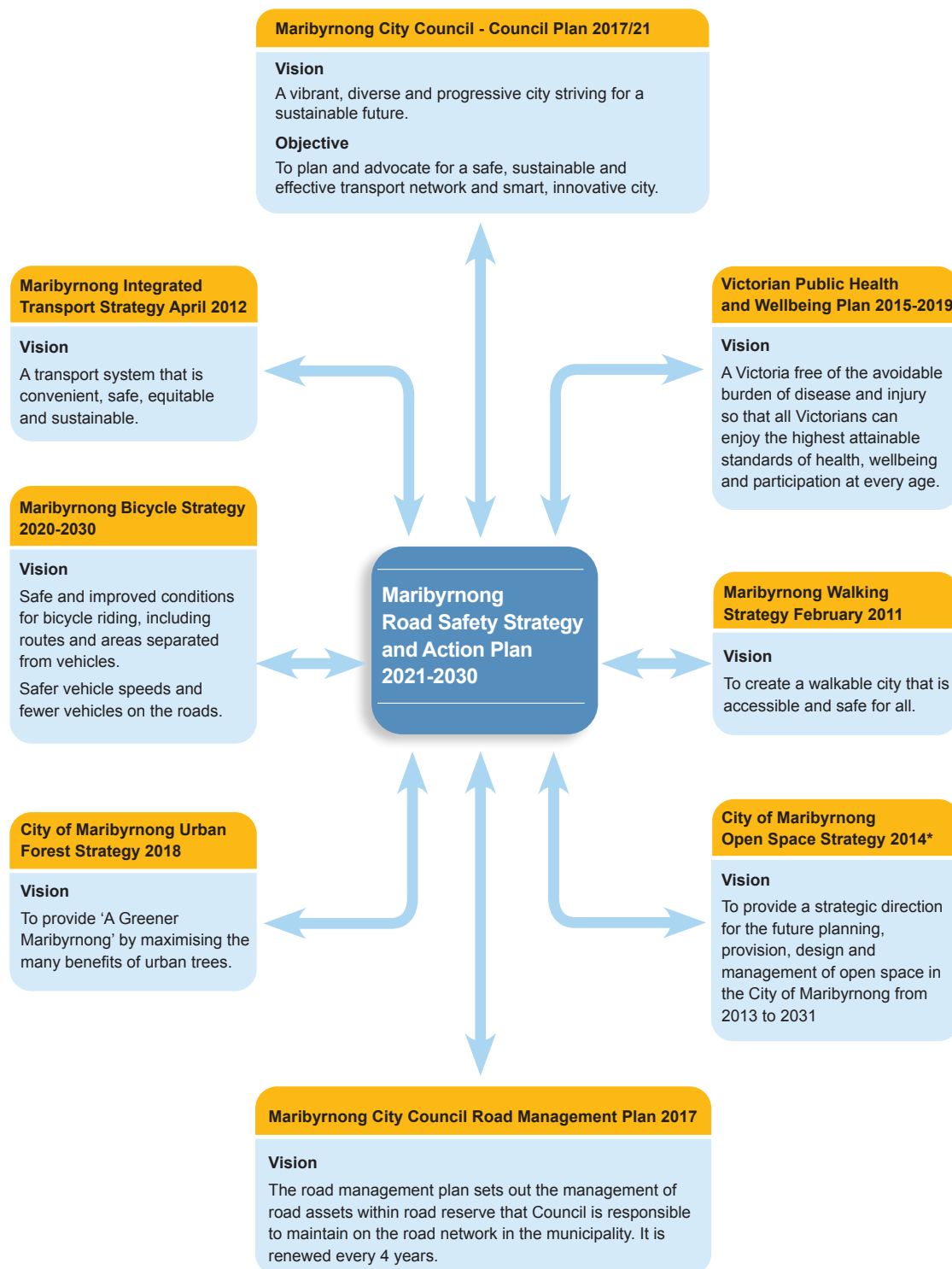


Figure 1: Road Safety in Maribyrnong's Plans and Strategies

*Open Space Strategy 5 Year Review Addendum Report June 2020



Travelling in the City of Maribyrnong

The City of Maribyrnong is an inner suburb of metropolitan Melbourne, approximately 8km west of the CBD. We are located on the main corridor linking central Melbourne with the substantial growth regions to the west and have several road and rail links to the important regional centres of Geelong and Ballarat. We have a highly connected transport network of roads and a well patronised public transportation system, including trains, trams and buses.

Our local roads are busy and there are high volumes of through traffic on the arterial roads including significant freight movements. Many of the east-west routes are narrow and highly congested and the heavy truck traffic creates significant adverse impacts on the amenity of local communities. The two main north-south routes through the city are disjointed and inefficient.

Major interstate, intra-state and suburban rail routes converge on Footscray and provide the core of an excellent and well patronised public transport system. The two tram routes (57 and 82) have the potential to provide faster and more frequent services linking key development areas. There is also an opportunity for greater provision and frequency of buses provided the challenges of increasing traffic congestion can be resolved.

Maribyrnong's transport system is under significant pressure and demand will continue to rise with population growth which is expected to increase from approximately 90,000 (in 2018) to over 150,000 in 2041. This represents a major challenge as we endeavour to deliver a transport system which is convenient, safe, equitable and sustainable.

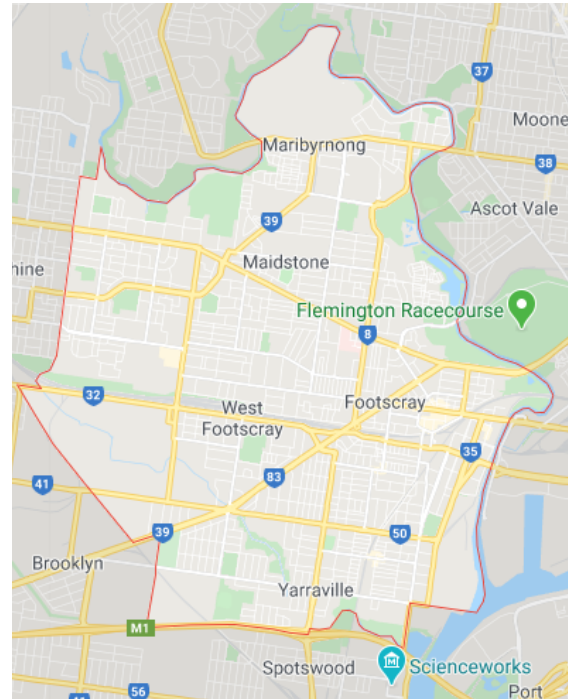


Figure 2: City of Maribyrnong



Federal and State context

Our Road Safety Strategy aligns with both Federal and State road safety aspirations to ensure that no one is seriously injured on our roads - Towards Zero. It acknowledges that we all face risks on our roads, but our choice to use the road shouldn't cost us our lives.

We need to ensure that we have a safe transport system in place, one that protects us from our own mistakes and the mistakes of others.

Towards Zero road safety principles are in place across most Australian states and territories. Overseas, many other countries have adopted the same principles (also known as Vision Zero) including Sweden, Canada, United Kingdom, France, Norway and many large cities in the United States.

For this strategy, crash data over a five year period between 2014 and 2018 was analysed to identify crash types, crash conditions and trends. Over this period there have been 280 serious injuries and 14 fatalities (see Fig 3). There has been a decrease in serious injuries and an increase in fatalities.

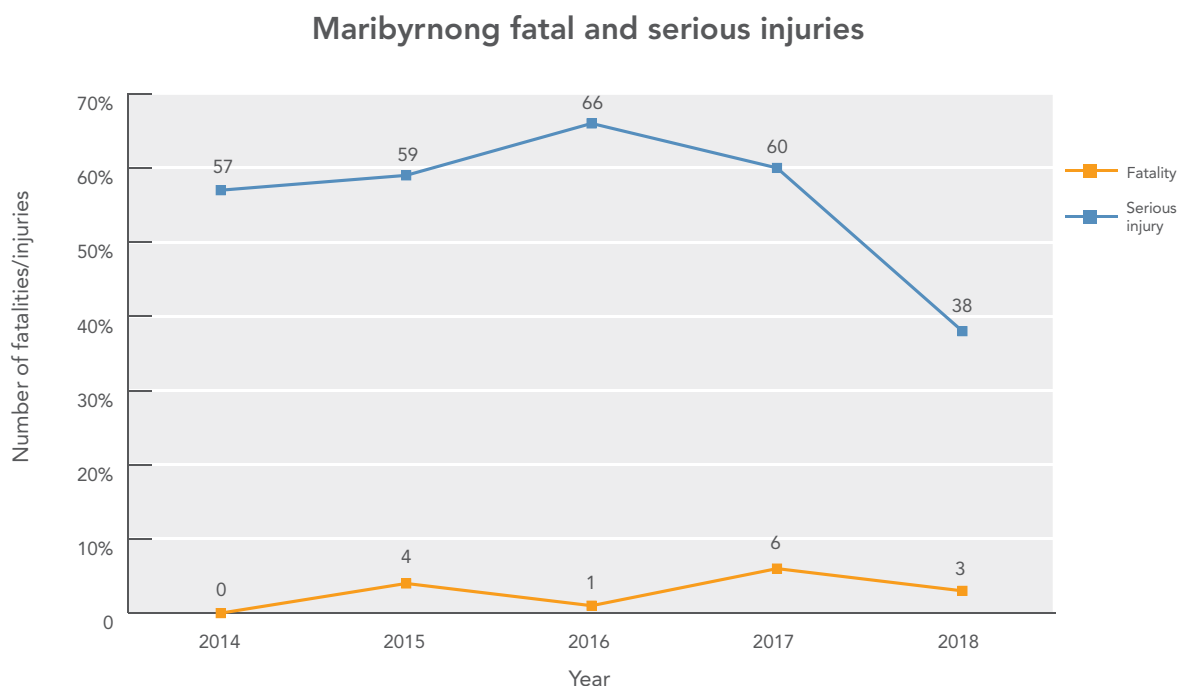


Figure 3: Fatal and serious injuries in the City of Maribyrnong

Although we are making gradual improvements, we know that it is becoming increasingly difficult to maintain progress. That is why we have this strategy. We want to keep our focus on making progress, ensure that we are deploying the best road safety practices and work with our local community to make our roads safer.



What's happening on our roads?

To understand what is happening on our roads we carried out an extensive analysis of road safety data available for the most recent five years (2014-18). This provided insights into the types of crashes, when and where they were happening, the conditions at the time, and what road users were involved.

What does the crash data show?

Where are the crashes happening?

Between 2014 and 2018 there were 280 serious injuries and 14 fatalities on our roads.

