



Sunshine Coast Council Integrated Transport Strategy





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Acknowledgements of Country

Sunshine Coast Regional Council acknowledges the traditional Country of the Kabi Kabi Peoples and the Jinibara Peoples of the coastal plains and hinterlands of the Sunshine Coast and recognise that these have always been places of cultural, spiritual, social and economic significance. We wish to pay respect to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Sunshine Coast community.

Acknowledgements

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Disclaimer

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Overview

The Sunshine Coast Council's vision is 'Australia's most sustainable region – healthy, smart, creative'. Delivering an integrated transport network for the Coast is integral to achieving this vision.

Approximately 200,000 more people are expected to live on the Sunshine Coast by 2041. We need to plan a transport system that will keep up with growth, protect our quality of life and support a growing economy.

The Sunshine Coast Council *Integrated Transport Strategy* outlines the policy direction for transport in the region and replaces the *Sustainable Transport Strategy*. It responds to the challenges predicted for the next period of growth on the Coast and the opportunities which can be harnessed.

By 2041, the Sunshine Coast region will be in the midst of a transport revolution that will fundamentally reshape how people live, work and conduct business. The key drivers of this change will be a transition from fossil fuelled to electric powered vehicles, connected and autonomous vehicles, established mass transit systems, emerging smart mobility technologies, a more compact urban form, increased travel choices and market driven transport services and products to better meet people's needs.

The *Integrated Transport Strategy* outlines a vision to achieve a connected, smart, integrated, safe and efficient transport system that contributes to the region's economic viability, sustainability and lifestyle. To achieve this vision we need to adopt a people focused approach to planning our transport future.

This will prioritise the efficient and sustainable movement of people and goods. It will require a combination of better management of the road network, more timely investment by all levels of government and the community choosing to change some car trips to more passenger and active transport and smart mobility options.

Private vehicles will remain the dominant mode of transport on the Coast. These will become more efficient over time with the gradual replacement of fossil fuels to electric power and safer with the application of technology leading to autonomy. However, without a shift in our current mode share to more sustainable modes and reduced car dependency, an additional 830,000 daily vehicle trips are forecast on the transport network by 2041, a 70% increase from 2016.

Substantial road capacity investment would be necessary to accommodate this growth to avoid excessive congestion, with significant consequences for our urban centres, impacting the region's liveability and amenity.

In order to maintain our wonderful lifestyle and the distinctive character of our communities, the *Integrated Transport Strategy* proposes mode share targets of reduced car travel from 85% to 70% and increased active travel from 12% to 20% and passenger transport from 3% to 10%.

These targets will guide planning and investment of infrastructure and programs to assist a shift to more sustainable modes of travel. The community will ultimately decide whether these targets are achievable through individual travel choice.

To support this mode share the delivery of the priority transport projects for the region will be critical. In 2041, all major centres will be linked by high-frequency public transport corridors with services running at least every 15 minutes 7am to 7pm, 7 days a week. Further adoption of autonomous ride share will enable people to move on demand to and within suburbs or to stops and stations.

Improving infrastructure, service frequencies and reliability together with travel behaviour change will be necessary to make passenger and active transport more viable and attractive options.

“ In 2041, the Sunshine Coast community is connected by a smart, integrated, safe and efficient transport system. This transport system is embraced by the community, enhances the quality of life, contributes to the economic viability and adds to the sustainability of the region. ”

Working with our partners

By 2041, the Sunshine Coast will require a smart, connected and integrated transport system that offers viable travel choices for door-to-door journeys via various modes.

To a resident or visitor, the transport system is one continuous element. As such, all levels of government and the private sector must work together to achieve an integrated and efficient approach to planning, delivery, operation and maintenance of a seamless system.

Approaching the transport system with a people focus is to consider the transport system as one network regardless of responsibility or ownership. This is critical to moving people and goods efficiently and sustainably within and throughout the region.

The delivery of this integrated transport system for the Coast will require strong leadership from council, state and federal governments and the private sector, with support from the community.

