GREATER LAUNCESTON MOBILITY VISION

RACT Submission: Greater Launceston Transport Vision and Work Plan

RACT

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Working towards a unified vision for Greater Launceston

> The next 30 years will see small electric personal transport grow, with the use of electric cars scooters and bicycles.
>
> – RACT member

Introduction

The potential of Greater Launceston is increasing the desirability of the region as it transforms itself into a location where people aspire to live and visit.

The vision for Launceston to be Australia's most liveable region is bold. RACT fully subscribes to this vision but recognises that to reach that goal requires change and innovative thinking not only for transport initiatives but across the wider mobility network.

The region has a growing population, with resident numbers increasing by **2500**[*^] between 2017 and 2019 alone.

This interest has generated a rise in the number of people needing to get to work, to access goods and services and to make the most of the region's natural, culinary and cultural gems.

The vast majority of Greater Launceston residents rely on a motor vehicle for transport.

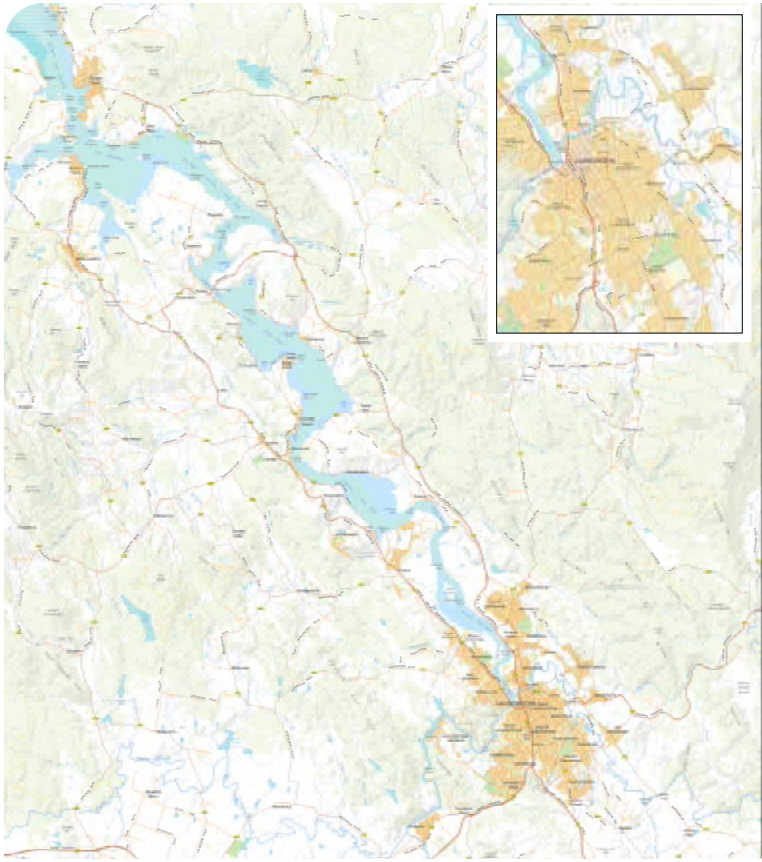
According to the draft Greater Launceston Transport Vision, **89%**[#] of residents use a private vehicle to get to work, even though **75%**[#] live within 10km of the Launceston CBD. In addition, **91%**[*] of households own one or more registered vehicles.

The West Tamar, City of Launceston and Northern Midlands council areas also have strong growth projections over the next **30 years**[^].

RACT's vision for mobility in Greater Launceston is an interconnecting network that delivers safer, more efficient and sustainable ways to get people where they want to go.

To deliver on this vision, there needs to be a strong focus on future transformational opportunities for the region.

Long term behavioural change and a better understanding of the drivers behind human behaviour are also necessary.



Introduction CONTINUED

We appreciate this is not as simple as it sounds. There is a myriad of lifestyle, work related and personal reasons why residents currently choose to drive. It is perceived to be the cheapest, fastest and most convenient way to move around.

However, developing a network that encourages people to use alternative modes has been proven all over the world to be significantly more cost effective than major road infrastructure projects.

We believe mode share targets should be set and worked towards over the early stages of a unified mobility vision. We also believe the term 'transport' should be superseded by 'mobility'.

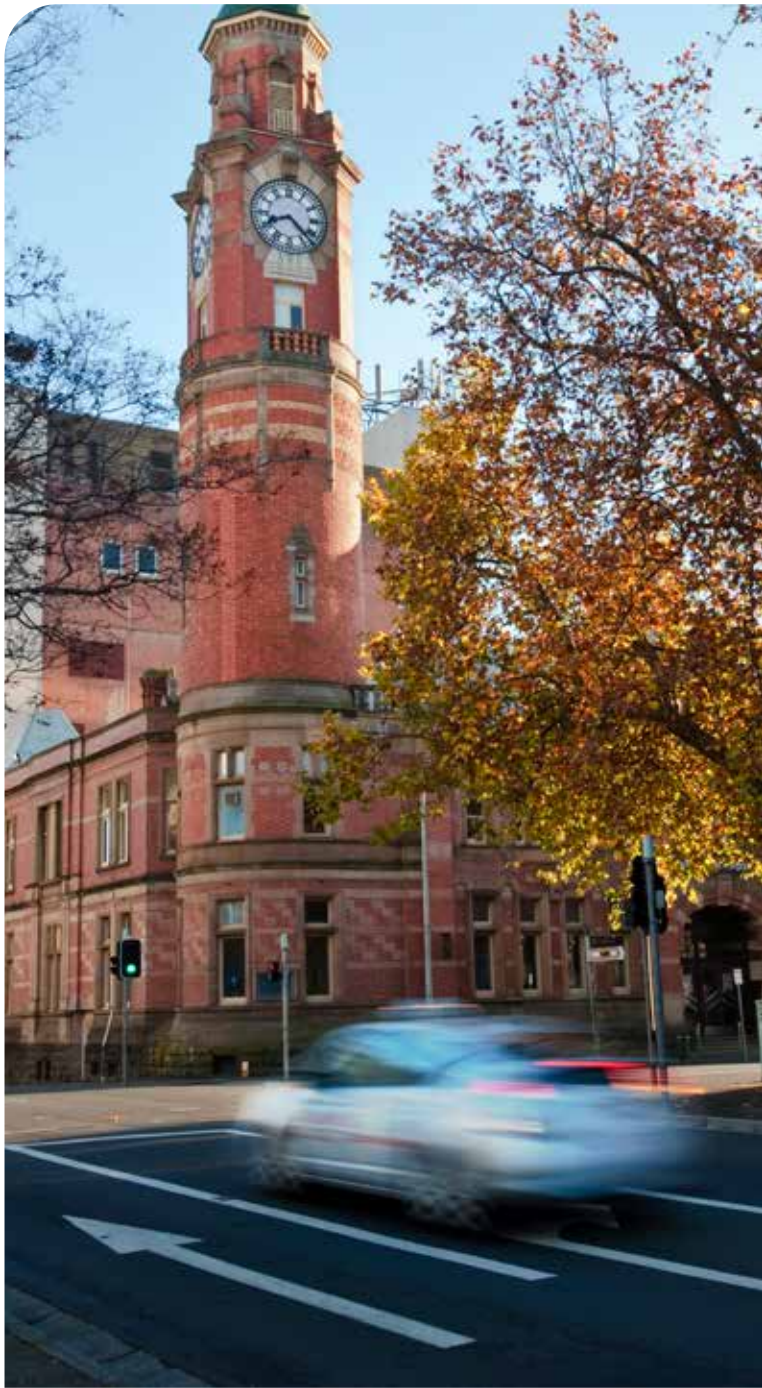
We want to see a vision that identifies deliverables over the next 30 years. This timeframe is critical to allow enough time to attract the investment required and transition the community to a transformed landscape.