Fatal and serious injury crashes are most likely to happen in two types of locations:

1. Where high volumes of traffic are moving at high speed and vehicles are able to cross paths – for example, arterial roads and at their intersections with local roads; and
2. Where there are significant movements of motor vehicles in close proximity to pedestrians and cyclists – for example, higher speed local roads (50km/h).

Figure 4 shows Maribyrnong's crash hotspots.

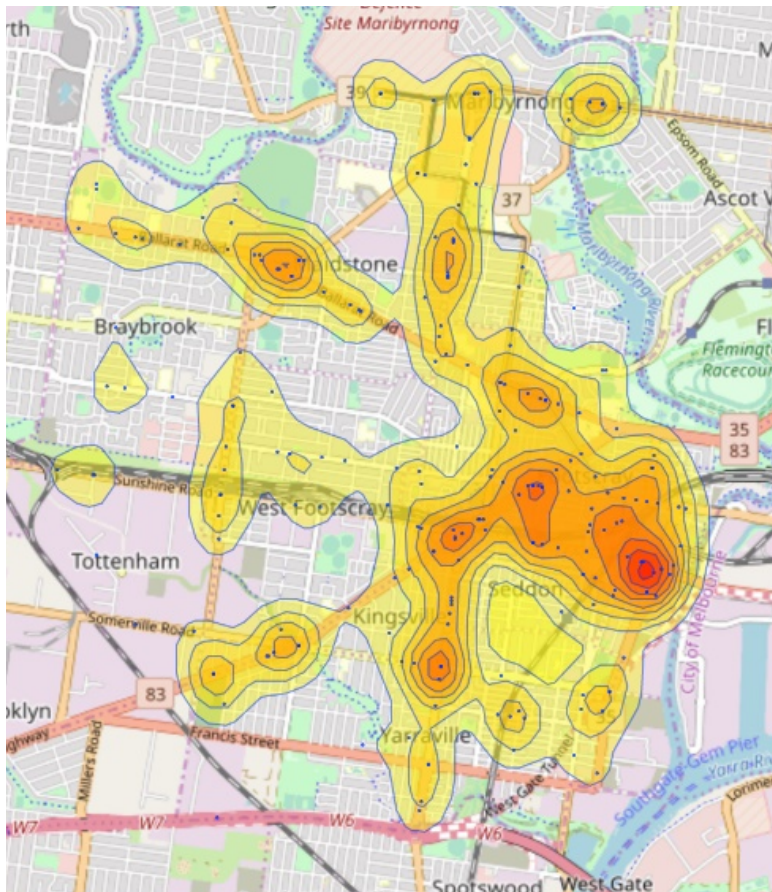


Figure 4:
Heat Map showing
crash hotspots in
City of Maribyrnong

One third of fatal and serious injury crashes happen on local, council roads and the other two thirds happen on arterial roads. Figure 5 shows that most fatal and serious injury crashes occur in 60km/h zones where arterial roads predominate. For local roads the highest risks are in 50km/h zones.

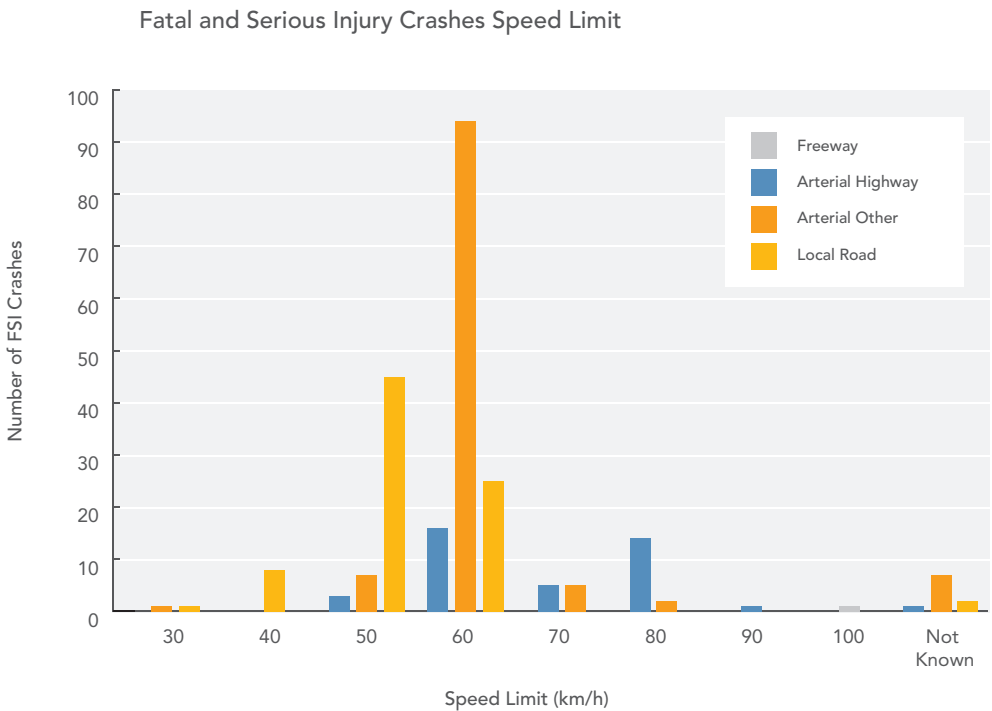


Figure 5: Fatal and serious injury crashes by speed limit in City of Maribyrnong

What are the most common types of crashes?

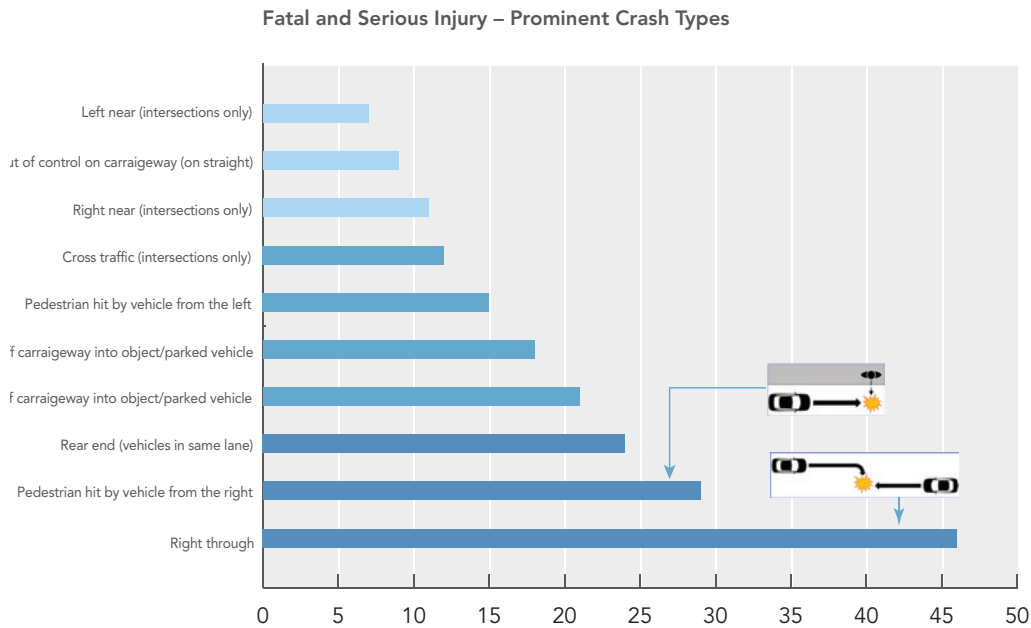


Figure 6: Fatal and serious injury crash types in Maribyrnong City Council

The most common crash type involves vehicles turning right into oncoming traffic. This is the case for all vehicles, including motorcycles and bicycles, except for lights vehicles (such as vans) which are more likely to have a rear end crash. The second most prominent crash type involves pedestrians being struck by vehicles approaching from the right, usually when crossing the road.

Who is involved in crashes?

Figure 7 shows how the total number of fatal and serious injuries are distributed across different road users. A significant proportion of injuries are suffered by vulnerable road users, including pedestrians and riders, and the majority of these crashes happen on roads with speed limits of 60km/h and 50km/h.

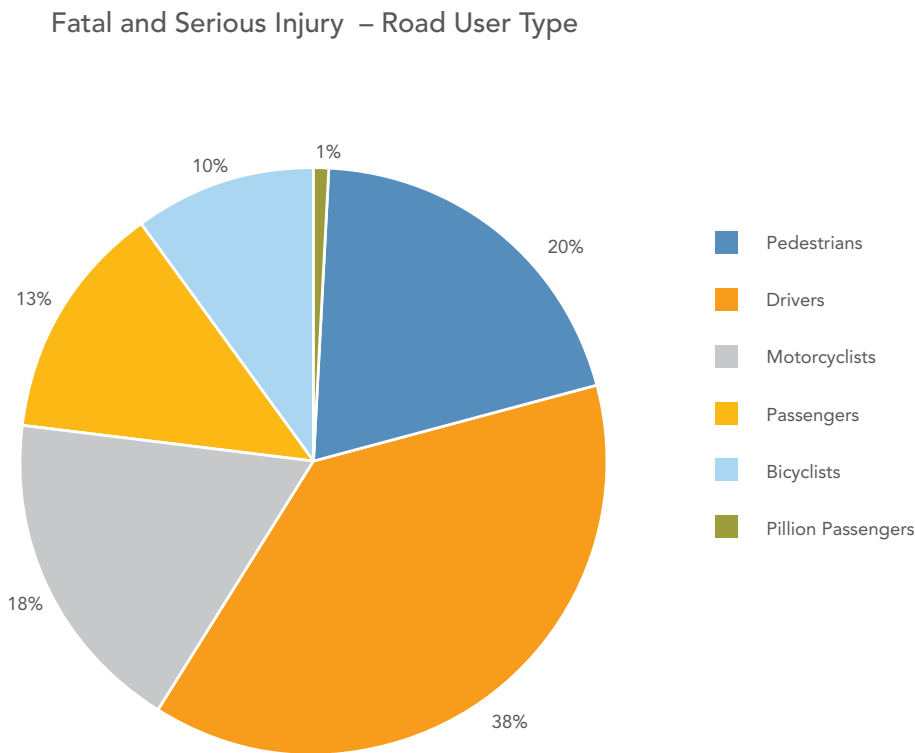


Figure 7: Proportion of fatal and serious injuries by road user type

While the distribution of fatal and serious injuries (Figure 8) approximately follows the age demographics of Maribyrnong’s population, some age groups are disproportionately represented (Figure 9).