Council will continue to plan for, manage and deliver the components of the local transport system where it has authority.

Council will also advocate strongly to other levels of government for the region's fair share of investment to deliver catch-up transport infrastructure and services but also to meet the high levels of forecast growth.

The Queensland Government has a key role to play in achieving this *Integrated Transport Strategy* and part of that will be led through the draft South East Queensland Regional Transport Plan (under development).

Investing in the region's critical transport infrastructure projects will deliver benefits to the overall transport network and consequent wider economic, environmental and lifestyle benefits.

Future proofing the Sunshine Coast

Apart from infrastructure, technology will contribute to future proofing the Sunshine Coast.

Emerging technologies will continue to present opportunities to innovate and embrace smart mobility. Our transport system must be flexible to accommodate these opportunities as they arise.

Council will explore partnerships with the state and federal governments and the private sector to pilot innovative approaches to service delivery.

Smart mobility will offer increased travel choice, new ways to bridge service gaps, move between modes, improve real-time travel information and assist in achieving the strategy's mode share targets.

By placing resident's and visitor's expectations at the centre of transport planning and leveraging new ways to integrate services, we will be able to deliver more travel choices and greater efficiency.

A flexible, resilient and connected network will position the Coast for our best possible transport future.



Booking ride share in Nambour

Priority transport projects

Council has identified priority transport projects (Figure 1) that will be essential to providing an efficient, safe and integrated transport system for the Sunshine Coast. Some of council's critical priority transport projects are outlined below.

Mooloolah River Interchange (State)

This is a major choke point on the Sunshine Coast and has become a greater issue since the opening of the Sunshine Coast University Hospital. An upgrade to the interchange will reduce congestion on Nicklin Way and the Sunshine Motorway while providing direct and better access to the hospital.

North Coast Connect (Federal / State / Private)

A business case, being conducted with the support of all three levels of government, will assess three stages of work to provide faster rail outcomes between Brisbane, Nambour and Maroochydore:

- Stage 1a - upgrade 64.5km of rail between Brisbane and Beerburum
- Stage 1b – upgrade 40km of rail between Beerburum and Nambour (see North Coast Rail below)
- Stage 2 – 40km of new rail line from Beerwah to Maroochydore.

North Coast Rail duplication (Federal / State)

The project consists of rail duplication between Beerburum and Landsborough, with additional works between Landsborough and Nambour to improve accessibility and capacity (aligned to Stage 1b of North Coast Connect). The project will improve reliability, speed and accessibility of rail freight operations and passenger transport services and support close economic and social connections with Brisbane.

Sunshine Coast Light Rail (Federal / State / Council)

Council is developing a business case for the Light Rail project to submit to the State Government. Light rail could provide a high-frequency transit solution extending initially from the Sunshine Coast Airport, through Maroochydore and the Sunshine Coast University Hospital precinct to Caloundra and then beyond. It will serve the Enterprise Corridor where population and employment growth are expected to increase significantly.

Caloundra Access Improvements (State / Council)

The Caloundra access improvements project consists of a number of state and council-controlled road network upgrades to support Caloundra and help resolve congestion on Caloundra Road, particularly at the Nicklin Way roundabout and improve connectivity north, west and south.

Bruce Highway: Caboolture to Caloundra six laning (Federal / State)

With current capacity unable to accommodate current peak demand, expanding the Bruce Highway to six lanes between Caboolture and Caloundra is required. The project will also deliver flooding and safety enhancements resulting in a more resilient national road link.

Sunshine Coast Airport Expansion (Council)

Sunshine Coast Airport Expansion is council's largest construction project and ensures the airport can support a growing Sunshine Coast economy. It will contribute \$4.1 billion to the Gross Regional Product (2020-2040), generate 2,230 new full-time jobs and attract up to 2 million passengers annually to the region. It connects the Sunshine Coast with the world and brings with it raised expectations of travel options.