We also want to see funding models developed at strategic intervals to enable incremental progress towards a unified vision.

> **"I would like to see the interconnectedness of this city addressed and the unnecessary traffic usage eliminated. The city needs to be a place that provides a range of options for getting about and for people being able to be free to move easily.**
>
> **– RACT member**

The focus of a mobility vision for Greater Launceston should be all encompassing and cognisant of everything that impacts the way we move around.

Investment in public and active transport will create realistic travel options. Better urban planning will mean more people live close to their destination and/or transport options.



*Source: Australian Bureau of Statistics, 2016-2020
^Source: Department of Treasury and Finance, 2019
#Source: Draft Greater Launceston Transport Vision, 2020

Introduction CONTINUED

The Launceston City Deal can help shape and deliver on the Vision. Through the City Deal, Launceston can become a national leader in the adoption of smart cities technology to improve mobility. There also needs to be investment in the road network to ensure it operates efficiently now and is future proofed.

Perhaps most importantly, mobility options need to be available and accessible to everyone.

It is exciting that six councils and the Tasmanian Government have come together to develop the Greater Launceston Transport Vision and Work Plan. Collaboration on this scale demonstrates a strong intention to improve the way people move around the whole region.

RACT recognises the importance of this Vision and the opportunity presented to shape the Greater Launceston region.

We look forward to working with all levels of government, stakeholder organisations, media and the Greater Launceston community to finalise and deliver a unified, long-term mobility vision.

> **People generally won't bother owning a car. They call one when they need to be transported. When they need to return, one comes and collects them. Safe, coordinated traffic flow and smooth, efficient transport.**
>
> **– RACT member**

Vision summary

We want to see the following in a long-term vision for Greater Launceston:

- A focus on **‘mobility’** rather than ‘transport’.
- A **30 -year** horizon that includes specific, time framed actions.
- An **action plan** that is costed, to enable more informed funding submissions and advocacy.
- The development of **incremental funding** models.
- The establishment of **mode share targets** – progress towards which will guide future decisions.

“We are going to see increased housing and population growth on Launceston’s fringes.

– RACT member

Greater Launceston today

Key facts about Greater Launceston residents[#]:

- **89%** travel to work by private car.
- **6%** walk or cycle to work.
- **2%** use public transport to travel to work.
- **91%**[*] of private dwellings have one or more registered vehicles in Greater Launceston.
- **91%**[*] of households in Greater Launceston are detached. This causes urban sprawl and pushes the road network further from the city centre.
- There are **10 dwellings**[†] per hectare which is considered very low density for a city.

Greater Launceston in 2020:

The average commute to work in Greater Launceston is **9km**, with **75%** of commuters living within **10km** from their workplace[#]. This is lower than the national average of **16.5km**[*].

During the morning peak, an average of **54%**[^] of cars that travel from suburbs in the north-west, west, north-east, east and south complete their journey in the city.

In the afternoon peak, an average of **51%**[^] of cars travelling to suburbs in the north-west, west, north east, east and south started their journey in the city.

Launceston has the least affordable transport costs of other regional centres in Australia, when average income is considered.[**]

The annual number of visitors to the city increased by **10,000** between 2016/17 and 2019/20.[^^]

[*]Source: Australian Bureau of Statistics, 2016
[†]Northern Tasmania Regional Land Use Strategy 2018
[^]Source: Department of State Growth, 2018
[#]Source: Draft Greater Launceston Transport Vision, 2020
[**]Source: Australian Automobile Association, 2020
[^^]Source: Tourism Tasmania, 2020