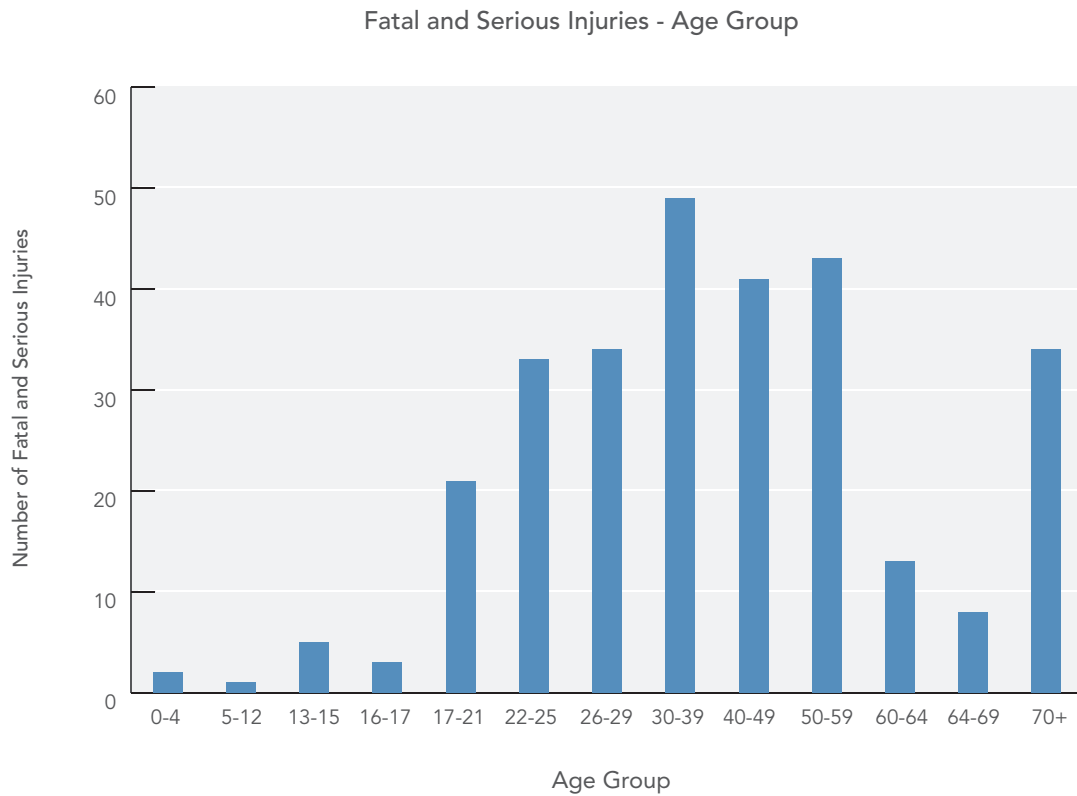


Figure 8: Crashes by age group

The younger and older age groups are more vulnerable. Young people aged between 15-24 years are 1.3 times more likely to suffer trauma than the population size would suggest. People aged over 70 years are 1.7 times more likely to suffer trauma.

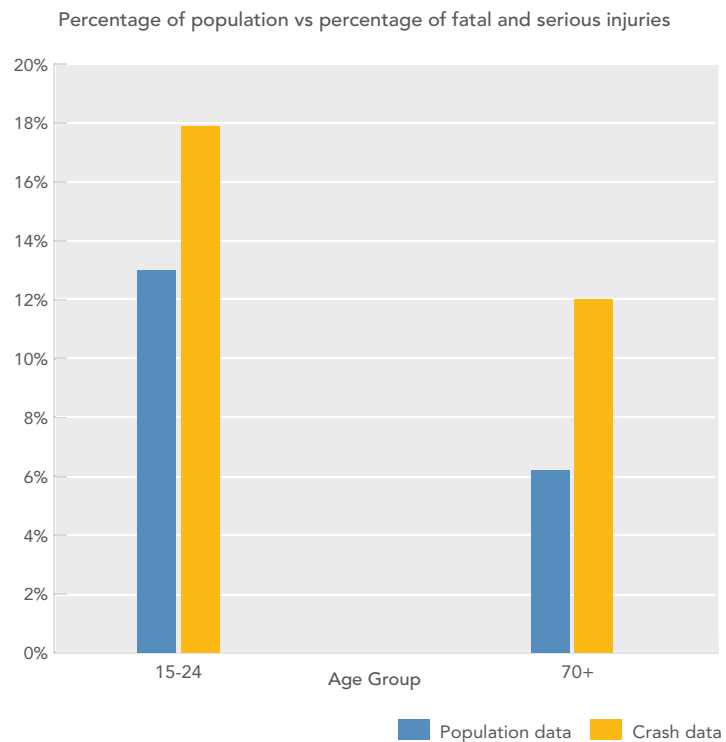


Figure 9: Percentage of population and percentage of fatal and serious injuries by age group



Other crash characteristics

Crash data analysis tells us a lot about what is happening on the roads, and it shows that no exceptional or unusual circumstances lead to crashes. When lots of people are moving about in proximity to each other, human error can lead to collisions which can result in injury – this is often a statistical inevitability rather than a specific problem with the road or the weather conditions.

Here are some more statistics from the five year period between 2014 and 2018.

- Crashes are fairly evenly distributed across days of the week with weekdays being slightly higher, generally in line with the amount of traffic on the roads
- Crashes occur most often during peak hour traffic flows, 8:00-10:00am and 3:00-6:00pm
- Over 80% of crashes happen in dry conditions
- Most bicycle and motorcycle crashes occur during weekdays, suggesting this is an issue for commuters rather than leisure riders.

What did you tell us?

Our Road Safety Strategy and Action Plan belongs to all of us. Together we need to identify the issues that matter to us and develop an action plan that prioritises how we allocate our effort and resources. We asked for your input through an online survey and the response was excellent. We received over 600 responses, the vast majority of these from residents of Maribyrnong.

The survey provided valuable information to supplement our crash data and enable us to focus on road safety issues that concern our community. This is what you told us:

Travelling in Maribyrnong

Maribyrnong residents are generally active with 90% of people walking and 30% cycling at least a few times a week. Public transport is popular with 40% using the train at least a few times a week, over 10% using the bus and a similar percentage using the tram. The car is used regularly with 80% of people driving at least a few times a week, but motorcycle usage is low with less than 5% riding regularly.



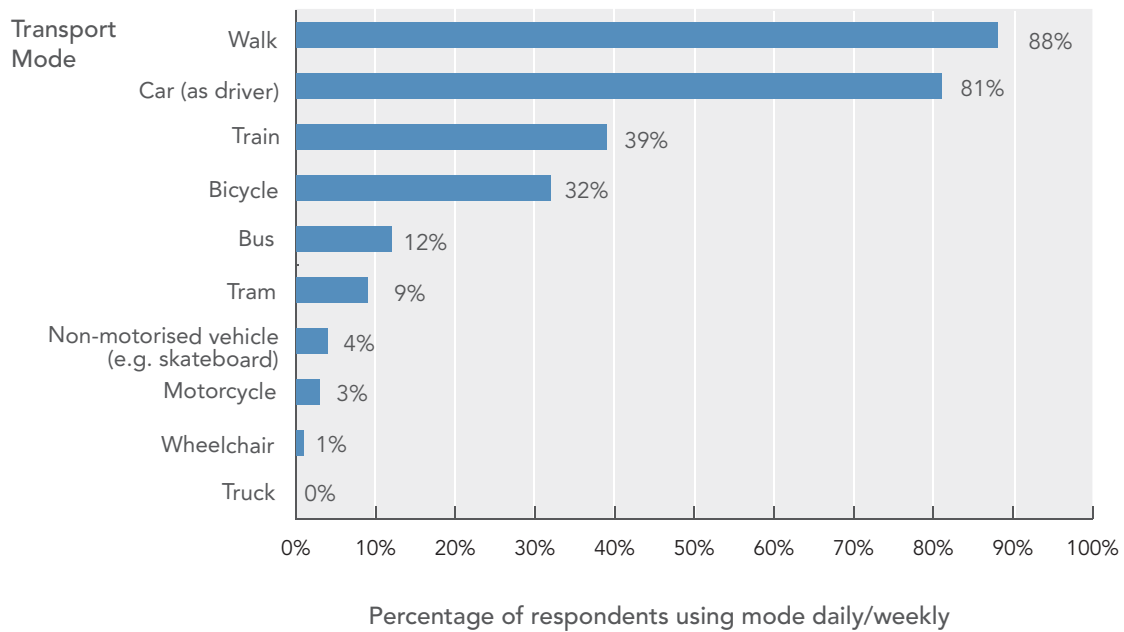


Figure 10: Percentage of respondents who used various modes of transport frequently

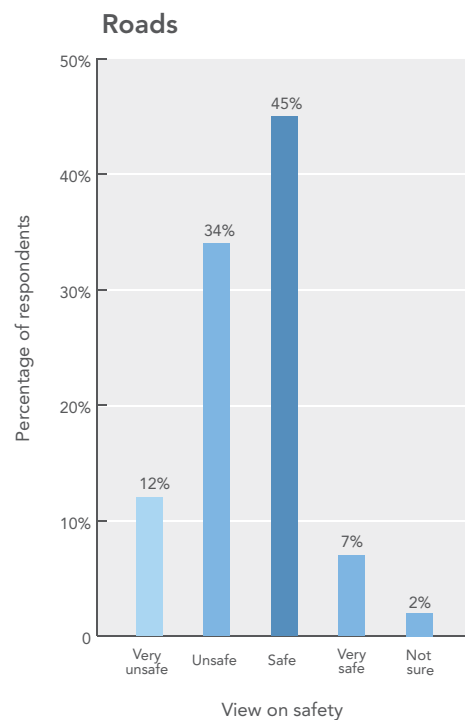
Many people are not satisfied with the safety of roads, footpaths and cycling facilities

Roads

With regards to roads, 46% of people felt that roads were either unsafe or very unsafe.

The majority of concerns were around the presence of trucks, particularly in residential areas, the risk they pose to other vulnerable road users and the damage they cause to road surfaces. Many people mentioned low quality and deteriorating road surfaces.

Figure 11: Community views on levels of safety of roads

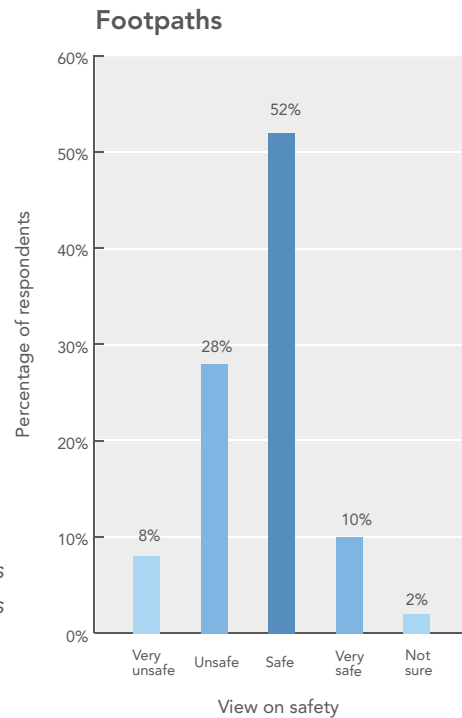


Footpaths

With regards to footpaths, 36% felt that footpaths were either unsafe or very unsafe.