Brisbane Road Upgrade (Council)

The Brisbane Road Upgrade Project will see the length of Brisbane Road and Walan Street between Culbara Street and Venning Street in Mooloolaba widened to four lanes in stages over a number of years. It will help to create a sense of arrival to Mooloolaba, increase safety and capacity for vehicles, pedestrians and bikes and support future Light Rail.

Coastal Pathway (State / Council)

The Coastal Pathway is council's longest shared pathway. It stretches from Pelican Waters in the south to Coolum Beach in the north. Council's vision is for this pathway to be a world class scenic route along the coast. People can explore the beautiful coastline by walking, jogging or cycling. The pathway runs beside beaches, parks and leisure areas.

Maroochydore Access Improvements (State / Council)

The Maroochydore access improvements project consist of a number of state and council-controlled road network upgrades to support Maroochydore and address congestion and improve connectivity.

Nambour Access Improvements (State / Council)

The Nambour access improvements project consist of a number of state and council-controlled road network upgrades to support Nambour and address congestion and improve connectivity. This includes an upgrade to Arundell Avenue as well as intersection upgrades north and south of the CBD.

Travel Behaviour Change Program (Council / State / Private)

To achieve the desired outcomes in mode shift will require a concerted effort in travel behaviour change. It will require new approaches which continue existing work but also further develop tailored programs that seek to maximise return on investment of infrastructure and services, increase efficiency in the transport system and achieve mode shift.

Council takes its role in transport delivery seriously and has outlined its proposed network improvements in the Local Government Infrastructure Plan and 10 year Capital Works Program.

The region requires timely planning and delivery of the priority transport projects to ensure efficient and sustainable development, economic growth and social benefits for the community. Council will continue to work with its partners and stakeholders to ensure coordinated transport infrastructure investment occurs that matches capacity of the transport system with major development and growth areas to future proof our region. It will also give confidence to business to invest in the region.

New revenue options will be explored with our partners that may assist in securing the transport infrastructure and investment needed for the region, provided these approaches do not place increased cost burden onto council and the community.

Overall, active transport infrastructure and public transport infrastructure and services needs to be delivered early to help establish viable travel choice alternatives to achieve the intended mode share targets and ensure the transport system provides longer term outcomes for the community.