Greater Launceston in 30 years

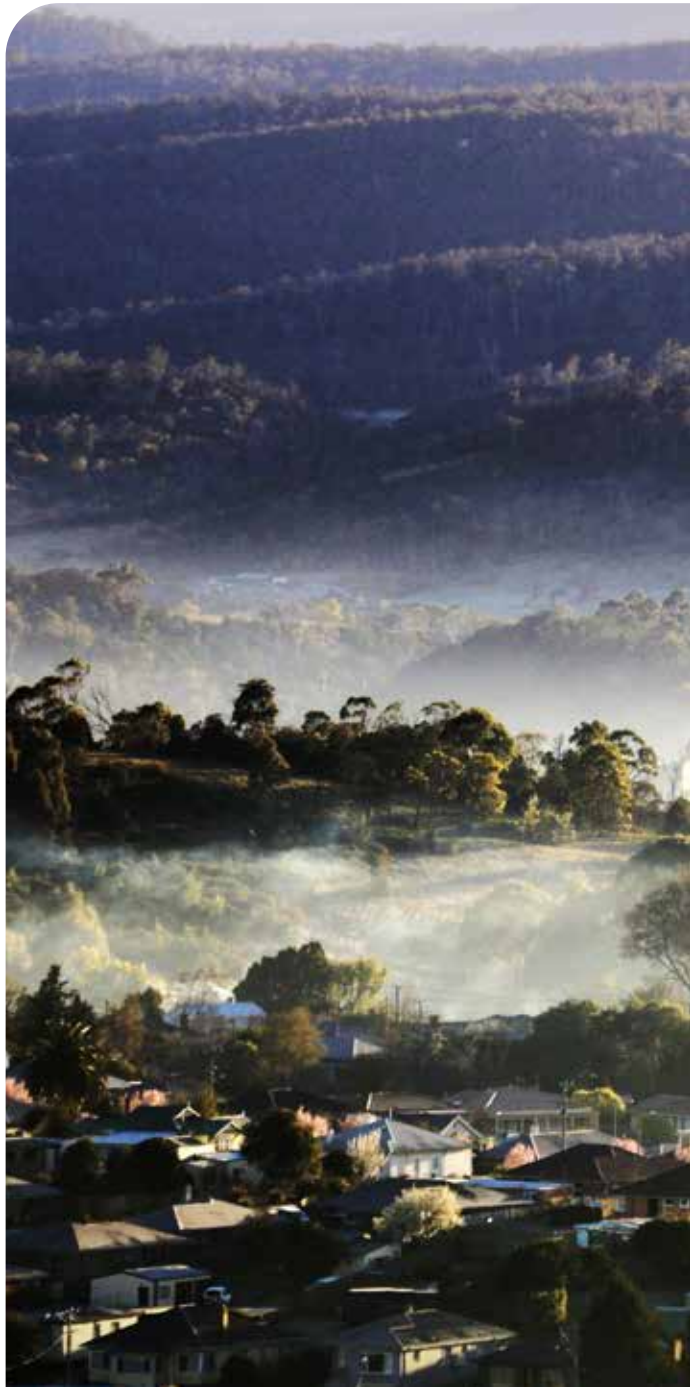
Looking ahead 30 years, this is what we expect to see:

- Australia's most **liveable** regional centre.[#]
- More than **14% increase** in people living in the West Tamar Council area – with strong growth also expected in City of Launceston and Northern Midlands Council.[^]
- **Specific growth pockets include:**

  Legana
  St Leonards
  Alanvale
  South Prospect
  Blackstone Heights
  Hadspen
  Prospect Vale
  Invermay

- **10,000** more students at the new UTAS campus in Inveresk by 2032.[**]
- **100 megawatt** hydrogen production facility at Bell Bay.[^^]
- **Number 1** freight volumes in the state will be between Launceston and Devonport.[##]
- We believe that further modelling needs to be conducted to credibly project development in the region over the next 30 years. The impacts of COVID-19, climate change and an ageing population need to be better understood to inform future planning.

[*]Source: Australian Bureau of Statistics, 2016
[^]Source: Department of Treasury and Finance, 2019
[#]Source: Draft Greater Launceston Transport Vision, 2020
[**]Source: Launceston City Deal, 2017
[^^]Source: Department of State Growth, 2020
[##]Source: Department of State Growth, 2016



> We are small but over the next 30 years we will grow and the traffic congestion for our small city is already ridiculous.
>
> – RACT member

Comparative cities

Launceston is competing with many other cities to be the most liveable regional city in Australia.

The way in which people move around can have a big impact on quality of life, local economies and the ability to attract visitors.

There are a range of comparable domestic and international centres on a similar scale to Launceston that can be used to demonstrate positive mobility outcomes.

Coffs Harbour

Coffs Harbour is a flat coastal city with low residential density. However, it has a number of bus services, a network of separated cycleways and walkways, a regional train service as well as ride sharing services.

Bendigo

Bendigo is a large regional city in Victoria with similar low density. The city has CBD community spaces as well as a bus network, cycle routes, ride sharing services and a regional train service.

Hamilton, New Zealand

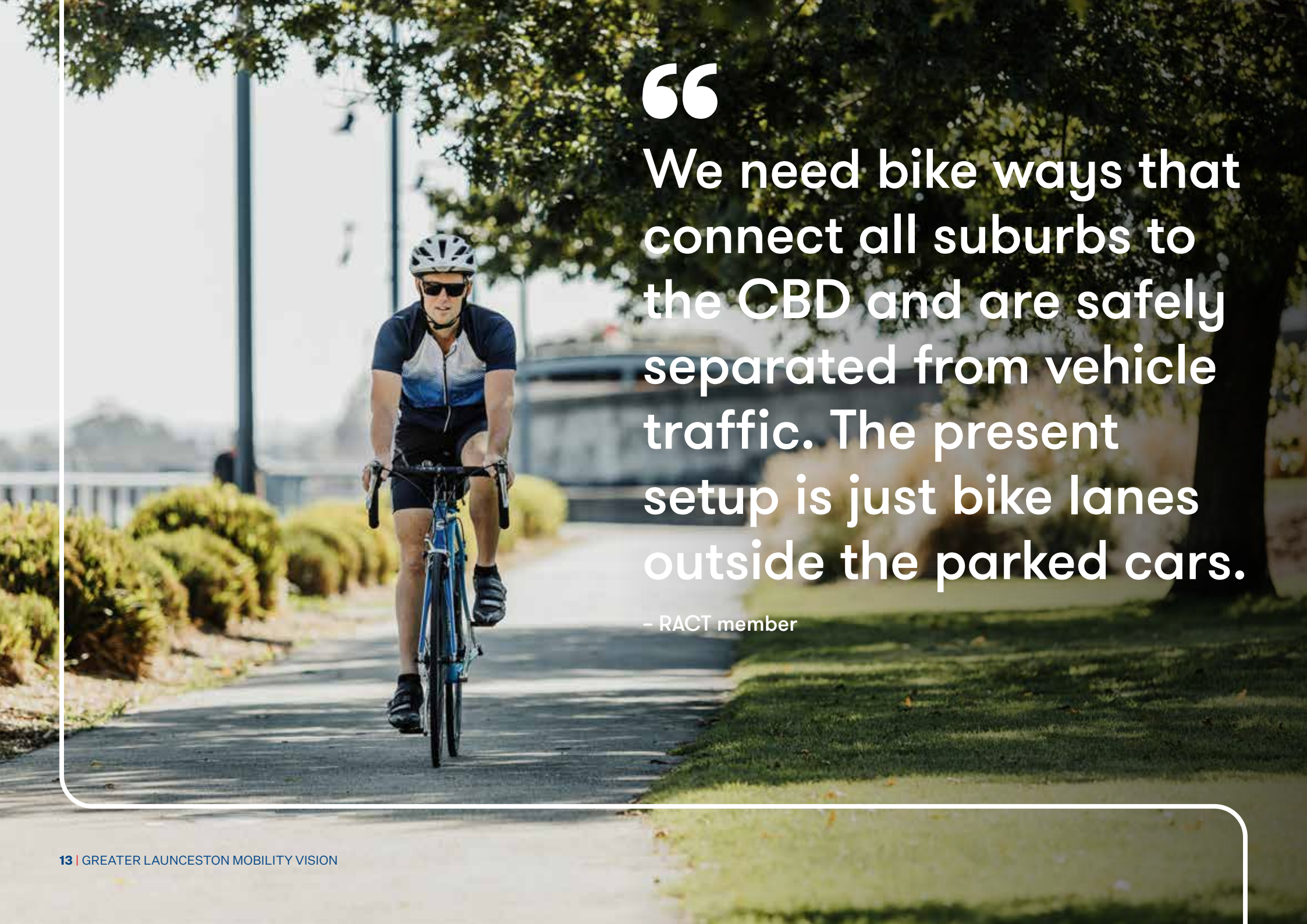
Hamilton is a flat low-density city divided by a river. It has a comprehensive network of cycleways, as well as car share and e-bike/e-scooter share schemes.