The majority of concerns were around uneven surfaces and overgrown vegetation. Many people wanted more pedestrian crossings, more accessible pedestrian crossings and higher priority for pedestrians at crossings. There was some concern about narrow paths being close to traffic.

Figure 12: Community views on levels of safety of footpaths

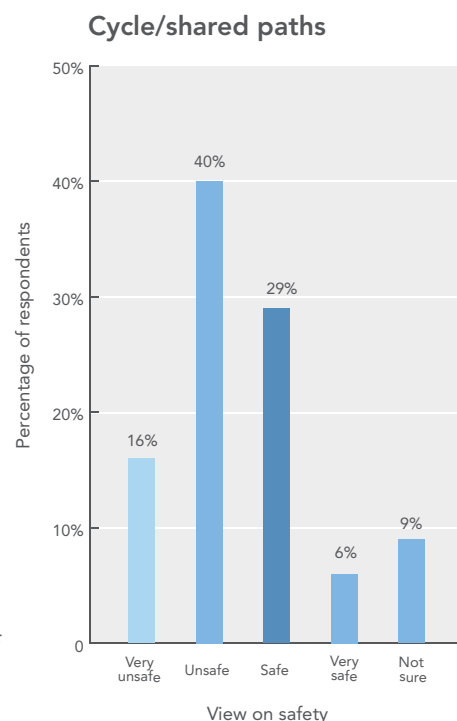


Cycle/shared paths

With regards to cycle/shared paths, 56% felt that cycle/shared paths were either unsafe or very unsafe.

The majority of concerns were around the lack of bicycle lanes and paths, and abrupt termination of paths. Many people wanted to see greater separation of bicycle lanes from road traffic, especially on routes used by trucks and pedestrians. A minority of people mentioned poor road and path surfaces.

Figure 13: Community views on levels of safety of cycle/shared paths



Most people believe that speed limits on local residential roads are about right.

Nearly 70% of respondents believe that the speed limits on local residential roads are about right. Of the remainder, the majority felt the speed limits were too high.

Of those who felt that speed limits were too high, many wanted to see more widespread use of 40km/h zones and some suggested lower speed limits of 30km/h. There was a fairly even split between those wanting more 50km/h limits on major roads and those wanting the speed limit to be 60km/h.

Many people believe that a significant proportion of other road users exhibit poor behaviour on our roads

There is broad concern across the community about road user behaviour. The main issues were around car and truck drivers not complying with road rules, failing to maintain a good driving standard and lack of consideration for other road users. With respect to trucks, there is concern about trucks breaking curfews. A small but significant number of people would like to see truck volumes reduced or trucks completely removed from our roads. Pedestrians, cyclists and residents see trucks as a risk to their safety and a blight on local amenity.

Road users are putting themselves at risk by becoming distracted

There is a growing concern around how easy it is for road users to become distracted with most people identifying mobile phones as the biggest distraction. In our survey, nearly one in three people admitted to using their phone whilst crossing the road in the last month, and one in seven people had used their phone whilst driving.

Many people do not believe that riding a bicycle in Maribyrnong is safe

More than half of survey respondents felt that riding a bicycle in Maribyrnong is not safe. The main reasons are a lack of connected and direct bicycle lanes and pathways, and close proximity to motor vehicles, especially trucks.

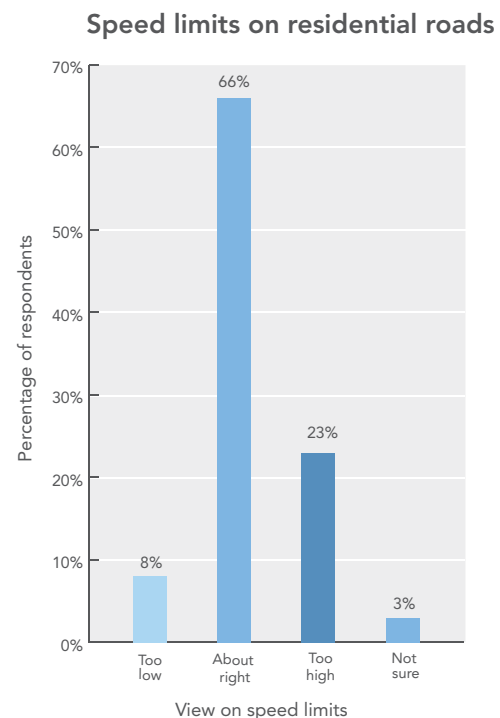


Figure 14: Community views on speed limits on residential roads

The community told us what our road safety priorities should be

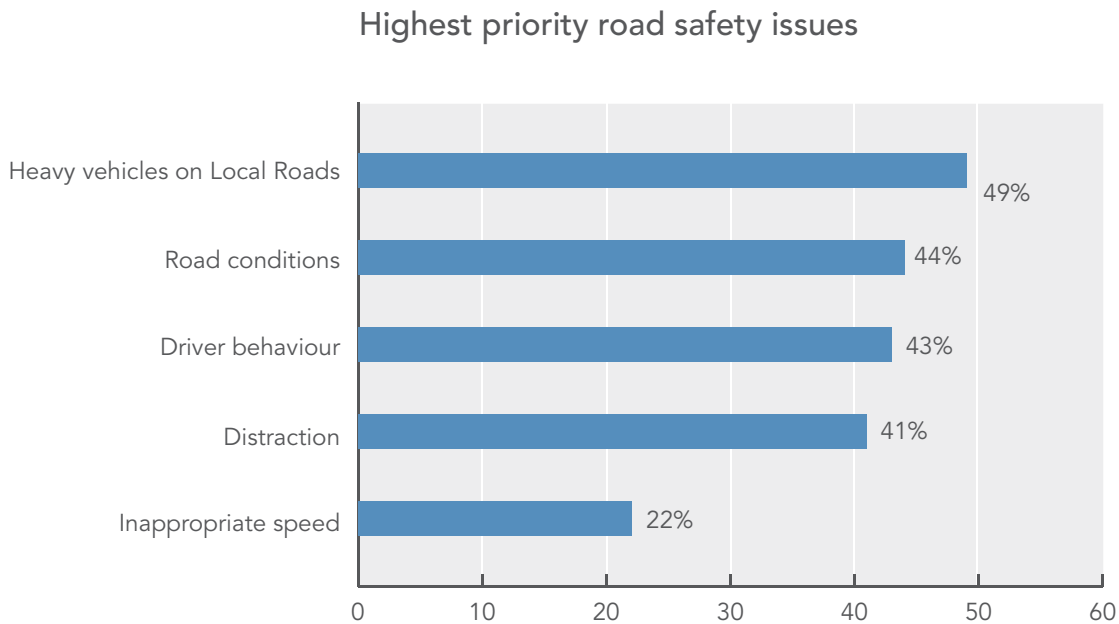


Figure 15: Community views on roads safety priorities for Council

Half of all respondents said that heavy vehicles on local roads should be top priority. Besides safety concerns, a multitude of other issues were raised in relation to trucks including: too many trucks on all roads; too many trucks using local roads and residential streets; damage caused to roads and footpaths; poor driver behaviour (including disregard for road rules and curfews); loss of amenity; and pollution. These concerns are interrelated to other high priorities of road conditions and driver behaviour.



How we will move Towards Zero Trauma – The Safe System

The Safe System is an internationally recognised framework to reduce road trauma, based on Sweden's success in achieving a 40% reduction in fatal and serious injuries, over 10 years. This has been recognised in Australia, and many other countries, as best practice and Maribyrnong City Council is committed to using the Safe System in all of our road safety projects and practices.

Principles of the Safe System

1. The only acceptable fatality or serious injury toll on our roads is zero - zero tolerance

Everyone is susceptible to being injured, no one is exempt from being missed. Road safety needs to be focused towards reducing fatal and serious injuries.

2. People are vulnerable

If vehicles crash at high-speed, then our bodies are subject to forces they cannot withstand. The approximate tolerances for the human body under different crash conditions are:

- Head on crash with another car: 70 km/h
- Side impact crash with another vehicle: 50 km/h
- Side impact crash with a tree: 30 km/h
- Pedestrian crash: 30 km/h.

While our natural tolerances to physical forces are outside of our control, there is a lot we can do to reduce or avoid physical impact greater than our body's tolerance level.

3. People make mistakes

Human error is inevitable, and on our roads human error can result in crashes and trauma. However, crashes need not (and should not) result in death or serious injury. The Safe System recognises the unavoidable nature of human error, and rather than placing the blame solely on the road user, recommends a shared responsibility approach, amongst those designing, maintaining and using the road space.

4. Shared responsibility

Creating a safe road network is everyone's responsibility. Businesses, organisations, communities and individuals, and Maribyrnong City Council all have a role to play in moving Towards Zero.

Elements of the Safe System

The Safe System comprises four interacting elements which encompass all factors contributing to a crash:

1. Safer roads

Road infrastructure plays a vital role in helping reduce crashes and minimise the severity of injuries, should a crash occur. Our roads should be designed and maintained to remove or minimise risk for road users, and reduce the severity of crashes. Our roads should be forgiving of errors by road users and providing the safest possible outcome in adverse circumstances.

2. Safer speeds

When a crash occurs, the weight and speed of the vehicle at the time of impact determine how much force is transferred to the people involved. For our fragile bodies, even a small difference in speed can mean the difference between life and death. The 'Safe Speeds' element aims to ensure that speed limits are appropriate and that road users travel at speeds safe for the conditions.

3. Safer people

Crashes often involve an element of human error. We should all take care and pay attention to the way we use the roads. This also means being aware of the road rules and other road users - for all modes of transport.

4. Safer vehicles

Better safety features are continually being introduced to vehicles. These features can assist in preventing crashes by automatically detecting dangerous situations and reacting appropriately, or by reducing the impact forces on those involved in a crash. Increasingly safe vehicles play an important role in improving personal safety and reducing road trauma.

Post-Crash Care

When a serious crash occurs, emergency services are required to attend the scene. The length of time between when the crash occurs and when emergency treatment is received is a critical factor in the severity of the crash. It is essential that emergency response times and accessibility for emergency vehicles are considered in our road safety planning.