Wellington, New Zealand

Wellington has a similar topography to Launceston with a flat CBD and elevated suburban area. Public transport in Wellington includes rail and buses, with cycleways also available.

Cork, Ireland

Cork has a flat CBD and elevated fringe. It is surrounded by a network of rivers, with a network of bus lanes, cycle lanes and pedestrianised streets with community spaces. Cork also has high-density inner and outer city residential areas, a passenger train service on the urban fringe and a bike-share scheme.



> We need bike ways that connect all suburbs to the CBD and are safely separated from vehicle traffic. The present setup is just bike lanes outside the parked cars.
>
> – RACT member

RACT members have their say

A vast majority of northern Tasmanian members indicated they primarily travel to work or school by private vehicle due to convenience, with many indicating that work hours and the need to conduct additional duties influence travel decisions.

Congestion was considered the biggest mobility issue in the region, with other concerns relating to active and public transport infrastructure as well as the performance of key road corridors.

> **We need better public transport options within the city and suburbs, better cycleways and incentives for ride sharing.**
>
> **– RACT member**

Key findings from the 2019 RACT Greater Launceston Mobility Survey:

96% of respondents commute by private vehicle, with more than **60%** as the sole occupant.

Just **2%** ride or walk, while less than **1%** commute by public transport.

73% said the primary reason for their mode of choice was convenience.

Less than **40%** travel into and stop in the CBD more than two days a week.

Congestion **(54%)** was identified as the biggest mobility issue in Greater Launceston, while inadequate public and active transport facilities (**21%**) where also of concern.

Wellington Street, Hobart Road, Invermay Road and the East Tamar Highway were identified as the biggest problem roads.

Almost **60%** said the primary reason for travelling to the Launceston CBD was leisure, with only **18%** for work.

Working hours were the biggest influence on time of travel (**39%**), while traffic congestion and parking were also key factors.

64% of respondents sometimes add other stops to their daily commute, with grocery shopping (**87%**) the biggest reason.

Almost **50%** of respondents 'often' travel through the CBD to get somewhere else.

> **The traffic coming into the city from the West Tamar Highway leads to most congestion problems in the CBD.**
>
> **– RACT member**

RACT members have their say CONTINUED

Public transport could be improved with more frequent and reliable services, especially to the West Tamar area, and more incentives.

– RACT member

Electric bikes can go up hills, so encouraging electric bikes via security and cost subsidies may well see less traffic.

– RACT member

Public transport could be improved with more frequent and reliable services, especially to the West Tamar area, and more incentives.

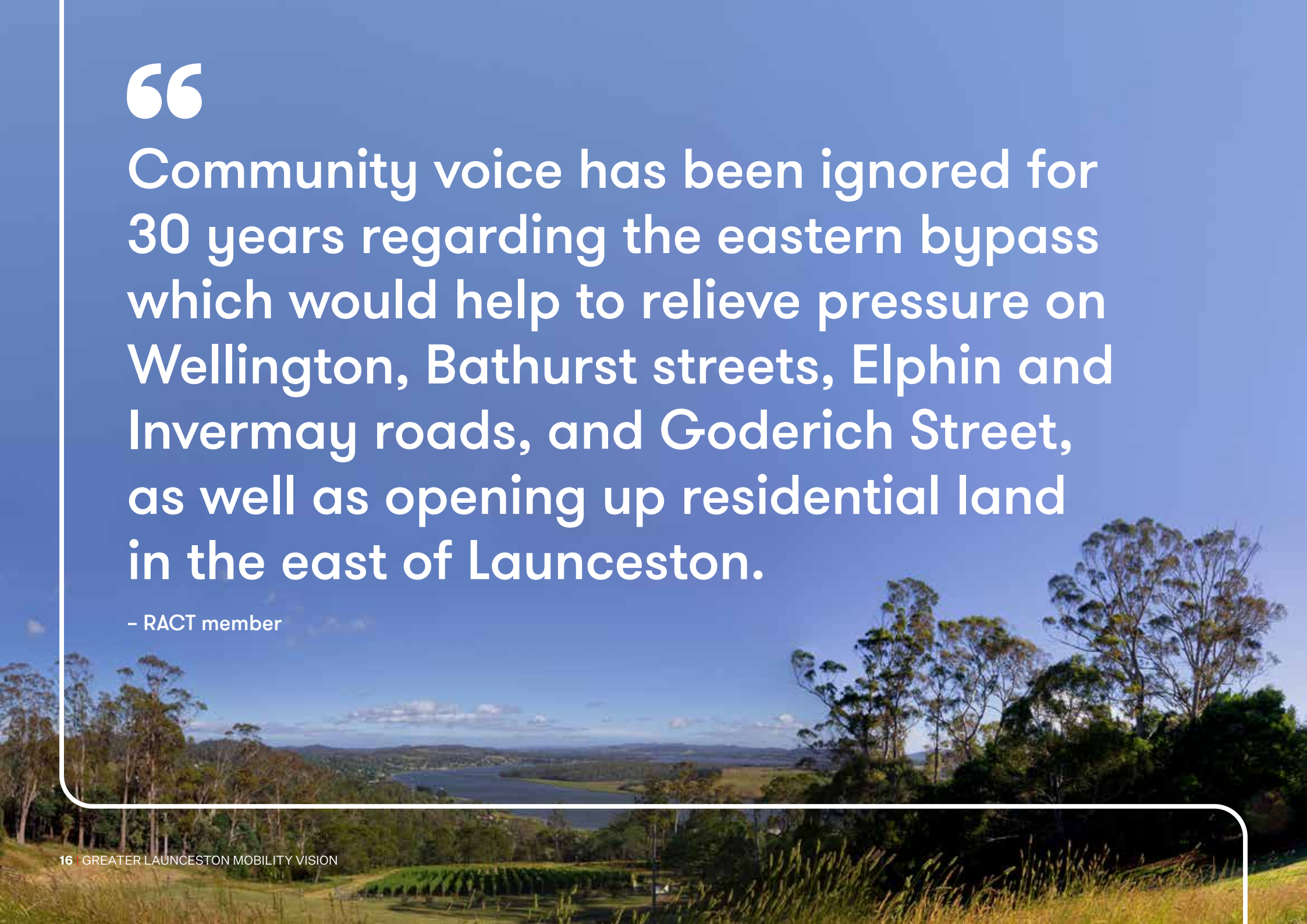
– RACT member

A ring road should be around the whole city, with on/off ramps accessing parts of the city. There should also be more heavy transport hubs outside city.

– RACT member

An eastern bypass is needed to move trucks away from central Launceston. A bridge across the Tamar River at Newnham is also required to ease traffic to and from the city and between the East and West Tamar highways. Councils should also give more thought into cycle lanes and walkways as what they are doing now is very ad hoc.

– RACT member



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Community voice has been ignored for 30 years regarding the eastern bypass which would help to relieve pressure on Wellington, Bathurst streets, Elphin and Invermay roads, and Goderich Street, as well as opening up residential land in the east of Launceston.

– RACT member

RACT's Vision

RACT's Vision is substantially aligned with the outcomes included in the Greater Launceston Transport Vision.

We agree that the six liveability elements should be considered as part of the vision. Namely that mobility should be:

- **Safe** for all road users
- **Sustainable** economically, environmentally and socially
- **Efficient** for any mode of choice
- **Equitable** and accessible for all community members
- **Connected** and **interconnected**
- **Attractive** for all users

RACT's Vision CONTINUED

We would expand the thinking of the outcomes to consider future readiness and provide focused investment on:

Better integration of land use and economic planning with transport.

The provision of realistic alternatives to driving.

Improving primary corridors to suit more types of road users.

The development of a seamless, holistic network.

We believe that the Vision should:

Extend its timeframe from 10 years to 30 years to ensure bold thinking and create real opportunities for change.

Transform into a mobility vision, noting that transport is only one element of a connected way of moving around cities and regions.

Take a people-focused approach creating a city that is enhanced by mobility options.

Provide detailed steps toward progress. Within actionable, quick win changes occurring early to stimulate change.

Behaviour change

Mobility in Greater Launceston cannot improve without behaviour change.

We are supportive of the concepts in the Greater Launceston Transport Vision. However, creation of a people-focused city needs to be able to answer the key question: What does the community actually want and need?

The answer to this question needs to be sourced from a range of data. This data may already exist in parts and where it does, it needs to be analysed, modelled and learned from. If it doesn't already exist, it needs to. It is not until this work has been undertaken that an inclusive vision can be developed.

While there is a significant body of data that demonstrates current travel behaviour, RACT believes there needs to be a specific data driven approach to determine what the future travel habits of residents will and/or should be.

RACT believes one of the key elements to behaviour change is the creation of quick win, highly engaging projects that deliver change. Small pilot programs, that spark interest and create real life examples of transformational change should be implemented as soon as practical. Low cost options where local councils or government can test and learn will eliminate risk and encourage innovation.

Pilots needs to include communication plans that create engagement and encourage take up rates. Celebrating small wins will lead to increased interest and demand.

Achieving behaviour change should not be left to government agencies alone. All stakeholders have an interest in improvements to mobility in Greater Launceston and the region in general. It is important that the business community, advocacy and other interest groups, the media and community representatives stand beside local councils and the Tasmanian Government to present a unified front.

This will improve the opportunity for initiatives to pass through various complex political environments and ultimately attract investment.

Finally, a mobility vision should include content that the community relates to.

We want to see real projects and initiatives that include timing expectations and cost estimates. That will provide a clearer example of what is being planned and how it will support the region.

> “Anything that removes traffic from the CBD is good. But cars must be replaced with elite-level public transport, such as electric micro-buses.
>
> – RACT member

Key principles

We believe a unified mobility vision will be achieved by adhering to the following eight principles:

1. **Focus** on culture and behaviour change.

2. Be people-focused and listen to the **community** and their issues.

3. Ensure decisions are data and **evidence** based.

4. Invest in quick wins and **celebrate** milestones.

5. Identify, separate and promote **transformational elements** from the work plan.

6. Build and utilise **strong** partnerships.

7. Achieve **true** collaboration and shared risk.

8. **Establish** timeframes, identify costs and advocate.

Approach and timeline

To support and encourage behaviour change in Greater Launceston, actions should be delivered over the next 30 years.

A 30-year vision should include actions in the following areas:

Infrastructure

Target investment in the short-term to encourage behaviour change, through a prioritisation on shifting modes. Invest in a major project if mode share targets cannot be achieved. Improve local infrastructure to address issues as they arise.

Active transport

Invest in safe, physically separated options for cyclists and pedestrians throughout the course of the vision. Develop active transport spines and connections to other modes. Enable the safe use of a range of micro-mobility devices.

Public transport

Increase the low levels of public transport use in Greater Launceston. In the short-term, invest in improving existing services and infrastructure. In the long-term, invest in prioritisation measures and harnessing emerging technology. This needs to take a data driven approach.

Urban planning

Address the low density rates across the city, particularly in central areas and those close to mobility options. Develop a Settlement Strategy to increase density, activate precincts and reduce the need for car usage. Deliver high profile examples of 'tactical urbanism' that demonstrate the benefits of centralised residential development.

Emerging mobility technology

Leverage opportunities presented through the Launceston City Deal and establish the city as a national leader in emerging mobility technology. Deliver autonomous vehicle trials and then integrate into the network. Harness opportunities for hydrogen production and establish Launceston as a test bed to attract investment.

Social cohesion

Conduct a comprehensive study on demographics and motivations of the community. Focus on developing '20 minute neighbourhoods' to encourage residents to remain local. Remove traffic from strategic locations to establish more community spaces. Improve access to mobility options, services and parking for those with a demonstrated need.