What works and what doesn't work

There is a lot of information available on road safety and the effects of different safety measures. This provides us with an excellent starting point in order to decide what results we want to achieve.

Research¹ has shown that road trauma can be reduced when:

- ✓ We see a commitment from leaders
- ✓ We commit to a methodical approach
- ✓ The community is involved in planning and delivering road safety outcomes
- ✓ We adopt safety measures that have shown to be effective in the past.

The following approaches and initiatives have proven to be effective in addressing some of the most common problems on our roads and as such have influenced our strategy and our Action Plan.

Safer Roads

- ✓ Identifying and addressing high risk locations with infrastructure to reduce the likelihood and consequence of crashes
- ✓ Installing proven safety measures such as pedestrian and cycle friendly roundabouts, separated cycling facilities, pedestrian crossings and roadside barriers
- ✓ Gateway treatments on the approach to lower speed areas.

Safer Speeds

- ✓ Reducing speeds where the crash risk is high
- ✓ Reducing travel speeds to below 30 km/h in locations where there is a risk of a crash between a pedestrian/cyclist and a car/truck
- ✓ Supporting new speed limits with road infrastructure such as traffic calming measures, road surface changes or visual cues to drivers
- ✓ Supporting speed limits with enforcement
- ✓ Reducing the number and frequency of speed limit changes.

Safer People

- ✓ Road safety programs will be evidence based
- ✓ Promoting a safer driving culture in local communities
- ✓ Engaging the youth, their parents, and other partners who can deliver road safety messages to young drivers
- ✓ Involving schools in road safety education and programs
- ✓ Ensuring that educators on road safety are properly trained
- ✓ Ensuring that programs are interactive age appropriate and engaging

¹ Fylan F., Hempel. S., Grundelf, B., Conner, M., Lawton, R. (2006), *Effective Interventions for Speeding Motorists. Road Safety Research Project No.66*. London: Department for Transport. Darnton, A. (2008) *Lessons from theory to practice: Summary of Findings from GSR Behaviour Change Knowledge Review*. London: University of Westminster.
Health Communication Unit (2003). *Changing Behaviours: A Practical Framework*. Toronto: Centre for Health Promotion, University of Toronto
RACV (2007) *The Effectiveness of Driver Training as a Road Safety Measure*. Monograph.
VicRoads (2014) *Youth Road Safety – Effective Practice*, www.vicroads.vic.gov.au

- ✓ Delivering programs, especially for teenagers, that help people develop good judgement, resilience, coping strategies and refusal skills enabling them to act in a responsible and safe manner
- ✓ Using resources available from the Department of Transport (DoT), the Transport Accident Commission (TAC) and other road safety agencies
- ✓ Ensuring that adequate driving experience (120 hours or more) with a supervising driver is achieved by learner drivers
- ✓ Targeted campaigns addressing road safety issues and identifying actions for road user groups
- ✓ Enforcement at locations with high risk of crashes
- ✓ Providing information to the community about relevant road safety laws, the level of enforcement and legal consequences
- ✓ Aligning enforcement activities with education and media campaigns
- ✓ Having a visible enforcement presence.

Safer Vehicles

- ✓ The promotion of Five Star safety rated vehicles
- ✓ Intelligent speed assist devices that inform drivers of the speed limit
- ✓ Company policies that promote the safest vehicles and safe driving practices.

Knowing what doesn't work is just as important as knowing what does work in order to ensure that the time, resources and money spent on an approach are not wasted on ineffective safety outcomes. Based on statistics from previous implementations, here are some things that we know are not effective in reducing road trauma:

- ✗ A culture of blame instead of looking at what can be done to improve the system as a whole
- ✗ Training that involves off-road driver training and especially any skill-based driving programs such as 'advanced driver training'. This has been shown to increase risk taking behaviour by drivers.²
- ✗ Stand-alone one day or one-off events, forums and expos run in isolation of evidence based strategy
- ✗ Fear appeals such as trauma ward visits, or testimonials from crash victims or offenders
- ✗ Relying on driver simulators
- ✗ Unnecessarily restricting the movement of pedestrians or cyclists
- ✗ Adjustments in speed limits which are not evidence based
- ✗ Undertaking road safety work in isolation - without support from relevant State Government authorities such as TAC, the Department of Transport and Public Transport Victoria.

² RACV (2007) *The Effectiveness of Driver Training as a Road Safety Measure*. Monograph.
VicRoads (2014) *Youth Road Safety – Effective Practice*, www.vicroads.vic.gov.au

What Maribyrnong City Council will do

Council Responsibilities

Maribyrnong City Council, like all Local Government Authorities, has important roles to play in improving road safety, including:

- As a Road Authority, we have a primary responsibility for the safety of the roads we own and manage, including a duty of care towards road users.
- As a Planning Authority, we have a duty to consider the implications of decisions regarding land use and developments and ensure that road safety is not compromised.
- As an employer and fleet operator we have a duty to ensure the safe operation of our staff and vehicles (applying these principles and practices to our contractors) and to provide leadership to other organisations and the broader community in improving standards.
- Lobbying higher levels of government for funding transport infrastructure and services which will benefit the community and for changes to legislation which may have a particular impact on the community, e.g. aspects of police traffic enforcement.
- Engaging with our community in relation to road safety issues, encouraging safe road user behaviour, and coordinating local resources for better road safety outcomes.

We are committed to improving road safety and the Towards Zero target of zero deaths and serious injury crashes on our roads. We will continue to play our part in a Victorian Road Safety Strategy. Our road safety data, our experience managing the road network and community feedback has helped us to identify a set of road safety improvement themes.

Action Themes

1. Leadership and Best Practice

We are committed to Towards Zero road trauma and we embrace the Safe System approach. This means that we will ensure the Safe System principles are fully integrated into our way of working, and the way we plan, design, deliver, maintain and operate our road network. It will also guide the way we, as a council, use the roads. We will ensure that we have a safe driving policy for staff, a safe vehicle fleet and a car share policy to reduce car dependence.

2. Safer Roads and Streets

We will prioritise our investments and activities to address the highest risks and achieve the best possible outcomes within our finite resources. Our decisions will be based on engineering evidence, our experience of managing the road network and community feedback. Priorities will reflect the function of the road – recognising that different parts of the network perform different functions such as:

- Movement of people and goods; and
- Being places for people and their activities.

What You can do

We will also be working closely with the State Government and Department of Transport to improve road safety on Freight Network within Maribyrnong, review the freight network to reduce the trucks on our local roads and investigate alternative new routes (e.g. Paramount Road extension) to connect to existing freeways. In addition, we will advocate to NHVR for truck traffic enforcement to minimise truck speeding and discourage inappropriate truck movements during curfew hours through residential streets.

The Inner West Air Quality report has 65 recommendations to clean up the region, including:

- A Clean Port program,
- Freight on rail to reduce the number of trucks,
- Planning amendments to safeguard sensitive use facilities,
- Alternative fuel to replace diesel etc.

More details can be found on the Victorian government website at <https://www.environment.vic.gov.au/sustainability/inner-west-air-quality-reference-group>

Air quality and emissions are overseen at a State and Federal level of government, air legislation is monitored through the EPA (State of Victoria) whereas the Federal government controls vehicle emission standards.

Council has actively provided submissions to:

- The Clean Air for All Victorians
- Senate Inquiry – the impacts on health of air quality in Australia
- National Clean Air Agreement
- Department of Transport (VicRoads) Traffic Noise Reduction Policy.

Improving safety as part of road renewals and in maintenance.

Council's 4 year rolling program for road reconstruction, rehabilitation and resurfacing is part of the overall strategy to address safety and functionality improvements in roads to current standards and ensure DDA compliance is achieved to ensure our streets accessible for everyone.

Routine maintenance of roads outside Councils road renewal program are managed through Council's Road Management Plan which outlines service requirements Council is to meet in relations to road maintenance issues under the Authorities obligation in accordance to the Road Management Act 2004. (Vic).

3. Active and Public Transport

Active transport, such as walking and cycling, is important for the health of people and the environment. Together with public transport it can also reduce car dependence and contribute to more vibrant local streets and places. The Maribyrnong Bicycle Strategy 2020 - 2030 outlines Council's planned cycling improvements.

We will promote the use of sustainable transport, encourage modal shift, where there are benefits, and continue to reduce risks for vulnerable road users. We aim to remove barriers to active transport and facilitate safe journeys from door-to-door.

Maribyrnong's population is growing and with that, the number of vehicles on our roads increase. Part of the solution is to make conditions on our roads safer for vulnerable road users such as pedestrians and bike riders and to encourage the use of public transport. Many people walk to local destinations such as their local shops, cafes or services, others walk on a daily basis to their place of work or study.

Most public transport journeys start and end with a walk from the bus stop or train station to the final destination. Bicycle riding, is becoming increasingly popular as a form of daily transport. Council's 2020-2030 Bicycle Strategy fully addresses Council's vision for a safer cycling Municipality. This document is available on Council's website.

By making our road environment safer, encouraging active transport and advocating for safer bus, tram and train stops, and more people will be encouraged to leave their car at home, reducing traffic congestion.

4. Safe Speeds

We recognise the critical impact of speed on the likelihood and severity of crashes. We also support the principle that speed limits should reflect the operating environment and be consistent across the network. Our focus as managers of local roads will be to achieve safe speeds on streets in order to protect vulnerable road users, encourage sustainable transport and make our streets enjoyable places to be in, rather than just thoroughfares for traffic.

There are significant safety benefits that result from having speed limits in urban areas that are less than 50km/h. Lower speed limits in built-up areas help reduce pedestrian fatalities and injuries.

Travelling at lower speeds improves a driver's likelihood of stopping and avoiding crashes, especially in areas of high pedestrian activity. Where crashes occur they are less severe, especially for children and the elderly. A recent study found that by reducing speed from 50km/hour to just 40km/hour the chance of fatal injury by more than half (ie from 80% to 26%). (Source: Probability of fatal injury in relation to vehicle speed ('Improving Pedestrian Safety'), Curtin-Monash Accident Research Centre).

Through Council's Safer Roads (40km/h) program, the reduced speed limits will improve safety for all road users and discourage through traffic and trucks on residential streets within the Maribyrnong municipality. Beyond the Safer Roads program - expected to be fully implemented by 2022 - we will be identifying high pedestrianised areas within key business precincts and advocate to DoT for further speed limit reduction to 30km/h.

Lower traffic speeds on local streets make it more attractive for people to walk and cycle which has a number of benefits. Those with impaired mobility can move around more easily and the very young and very old feel safer and more independent. Shops, businesses and activity centres can thrive and the overall transport system is more sustainable and environmentally friendly.