Vision summary

A vision cannot be achieved quickly. It requires planning and implementation over the next 30 years to transform the way people move around Greater Launceston.

We want to see a vision that has the following priorities over the next 30 years:

Years 1–5

Focus on fully understanding the motivations of the community, ensuring all necessary evidence to make informed decisions is gathered, delivering small scale pilot projects, commencing a shift towards public and active transport, assessing and prioritising future potential large-scale infrastructure projects, adopting emerging mobility technology through the City Deal and improving urban planning strategies.

Years 6–10

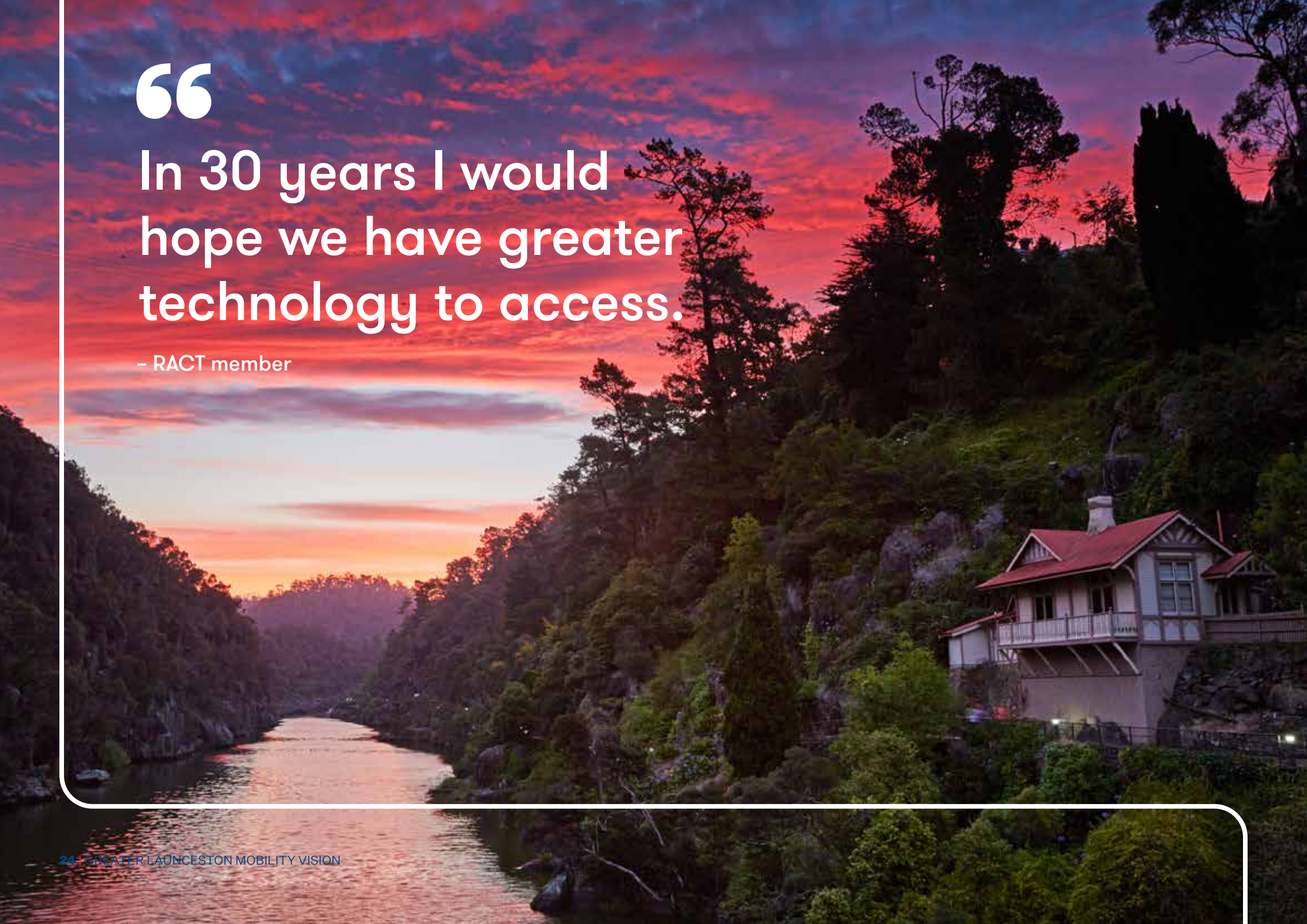
Build on the first five years by pushing forward with public and active transport projects, investing further in emerging mobility initiatives, delivering specific urban planning and community projects as well as finalising feasibility assessments for major infrastructure projects.

Years 11–20

Focus on establishing Greater Launceston as a national leader in emerging mobility technology, leveraging opportunities presented through hydrogen production in the region, strengthening and densifying communities and delivering major infrastructure projects if mode share targets are not achieved.

Years 21–30

Consolidate the mobility transformation by completing key public and active transport links, maximising opportunities from emerging technologies and achieving more '20 minute neighbourhoods' in the Greater Launceston area.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In 30 years I would hope we have greater technology to access.
– RACT member

Actions

RACT's vision for mobility in Greater Launceston identifies priority actions for the next 30 years.

The below identifies which actions should be delivered in the short-term and those that require a longer-term focus.

Years 1–5

Conduct comprehensive surveying of the community to better understand demographic profile and motivations.

Use findings from community surveying to develop and commence implementation of a Behavioural Change Strategy.

Establish desired mode share targets to reduce private vehicle usage.

Assess, prioritise and conduct feasibility studies for highest priority major infrastructure projects (e.g. Tamar River crossing, eastern bypass, ring road) and commence securing land. Projects to be constructed if established mode share targets are not reached.

Deliver low scale pilot projects to generate interest and demand. Projects could include:

- 'Tactical urbanism' – the creation of visible, high density precincts that provide a reference point for the community.
- Autonomous vehicle technology trial. There is high potential to use the new UTAS Inveresk campus as a trial site for autonomous technology.
- Trial of hydrogen powered vehicle technology.

Develop of a Settlement Strategy for Greater Launceston, which includes consideration of the impacts of development on transport corridors, increasing density/infill housing near key public and active transport routes and invest in urban precincts.

- This should include specific approaches for growth areas including Legana, St Leonards, Hadspen, Prospect and Evandale.

Develop of a central mobility hub with integrated transport options to suburbs, including public transport, car-share and e-bikes.