5. Community Engagement

We are driven to deliver the best possible outcomes for our community. This means we will actively engage with you early and often, to understand your needs and expectations and ensure they shape everything we do. Also, we encourage everybody to use our roads responsibly by complying with the rules, being attentive, and caring about personal safety and the safety of others.

Community education is conducted through Council's website, social media platforms as well as directly to the community through libraries, community centres, Town Hall and local papers. Education is not specific to drivers only, but all road users in the community.

The most important message is that: Everyone is responsible for road safety in our Municipality.

6. Working Together

To deliver the best possible safety outcomes on our roads we cannot work in isolation. We will work with a range of groups and individuals to ensure that we understand the diversity of our road users' needs and deliver the most effective and inclusive road safety solutions.

This means working with communities, State and Federal Government, industry, businesses and anyone who can support our journey.

Using these themes, we have set out ambitious targets to deliver road safety improvements as described in the Road Safety Strategy Action Plan. To be successful we need your support. The next section lists some of the ways you can help.

What You Can Do

Community contribution to the development of this Strategy and Action plan has been excellent. In line with the Safe System approach and recognising that we all have a responsibility to make our roads safer, here are some of the ways we can all make a difference.

Safer roads and streets

- Report all road faults and hazards on local roads to Maribyrnong City Council (9688 0200) and on arterial roads to the Department of Transport (13 11 71)
- Report any crashes or incidents to Victoria Police so that they can be added to the State Government database of crashes
- Report hoon behaviour (driving in a reckless antisocial manner) to the Hoon Hotline on 1800 333 000.

Safer speeds

- Never exceed the speed limit, but also remember that it's a limit, not a target, and always drive to the conditions
- Allow plenty of time for your trip so you don't feel the need to rush
- If you have concerns regarding speeding vehicles in your residential street then request that the speed advisory trailer be placed in your street.

Safer people

- Role model the travel behaviour you want your community to undertake, via your speed, mobile phone use or parking
- Identify a safe route to school for your children and teach them to use that route
- Consider walking or riding to reduce congestion and to improve health
- Watch out for cyclists when entering and exiting parking and opening your car door
- Always wear full safety gear if you travel on a motorbike or scooter
- Always wear a bicycle helmet and be bright at night by fitting lights to your bike
- Share the road and be mindful of other road users
- When walking or cycling on shared paths be courteous and mindful of other users, and remember that erratic behaviour can lead to a collision
- Direct young drivers to SaferPlaters.com.au to instil best driving practices in their early years of driving

- Find out about the L2P program by contacting Maribyrnong City Council's Youth Services on 03 9091 4700
- Consider becoming an L2P mentor to help a young driver without access to a supervisor get vital driving practice
- Assist a young driver to get 120 hours of supervised driving practice, and become a safer probationary driver
- Download road safety apps, including the VicRoads Road Mode Android App to silence incoming text messages and calls while you're driving
- Encourage your sporting club to undertake a Looking After Our Mates education session
- Maintain a clear and accessible pathway on your nature strip, allowing your community to walk around your neighbourhood safely
- Consider becoming a community member of a registered community road safety group such as *RoadSafe Westgate Community Road Safety Council*. Contact through their website: roadsafewestgate.org.au

Safer vehicles

- Make sure that your next car is ANCAP 5 Star Safety Rated
- Consider purchasing an *Intelligent Speed Assist* device to make sure you don't exceed the speed limit
- Ensure your car is always in roadworthy condition and regularly maintained
- Lobby your employer to provide the safest car in its class as your work vehicle - this will help filter safer cars into the second-hand car market.





Maribyrnong City Council

Street Address: Cnr. Hyde and Napier Streets, Footscray

Postal Address: PO Box 58, Footscray, Victoria 3011

Phone: 9688 0200 Fax: 9687 7793

After Hours/Emergency: 9688 0200

Email: email@maribyrnong.vic.gov.au

www.maribyrnong.vic.gov.au

TIS: 131 450



Community Road
Safety Grants

NRS 133 677 OR 1300 555 727

www.relayservice.com.au



For requests, comments and questions about Council services and programs, go to
www.maribyrnong.vic.gov.au or call Customer Service on **9688 0200**.



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Maribyrnong City Council

Road Safety Strategy Action Plan

2021 - 2030



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Vision

The vision of the Road Safety Strategy 2021 - 2030 is to ensure safe travel for the Maribyrnong community and our visitors.

We will continue to reduce trauma and use the Safe System approach to help us achieve our goal of zero fatalities and serious injuries. The Safe System comprises of four interacting elements which encompass all factors that contribute to a crash.

We are aiming for:

- **Safer Roads** – by making roads, paths, tracks and other transport infrastructure as safe as possible
- **Safer Speeds** – by encouraging people to travel at safe speeds
- **Safer People** – by encouraging safe travel behaviour to minimise personal risks and risks to others
- **Safer Vehicles** – by promoting the use of vehicles that are safer for drivers, passengers and other people.

This Road Safety Strategy Action Plan 2021 - 2030 outlines key actions Council will implement to ensure safe travel for the Maribyrnong community and our visitors, as outlined in the Road Safety Strategy 2021 - 2030.

Leadership and Best Practice

	Action	What Council will do	Timeframe	Delivery Team
1	Commit to training and development in the Safe System and Towards Zero; Road Safety Audits; and Safe System Assessments	<ul style="list-style-type: none"> • Council staff that make decisions in the road environment encouraged to attend established DoT or accredited training on road safety with a focus on the Safe System philosophy • Investigates practically available best practice training regarding safe travel which can be made available for staff. • Encourage all council staff undertake TAC towards Zero e-learning. 	Years 1-10	Engineering Services, City Planning, City Design, Open Space Planning
2	Road Safety requirements considered during the planning and approval process	<ul style="list-style-type: none"> • Conditions on major developments will be based on case by case basis where it can be demonstrated that the proposed development will impact road safety • Clear review / approval review processes will be established collaboratively by relevant Council departments. 	Year 1-2, reviewed every two years	Transport, Development, City Planning, Open Space Planning
3	Introduce a Safe Driving Policy for staff	<ul style="list-style-type: none"> • Review current policy and promote Council's commitment to road safety to all new and current staff. 	Year 1	Transport, Fleet Services
4	Review and Update Council Vehicle Fleet Policy to incorporate requirements for ANCAP ratings, latest vehicle safety technologies and age of fleet	<ul style="list-style-type: none"> • Purchase only ANCAP 5 star rated vehicles • Review and update current policy • Monitor fleet crash data; align safe driving with other OH&S policies. 	Years 1-3 with annual reviews	Fleet Services
5	Proactively seek opportunities to apply for funding and grants to address road safety issues	<ul style="list-style-type: none"> • Develop a list of possible funding sources and register to online mailing lists for the TAC Grants Program, Department of Transport (DoT) Community Road Safety Grants, Federal Government Grants • Prepare and submit a minimum of two funding applications per year. 	Years 1-10	Transport

Leadership and Best Practice

No.	Action	What Council will do	Timeframe	Delivery Team
6	Conduct an Emergency Response Planning Workshop to test the resilience of the Road Safety Strategy to unusual/extreme events	<ul style="list-style-type: none"> • Host internal stakeholder meetings for early intervention in response to arising extreme events. • Council will advocate to State Government, DoT and VTA for cleaner and safer trucks on the road network within Maribyrnong to improve community safety. 	Years 1-2 with annual reviews as part of risk management planning	Engineering Services with the assistance of Council's Emergency Management Plan & Municipal Recovery Manager
7	Council will work with State Government, DoT and Victorian Transport Association (VTA) to improve safety on Freight Network within Maribyrnong	<ul style="list-style-type: none"> • Council will continue to advocate to State Government, DoT and VTA to review the freight network to reduce the trucks on local roads in Maribyrnong and investigate alternative new routes to connect to existing freeways. 	Years 1-10	Transport
8	Develop a road safety map of the local road network to proactively address road safety issues	<ul style="list-style-type: none"> • Update Council's GIS map with crash data • Address recurring high risk sites/ areas by prioritising treatments to be included in the Capital Works budget • Prepare a report and submit for Capital Works funding towards road trauma/crashes sites every year. • Identify truck crashes on the local road network and include in the separate section of the report. 	Years 1-10	Transport, GIS Team



Safer Roads and Streets

No.	Action	What Council will do	Timeframe	Delivery Team
9	Improve maintenance and quality of road and footpath surfaces	<ul style="list-style-type: none"> Attend to reactive inspections and maintenance of sites as reported by the community, in line timelines outlined in Council's Road Management Plan (RMP). Adhere to Council's RMP stipulating that footpath and road condition audits are conducted once every year (Oct/Nov) for the entire network and twice every year (Apr/May) for high usage roads and footpaths (Footscray Business District (FBD), Seddon & Yarraville Shopping Village Precincts, Barkly Village, Defined Shopping Strips and Arterial Roads). Undertake, every four years, a condition audit that informs Council's renewal program for the whole road network. Advocate for DDA upgrades including the installation of audio tactile devices and TGSIs for the vision impaired. 	<p>Years 1-10</p> <p>City of Maribyrnong Road Management Plan (RMP) is renewed every 4 years</p>	Strategic Asset Management
10	Improve the safety and accessibility of parking spaces and conduct off-street carpark audits	<ul style="list-style-type: none"> Conduct off-street carpark parking audits every four years Undertake on street parking occupancy surveys. 	<p>Years 1-10</p> <p>Rolling 4 year program</p>	Engineering Services, Urban Planning, Civil Design & Drainage
11	Develop landscaping and vegetation management policies that contribute to safe roadsides	<ul style="list-style-type: none"> Review current landscape and vegetation policies to ensure consideration to road safety. Council will work towards preserving and enhancing roadside amenity by maintaining landscape vegetation to ensure the safety of the road environment for all road users. 	Year 2	City Planning, City Design, Strategic Planning
12	Work with the DOT to develop infrastructure improvements on arterial road problem locations	<ul style="list-style-type: none"> Advocate to DoT on crash hotspots occur within the Blackspot program. 	Years 1-10	Transport

Safer Roads and Streets

No.	Action	What Council will do	Timeframe	Delivery Team
13	Work with relevant authorities to reduce truck traffic in residential streets	<ul style="list-style-type: none"> • Request the National Heavy Vehicle Regulator (NHVR) to enforce illegal truck access in residential streets as well as to undertake regular roadworthy checks of trucks travelling through the area • Manage /reduce truck access in the local streets through NHVR permit system • Use annual traffic data collected from approximately 100 sites, including major collector roads, Collector roads and local roads to monitor traffic and identify inappropriate truck movement patterns. • Advocate to State Government for actions to reduce truck traffic in residential streets • Implement traffic calming measures for local streets. The priorities for implementation will be determined based on a review of safety and other conditions on areas of significant freight traffic. See Appendix Figure 1 and item 24 below. • Work with DoT to develop and implement traffic calming and other operational measures for arterial roads in residential areas that carry significant freight traffic. These may include actions such as truck curfews, narrowing streets, reducing speed limits, installing medians and roundabouts, designating pedestrian crossings, providing landscaping, marking bicycle lanes, timing traffic signals and improving signage. • Advocate to the DoT for the replacement of existing curfew monitoring equipment with more effective modern technology. 	Years 1-10	Transport, Environmental Services

Safer Roads and Streets				
No.	Action	What Council will do	Timeframe	Delivery Team
13 Cont'd	Work with relevant authorities to reduce truck traffic in residential streets	<ul style="list-style-type: none"> Advocate for State Government to: <ol style="list-style-type: none"> 1.Introduce night time and weekend truck curfews on Williamstown Road, Yarraville and Buckley St, Footscray 2.Extend curfews to include entire weekend on Francis Street, Somerville Road and Moore Street 3.Increase truck curfews along Somerville Road during school times, in addition to morning and afternoon curfews as per current. 4.Increase penalty for truck drivers breaking a curfew 5.Require installation of Intelligent Access Program (IAP) telematics on all trucks to determine whether trucks are speeding or "off-route" and to enable truck curfews and bans to be enforced easily Advocate to the Environmental Protection Authority (EPA) to undertake a study to determine air pollution and noise levels in sensitive locations along areas of significant freight activity within the municipality. The results will inform decisions for better management of freight movements. 	Years 1-10	Transport, Environmental Services
14	Increase the number of Car share vehicles throughout the municipality.	<ul style="list-style-type: none"> In accordance with the Maribyrnong Car share Policy 2016 - 2021, additional car share parking bays will be allocated in locations with medium-high population density, mixed land uses, good access to public transport, and provisions for walking and cycling; and where there are high levels of traffic congestion and car parking problems. Independent industry research indicates that each car share vehicle can replace up to 10 privately owned vehicles and can therefore assist in reducing traffic congestion, parking demand, and greenhouse gas emissions. 	Years 1-10	Transport, Regulatory Services



Safe Active and Public Transport				
No.	Action	What Council will do	Timeframe	Delivery Team
15	Implement a program to improve design at interface between station/stops and their surroundings, to improve access particularly for pedestrians and cyclists	<ul style="list-style-type: none"> • Conduct road safety audits to identify potential road safety issues that may pose a risk to road users, especially vulnerable road users and where possible to suggest suitable measures to eliminate or reduce those risks. • Advocate to the DoT for the construction of super tram stops, especially to service the new Footscray Hospital • Continue to roll out the street tree planting program as per the Urban Forest Strategy 2018. 	Rolling 4 year program	Transport, Open Space Planning
16	Look for opportunities to implement shared zones in areas of high pedestrian activity to raise priority of pedestrian movements and exchanges	<ul style="list-style-type: none"> • Work with the DoT, Bus operators, Metro Trains & Yarra Trams to improve the safety of pedestrians • Continue to roll out the street tree planting program as per the Urban Forest Strategy 2018. 	Years 1-10	Transport, Open Space Planning
17	Road Safety Around Schools program - to encourage safe & active transport for children.	<ul style="list-style-type: none"> • Conduct road safety investigations around the immediate school boundaries to identify road safety issues, annually in collaboration with the school principal • Identify and install feasible engineering solutions • Undertake traffic safety education for parents via school newsletters by focusing on the road safety needs of children while they travel to and from school • Enforce traffic/parking laws during drop off and pick up times by Council's Local Laws department and Maribyrnong Highway Patrol • Encourage schools to take up the Active Paths program. • Investigate the feasibility and viability of introducing new curfews (where not already in place or planned) and/or amending current curfews for trucks in and around school zones to improve safety. 	Years 1-10	Transport
18	Improve the walkability of Maribyrnong's streets	<ul style="list-style-type: none"> • Complete the rollout of the 40km Local Streets Program. See Appendix Figure 2 • Design and construct footpaths of no less than 1.5 metres widths to a maximum of 2.5 metres, where possible taking into consideration safe cycling infrastructure. 	Years 1-10	Civil Design & Drainage, Transport, City Design, City Places, Open Space Planning

Safe Active and Public Transport				
No.	Action	What Council will do	Timeframe	Delivery Team
18	Improve the walkability of Maribyrnong's streets	<ul style="list-style-type: none"> • crossing facilities near schools, shopping centres and parks at locations identified during footpath audits • Review and reduce pedestrian signal wait times and increase green-man crossing times (working with DoT) • Setup signal priority system for pedestrians and cyclists • Advocate to the DoT to reduce the overall truck volume and for cleaner and safer trucks • Plan for, design and construct safe, connected cycling and walking links to other areas such as Melbourne CBD • Continue to roll out the street tree planting program as per the Urban Forest Strategy 2018. • Complete actions identified for open space links in the 2014 Open Space Strategy as identified by 5 year review addendum report • Improve the amenity of walking environments within all activity centres. 	Years 1-10	Civil Design & Drainage, Transport, City Design, City Places, Open Space Planning
19	More delineated cycling paths to increase safety, particularly on arterial roads (work with State Government, DoT)	<ul style="list-style-type: none"> • Seven high impact, direct investments along key routes to popular destinations are included in Council's new Bicycle Strategy 2020-2030. The following projects have been identified for implementation for 2020 – 2025, and it is expected they will significantly increase the number of bicycle trips people take within the community and to broader regional links: <ol style="list-style-type: none"> 1.Seddon to Dynon Road 2.Braybrook and Tottenham Station 3.Footscray University Town/ Footscray Hospital/Nicholson Street Axis 4.Yarraville and Seddon 5.Footscray to Highpoint/Defence Site Maribyrnong (DSM) 6.West Footscray to Dynon Road 7.Stony Creek – Tottenham Station to Spotswood. 	Years 1-6	City Places

Safe Active and Public Transport				
No.	Action	What Council will do	Timeframe	Delivery Team
20	Increase road space allocation for cyclists, particularly around key routes	<ul style="list-style-type: none"> • Upgrade bicycle facilities on roads via Local Area Traffic Management (LATM) studies • LATM projects provide an opportunity to improve the road environment for all road users by establishing lower vehicle speeds (to below 30km/h subject to DoT approval), re-setting the priority of one mode over another, and reducing the perceived and actual risk of collisions. • Guidelines contained within Council's Bike Strategy 2020-2030 stipulate the following criteria will be used during LATM studies, prioritising: <ol style="list-style-type: none"> 1. Links to key destinations such as schools, shops and stations 2. Links to existing or future bicycle networks 3. Where vehicle speeds are high 4. Where the road width is sufficient to accommodate the change 5. Where losses of on-street parking mainly affects commuter and short-term parking. 	Years 1-10	Transport, City Design, City Places
21	Develop Principal Bike and Pedestrian Networks (work with DoT)	<ul style="list-style-type: none"> • Using the Victorian Government's guidelines, include pedestrian and cyclist needs analysis as a requirement in the planning process of new developments • Action to be included in the development of Council's new Walking Strategy. 	Years 5-10	City Planning, City Design, City Places
22	Encourage schools to deliver Bike-Ed programs, and introduce community based learn to ride opportunities	<ul style="list-style-type: none"> • Include Bike Ed and Community bike trailer information as a discussion item during annual meetings with school principals • Engage community centres to develop programs to address cycling education gaps, focussing on gender equality & encouraging women and the CALD Community to take up cycling • Promote events and publish programs supported. • Advocate to Department of Education to introduce mandatory Bike Ed at school 	Years 1-10	Transport, City Places, Leisure, Health & Wellbeing

Safe Active and Public Transport

No.	Action	What Council will do	Timeframe	Delivery Team
23	Improve/introduce bicycle facilities as roads are being maintained/renewed	<ul style="list-style-type: none"> • Number, length and quality of bicycle facilities increased over ten years; incorporating additional space and priority for riders as well as increased protection from motor vehicles • During road renewal/maintenance planning, the allocation of space & improvements for bicycle riding, such as separation, will be considered for incorporation into the new layout • All existing bicycle investments are to be improved to increase space, priority and protection from motor vehicles by 2030 • Publish the table of assets (so that any missing items can be added) with the proposed maintenance and upgrade timetable • Provide a mechanism through which the public can report defects and suggestions • Include the bicycle facility maintenance and upgrade timetable in the Council's road maintenance schedule as per the Road Management Plan • Record actions taken on the assets including how they have been brought up to date • Update and republish the table of assets each year • Maintain an up-to-date record of the assets, including bicycle parking, in the Council GIS system where they can be seen by all staff engaged in planning and design. • Ensure that all existing assets are recorded in the 'bicycling' layer on Google Maps • Work with the DoT to ensure adequate physical separation of cyclists from car and truck traffic where speed limits are 50 km/h or above. 	Years 1-10	City Design, Civil Design & Drainage, City Places



Safe Speeds				
No.	Action	What Council will do	Timeframe	Delivery Team
24	Install Traffic Calming Measures to reduce speeds in residential streets, and to manage through traffic, 'rat running' and truck movement	<ul style="list-style-type: none"> Local street speeds will be managed through LATM projects aimed at improving the road environment for all road users by establishing lower vehicle speeds and discouraging through traffic, including trucks Studies for seven LATM areas to be completed by end of financial year 2025/2026. See Appendix Figure 1: 2020/21 Braybrook South 2021/22 Maidstone & Maribyrnong south 2022/23 Tottenham & Yarraville west 2023/24 Seddon & Yarraville east 2024/25 Edgewater Estate 2025/26 Maribyrnong north. Innovative approaches to traffic calming will be researched, designed and implemented to raise awareness and increase the safety of vulnerable road users and to discourage trucks from using local streets Research effectiveness of reduction of speed limits to 30km/h in areas of high pedestrian volumes against vehicle movements. Undertake post implementation evaluation of traffic management treatments to identify the most effective solutions for improving road safety Identify opportunities for increased greening and more space for pedestrians through road closures, kerb outstands, narrowing roads. 	Years 1-10	Transport, Civil Design & Drainage, Open Space Planning
25	Conduct speed zoning reviews, such as reducing arterial roads to 50 km/h and reducing local roads to 40km (working with DoT)	<ul style="list-style-type: none"> 40km Safer Roads Program - seven areas to be completed by end of financial year 2021/2022. See Appendix Figure 2: Area 1, Area 2 and Area 3 are completed. 2020-21 Implementation Area 4 – West Footscray, Maidstone & Braybrook Area 7 – West Footscray & Tottenham 	Years 1-4	Transport