Develop a Parking Management Strategy that addresses pricing, policy, development controls, technology and decentralisation.

Deliver an integrated ticketing system between Metro and private buses with equitable pricing across public and private modes.

Actions CONTINUED

Commence investment in more frequent, accessible, reliable and affordable public transport. Specific deliverables include:

- Increase in ‘turn up and go’ public transport options.
- Better links to new UTAS Inveresk campus.
- Upgrades to smart bus stops that incorporate real-time travel information.

Develop a dedicated active transport strategy for Greater Launceston that includes:

- Infrastructure hierarchy.
- Internal government policy (inc. green travel plans).
- Business and industry plans to assist behaviour change (e.g. UTAS options, work travel plans).
- Better wayfinding, including route creation, demarkation and promotion.
- Support for micro mobility devices, including shared eBike and eScooter schemes.

Invest in separated active transport infrastructure, including:

- Upgrade cyclist and pedestrian path between CBD and Legana.
- Invest in connections to the new UTAS campus at Inveresk.
- Separated cycle lanes on key streets in Launceston CBD (including Paterson from Trevallyn Road to St John Street).
- Improve pedestrian/cycle links from Seaport to CBD.

Commence pedestrianisation of CBD streets, including lowering speed limits to 30km/h and improving the amenity around key community areas.

Actions CONTINUED

Years 6–10

Continue to secure land, obtain funding commitments and undertake feasibility assessments for preferred long term infrastructure projects identified in years 1–5, if the mode share target are not reached.

Establish a freight transit centre and industrial hub outside Launceston CBD and commence relocation of sectors.

Following comprehensive community surveying:

- Commence work on improving community access to public and active transport, particularly in areas of demonstrated need.
- Improve amenity, community facilities and provision of services.

Continue development of a central mobility hub with integrated transport options to suburbs, including public transport, car-share and e-bikes.

Invest in infrastructure to maximise opportunities for hydrogen production and refuelling infrastructure.

Invest in e-bike/e-scooter share schemes with dedicated routes and charging facilities.

Establish 'mobility as a service' platform that utilises public and active transport services.

Commence planning for dedicated bus lanes on key arterials.

Continue to invest in active transport infrastructure, including:

- Separated cycle lanes on key streets in Launceston CBD.
- Improvement to cycling link between northern suburbs and Inveresk.
- Two southern active transport connections to CBD, with one connecting to Meander Valley.

Enact settlement strategy for Greater Launceston, increasing density/infill housing near key public and active transport routes and urban precincts.

Enact Parking Management Plan to decentralise parking, encourage active transport for first and last mile and unlock sites for more strategic use.

Continue to trial autonomous vehicle and hydrogen powered mobility options, before establishing permanent use.

Commence delivery of '20 minute neighbourhoods' principles in Greater Launceston by developing community spaces.

Complete implementation of Behavioural Change Strategy.

Actions CONTINUED

Years 11–20

Construct preferred long term infrastructure projects identified in years 1–5, if the mode share targets are not reached.

Establish Greater Launceston as a test bed for hydrogen powered mobility, ensuring investors include a social dividend.

Invest in low/zero emission bus fleet through hydrogen fuel cell and/or battery electric buses.

Develop dedicated bus lanes on key arterials.

Continue to add more modes to 'Mobility as a service' platform, including autonomous first and last mile options.

Establish small, more frequent shuttle buses that connect to key public transport corridors.

Continue to invest in separated active transport spines and connections.

Continue to densify housing near key public and active transport routes and urban precincts.

Continue to shift freight and industry to outside the Launceston CBD.

Continue delivery of '20 minute neighbourhoods' principles in Greater Launceston by developing community.

Years 21–30

Complete construction of preferred long term infrastructure projects identified in years 1-5, if the mode share targets are not reached.

Complete the relocation of freight and industry to designated precincts outside the CBD.

Complete installation of dedicated road space for public transport.

Continue to invest in separated active transport spines and connections.

Entrench Launceston as a national leader in autonomous technology and world leader in the use of hydrogen for mobility.

Complete transition of public transport fleet to low/zero emission vehicles.

Complete development of '20 minute neighbourhoods' across the region.

Actions

Theme	Project	Years 1–5	Years 6–10	Years 11–20	Years 21–30
Infrastructure	Assess, prioritise and conduct feasibility studies for highest priority major infrastructure projects (e.g. Tamar River crossing, eastern bypass, ring road), secure land and construct if established mode share target is not reached.				
	Develop a central mobility hub with integrated transport options to suburbs, including public transport, car-share and e-bikes.				
	Establish a freight transit centre and industrial hub outside Launceston CBD and relocate industry.				
Public Transport	Deliver an integrated ticketing system.				
	Commence investment in more frequent, accessible, reliable and affordable public transport.				
	Establish small, more frequent shuttle buses that connect to key public transport corridors.				
	Enhance public transport links to new UTAS Inveresk campus.				
	Plan for and develop dedicated bus lanes on key arterials.				
Active Transport	Develop a dedicated Active Transport Strategy for Greater Launceston.				
	Invest in separated active transport infrastructure, including: the cyclist and pedestrian path between CBD and Legana, connections to the new UTAS campus at Inveresk, separated cycle lanes on key streets in Launceston CBD (including Paterson from Trevallyn Road to St John Street) and pedestrian/cycle links from Seaport to CBD.				
	Invest in active transport infrastructure, including: separated cycle lanes on key streets in Launceston CBD, cycling link between northern suburbs and Inveresk and two southern active transport connections to CBD, with one connecting to Meander Valley.				
	Invest in separated active transport spines and connections.				
	Undertake pedestrianisation of CBD streets, including lowering speed limits to 30km/h and improving the amenity around key community areas.				