Safe Speeds				
No.	Action	What Council will do	Timeframe	Delivery Team
25	Conduct speed zoning reviews, such as reducing arterial roads to 50 km/h and reducing local roads to 40km (working with DoT)	<p>2021-22 Implementation</p> <p>Area 6 – Maribyrnong & Braybrook</p> <p>Area 5 – Maribyrnong & Footscray.</p> <p>Reduced speed limits will improve safety for all road users and discourage through traffic and trucks on residential streets within Maribyrnong municipality.</p> <ul style="list-style-type: none"> • Upon completion of the rollout of the current 40km/hr on local streets program, the reduction to 30km/hr on local streets will be investigated as practicable, and consider protected bike lanes on streets which remain over 30km/hr with reference to Council's Bike Strategy 2020. 	Years 1-4	Transport
26	Remind drivers of the nature of local, residential roads through speed alert trailers, enforcement and infrastructure.	<ul style="list-style-type: none"> • Collect traffic data on local roads regularly and identify areas to prioritise speed reductions based on collision information and speed data. • Request Victorian Police enforcement for confirmed high speed locations/ areas and undertake regular road safety blitzes targeting poor driving behaviour by maverick truck drivers (speeding above speed limits, running red lights, breaking curfews) • Raise driver awareness (including truck drivers) through threshold treatments, appropriate signage and innovative traffic calming installations highlighting a slower speed requiring a modified approach by all road users • Advocate to NHVR for truck traffic enforcement to minimise truck speeding and discourage inappropriate truck movements during curfew hours and residential streets. • Implement a specific education campaign - potentially in conjunction with the Victorian Transport Association (VTA) – to educate truck drivers about curfews and appropriate routes for trucks 	Years 1-10	Transport, Civil Design & Drainage,
27	Communicate benefits of low speed environments	<ul style="list-style-type: none"> • Community education through posts on Council's social media pages • Safe speed articles prepared for staff and Councillor Bulletins. 	Years 1-10	Transport, Public Affairs and Community Relations

Community Engagement				
No.	Action	What Council will do	Timeframe	Delivery Team
28	Develop a biannual transport newsletter with a road safety section.	<ul style="list-style-type: none"> • Newsletter information researched, sourced & developed for inclusion, including translation into community languages • To be distributed to stakeholders, schools and community groups and placed on Council's website 	Years 1-10	Transport, Public Affairs and Community Relations
29	Educate the community about bicycle use and advocate for greater use. Build a stronger brand and public perception regarding cycling	<ul style="list-style-type: none"> • Develop and support annual cycling education programs to work with existing events or schools programs, focusing on local skills areas. • Engage schools and community centres to develop programs to address cycling education gaps • Community education through posts on Council's social media pages • Support bicycle clubs: Strengthen the link to potential cycling clubs, particularly for women and juniors • Highlight bicycle routes and places with colourful and attractive installations • Provide trials of diverse types of bicycles including e-bikes and investigate e-bike charging stations in community facilities. • Help entities such as schools recognise champions and heroes and provide bicycle parking and data collection tools, such as 'tag-on' for students, or support events to increase the cycling culture. 	Years 1-10	City Places, Public Affairs and Community Relations
30	Gauge cycling community satisfaction through Annual Community Survey.	<ul style="list-style-type: none"> • Annual survey conducted in line with the Maribyrnong Bicycle Strategy 2020-2030 	Years 1-10	City Places, Public Affairs and Community Relations
31	Promote courteous behaviour on shared paths to improve safety, focusing on concerns over pedestrians vs cyclists	<ul style="list-style-type: none"> • Installation of pavement decals and signage that promote courteous behaviour • Develop a co-existence program to educate users of our shared paths on appropriate behaviour • Support state-wide campaigns about sharing road and shared path space 	Years 1-10	Transport, City Places, Public Affairs and Community Relations

Community Engagement				
No.	Action	What Council will do	Timeframe	Delivery Team
32	Target drivers distracted by their mobile phones, educating drivers on the risks of distractions while driving	<ul style="list-style-type: none"> • Develop community education messages and promote through Council newsletters, the Maribyrnong Messenger and social media advertising • Creation of driver distraction information for Council's website • Creation of specific driver safety information on Council's website 	Years 1-10	Transport, Public Affairs and Community Relations
33	Improve education and training for drivers, as well as promoting courteous driver behaviour, particularly amongst new/young drivers	<ul style="list-style-type: none"> • Continuation of Council's TAC funded L-P Program and attendance at the steering committee meetings • Continue current successful education programs and look to expand where possible: • Looking After Our Mates – schools and sporting clubs • Fit2Drive – Schools, Year 11 • Senior Driver Expo – older drivers • Educate and raise awareness that "Driving is not a game" through social media outlets. 	Years 1-10	Transport, Youth Services, Public Affairs and Community Relations
34	Advocate for increased levels of personal protective equipment (PPE) for motorcyclists	<ul style="list-style-type: none"> • Provide educational material for motorcyclists and make available in Community Centres, libraries and Council website. 	Years 1-10	Transport, Public Affairs and Community Relations
35	Provide safety resources to kindergartens and childcare centre and ensure road safety is included in the text	<ul style="list-style-type: none"> • Promotion of the DoT's "Starting Out Safely" program • Continuation of restraint checking days. 	Years 1-10	Transport, Public Affairs and Community Relations



Working Together

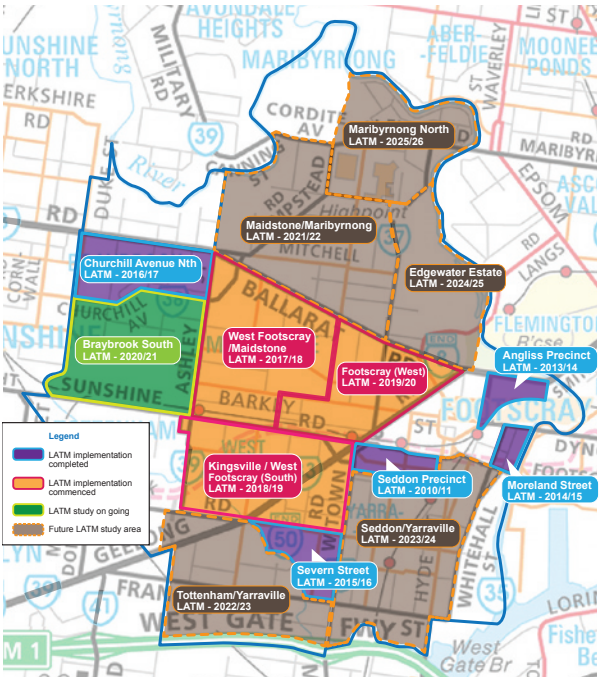
No.	Action	What Council will do	Timeframe	Delivery Team
36	Seek improved coordination and integration of modes by maintaining a strong advocacy role within the Melbourne Transport Forum and Western Transport Alliance	<ul style="list-style-type: none"> • Active participation in these forums to strongly advocate for safety improvements • Promote higher reliance on public transport • Promote reduction of through trucks and freight in Maribyrnong. 	Years 1-10	Engineering Services
37	Advocate for replacement of current curfew monitoring equipment, particularly in relation to freight vehicles	<ul style="list-style-type: none"> • Advocate to the DoT and NHVR. 	Years 1-10	Transport
38	Communicate availability of TAC funding for breathalysers to all relevant establishments	<ul style="list-style-type: none"> • Licensed venues and sporting clubs encouraged to apply for TAC funding when available. 	Years 1-10	Transport
39	Continue to submit applications for the Blackspot projects in accordance with Federal guidelines. Advocate for inclusion of grey spots funding.	<ul style="list-style-type: none"> • Submit Applications to the DoT and Federal Government. 	Years 1-10	Transport

Appendix

Figure	Diagram	Detail
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Fig. 1

Local Area
Traffic
Management
(LATM)
program



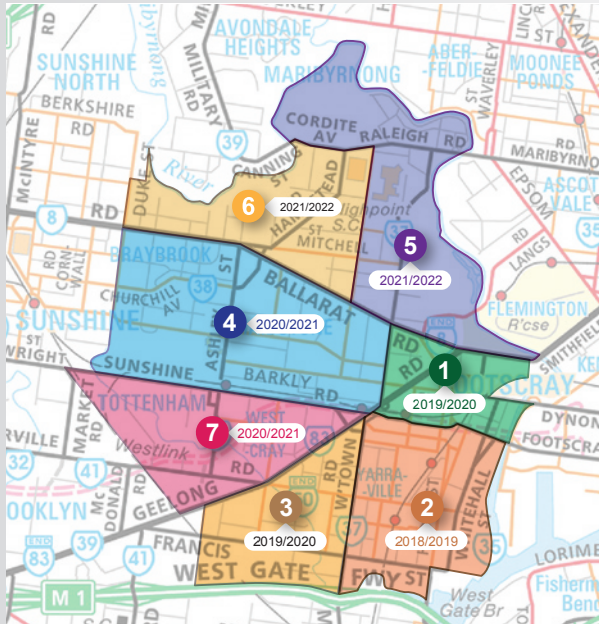
The objectives of any LATM study, consistent with the Maribyrnong Integrated Transport Strategy 2012, are:

- to develop a transport network which is convenient, safe, equitable and sustainable; and
- to protect local areas from through traffic and trucks; and
- to ensure the highest possible levels of amenity for the community.

Engagement with the community is a key component of the LATM process. The input of the community in identifying the issues and needs in their neighbourhood, together with analysis of traffic data and crash data, forms the basis for the development of the LATM scheme.

Fig. 2

Safer Roads:
40km/hr
speed limit
program



Research shows that reduced speed is likely to bring about a reduction in average travel speed and have a positive impact on both the number of accidents and accident outcome severity.

It's not only drivers and passengers that are affected. In fact, other road users such as pedestrians, cyclists and motorcyclists are more vulnerable and therefore more susceptible to death or serious injury if struck by a moving vehicle.

Decreases in vehicular speed has secondary benefits, including a potential increase in the rate of people who walk and cycle. We know that people are more likely to choose these healthier and more sustainable transport options when they feel safe and comfortable on our streets.

Reduced speed discourages through traffic and trucks from using roads within the municipality.



Maribyrnong City Council

Street Address: Cnr. Hyde and Napier Streets, Footscray

Postal Address: PO Box 58, Footscray, Victoria 3011

Phone: 9688 0200 Fax: 9687 7793

After Hours/Emergency: 9688 0200

Email: email@maribyrnong.vic.gov.au

www.maribyrnong.vic.gov.au

TIS: 131 450



Community Road
Safety Grants

NRS 133 677 OR 1300 555 727

www.relayservice.com.au



For requests, comments and questions about Council services and programs, go to
www.maribyrnong.vic.gov.au or call Customer Service on **9688 0200**.



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