Actions CONTINUED

Theme	Project	Years 1–5	Years 6–10	Years 11–20	Years 21–30
Urban Planning	Development and enact a settlement strategy for Greater Launceston.				
	Develop and enact a Parking Management Strategy that addresses pricing, policy, development controls, technology and decentralisation.				
	Deliver low scale pilot projects to generate interest and demand.				
	Deliver '20 minute neighbourhoods' principles in Greater Launceston by developing community spaces and improving the quality of street design.				
Emerging Mobility Technologies	Deliver autonomous and hydrogen powered mobility trials.				
	Establish permanent use of autonomous and hydrogen powered mobility options.				
	Invest in infrastructure to maximise opportunities for hydrogen production and refuelling infrastructure.				
	Establish Greater Launceston as a test bed for hydrogen powered mobility, ensuring investors include a social dividend.				
	Invest in low/zero emission bus fleet through hydrogen fuel cell and/or battery electric buses.				
	Entrench Launceston as a national leader in autonomous technology and world leader in the use of hydrogen for mobility.				
	Invest in e-bike/e-scooter share schemes with dedicated routes and charging facilities.				
	Establish 'mobility as a service' platform/s that utilise public and active transport services, as well as autonomous first and last mile options.				
Social Cohesion	Conduct comprehensive surveying of the community to better understand demographic profile and motivations.				
	Develop and implement Behavioural Change Strategy.				
	Establish desired mode share targets to reduce private vehicle usage.				

Next steps – governance

Delivering this work plan to transform the mobility landscape in Greater Launceston and change behaviour will not be easy.

It will need a coordinated approach from all levels of government and active support from a range of other key stakeholders. This will unlock the best opportunities to encourage investment and ensure the delivery of key projects are unhindered by political complications.

RACT will:

Work alongside six local councils and the Tasmanian Government to develop and implement a unified, long-term mobility vision for Greater Launceston.

Act as the key liaison between Government agencies, other key decision makers and our 200,000 members.

Work to mobilise our members to gather critical data regarding community motivations and priorities.

Integrate the vision with our highest priority advocacy issues and use all resources available to us to gain community support, political backing and the funding necessary.

Use our privileged position in state and federal forums to add weight to Launceston's move towards becoming Australia's most liveable regional centre.

Use our media profile to educate the community and gain support for key elements of a unified vision.

Be bold in our support, share the political risk and play an influential role in the delivery of a unified vision.

RACT is calling on:

Local government to fully consider our Vision and develop a time framed and costed 30-year vision and work plan. Specific pilot projects should be identified to generate community attention and demand. There is a unique opportunity on offer to achieve a unified approach to Greater Launceston mobility.

Tasmanian Government to support and invest in the delivery of the final Transport Vision and Work Plan. It will be important to recognise the collaborative approach to the development of these documents and make decisions accordingly. Strong political leadership may be required at times to fully realise the vision.

Next steps – governance CONTINUED

Australian Government to also recognise the unique collaboration between multiple agencies in allocating funding to key projects.

The media to support the development of this document and act with the benefit of the region in mind. The media can be a powerful ally in encouraging community support.

Other key stakeholders, including RACT, Northern Tasmanian Development Corporation, University of Tasmania, Metro Tasmania, Tourism Northern Tasmania and the business community to actively support the vision. It will be important for key stakeholders to be transparent, publically supportive and, at times, share the political risk with project owners. Internal business and industry plans will also contribute to encouraging behaviour change in the community.

Once a unified vision is achieved, RACT will actively and publically support its delivery. We will use our privileged position to advocate for funding and encourage support from our member base. We will use our public profile and local committees to share the political risk and present a unified voice.

Ultimately the vision needs to be funded. All key stakeholders can contribute to the likely attraction of investment through active support. Once a long-term vision is time framed and costed, work can commence on attracting funding. Therefore, it will be important to develop funding models at strategic intervals to identify how incremental progress towards the vision will be achieved.

Success targets

The interim success of this Vision will be determined by the delivery of the following:

Year 1

5 and 10-year mode share targets signed off and agreed by all.

Comprehensive community profiling survey undertaken, analysed and findings agreed for inclusion in a Behavioural Change Strategy. This strategy should include measurable targets.

Implementation of at least one high profile, quick win project that informs the next stage of the program of change.

Year 2

Behavioural Change Strategy completed with programs and policies commenced.

Social cohesion priorities identified and strategies created to address.

A range of quick win projects underway or implemented across at least three Local Government Areas.

Feasibility studies underway for large scale road infrastructure.

Success targets CONTINUED

Year 3

Demonstrated, incremental change in mode share underway.

Preferred long-term road infrastructure project confirmed with feasibility studies completed and funding requirement identified (should the 10 year mode share target not be met).

Integrated ticketing system established.

A minimum of 6km of new/upgraded separated cycle ways installed.

3 pilot projects completed with one permanently installed.

CBD speed limits reduced to 30km/h.

Parking Management, Active Transport Strategies completed.

Settlement Strategy completed including measurable targets for population density in strategic, '20 minute neighbourhood' locations.

Year 5

Funding for road infrastructure project (s) sourced.

Achievement of 5-year mode share target.

Demonstrated reduction in crash numbers involving vulnerable road users across all LGAs.

Autonomous and hydrogen powered mobility options trialled with plans established for permanent use.

A minimum of 10km of new/upgraded separated cycle ways installed.

Year 10

10-year mode share target achieved.

All land and funding secured to allow for major road infrastructure project (if mode share target is not reached).

20km of new/upgraded separated cycle ways installed.

Autonomous and hydrogen powered mobility in permanent use.

Behavioural Change Strategy implemented.

Population density targets achieved in strategic, '20 minute neighbourhood' locations.

Behavioural Change Strategy targets met.

Our research

RACT undertook an extensive process of information gathering in the development of this document.

We reviewed all relevant and current plans, strategies and reports.

We consulted with our members, key stakeholders and the broader community through:

A travel behaviour survey with more than **1200 responses**.

A submission process that attracted **60 submissions** of ideas.

A **workshop** that involved an expert panel to refine submissions to develop a **30-year** vision with well-defined actions.

We established a panel of experts in:

- Infrastructure and engineering
- Active transport
- Public transport
- Urban planning
- Emerging mobility technologies
- Social cohesion

Stakeholders and partners

We also consulted with the Tasmanian Government, including relevant departments and ministers, the Tasmanian Labor Party, all six Greater Launceston councils and a range of other key partners and stakeholders.

Partners:

University of Tasmania

Complete Streets

3P Advisory

Bitzios Consulting

Stakeholders:

Department of State Growth – State Roads

Infrastructure Tasmania

City of Launceston

West Tamar Council

Northern Midlands Council

Meander Valley Council

George Town Council

Dorset Council

Bicycle Network Tasmania

Tamar Bicycle Users Group

TasCOSS

University of Tasmania

Heart Foundation

Metro Tasmania

Regional Development Australia (Tasmania)

Northern Tasmanian Development Corporation

JAC Group

Launceston Chamber of Commerce

Tasmanian Transport Association

City Prom

Tourism Northern Tasmania

Australian Electric Vehicle Association

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