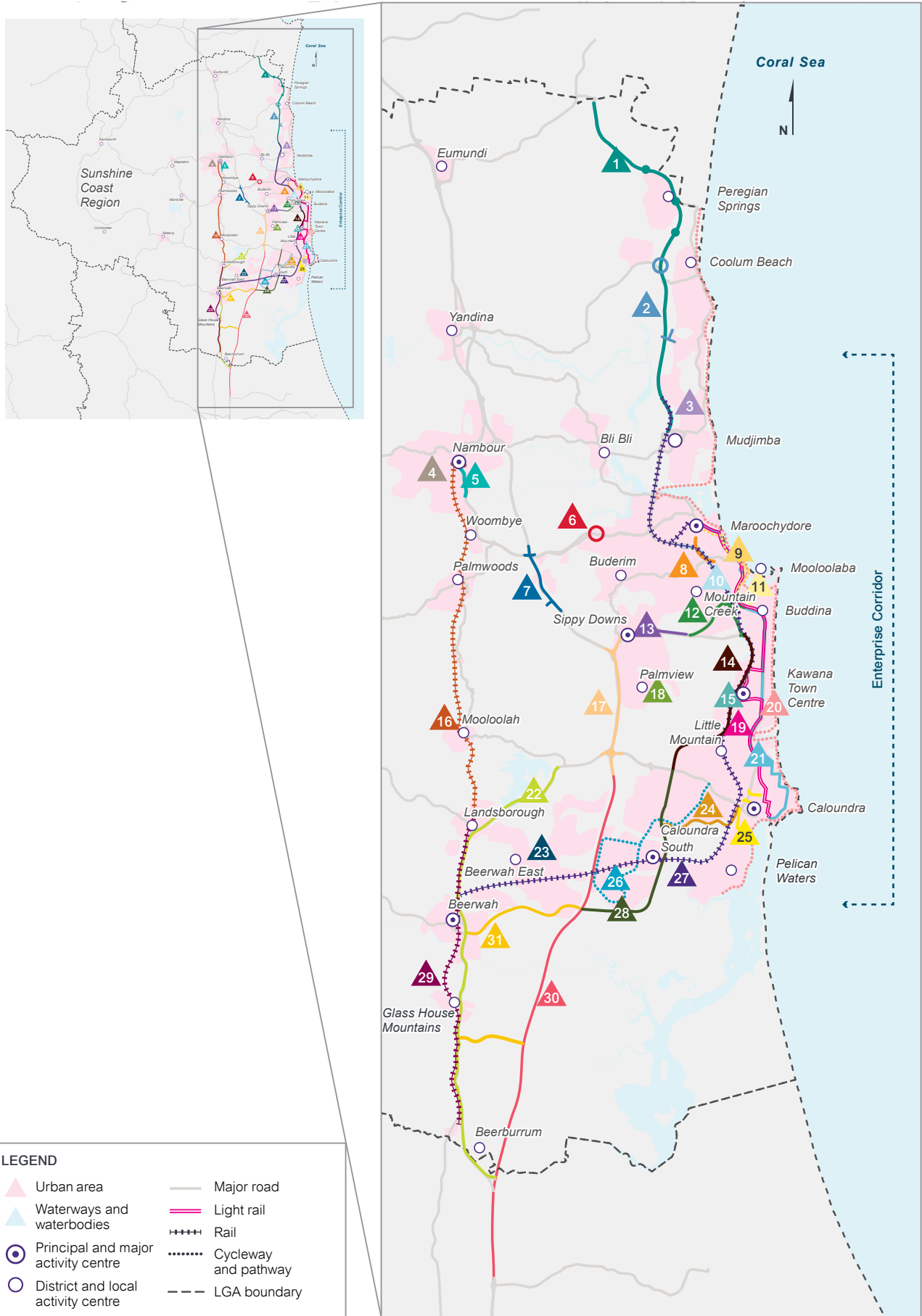


Figure 1: Priority transport projects

*Numbering is not in order of priority

*Area types are based on Spatial Concept Map (Figure 7) from the *Urban Transformations – Directions Paper for the Future for the Sunshine Coast 2017*

Map Ref#	Priority Project	Funding Responsibility (\$) [#]				Project Status October 2018	ITS Objective			Supported Modes					
		Federal	State	Local	Private		Connected and Integrated	Smart and Sustainable	Safe and Efficient	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk
1	Sunshine Motorway – north of Maroochy River		▲			Preliminary Evaluation	●		●	Car	Freight	High Frequency PT			
2	Coolum Beach Access Improvements		▲	▲		Preliminary Evaluation			●	Car			Bus feeder	Cycle	Walk
3	Sunshine Coast Airport Expansion	▲	▲	▲	▲	Delivery	●		●		Freight	High Frequency PT			
4	Nambour Access Improvements*		▲	▲		Preliminary Evaluation		●		Car	Freight		Bus feeder	Cycle	Walk
5	Nambour Connection Road Pathway*			▲		Design		●						Cycle	Walk
6	Kunda Park Connection Improvements		▲			Preliminary Evaluation			●	Car	Freight				
7	Bruce Highway Upgrade – Maroochy Road to Mons Road	▲	▲			Design	●	●	●	Car	Freight		Bus feeder	Cycle	Walk
8	Maroochy Access Improvements*		▲	▲		Preliminary Evaluation	●	●	●	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk
9	Minyama to Maroochy Cycleway*		▲	▲		Varies		●						Cycle	
10	Sunshine Motorway Upgrade (MMTC), MRI to Maroochy Blvd		▲			Preliminary Evaluation		●	●	Car	Freight			Cycle	
11	Brisbane Road Upgrade Project*		▲	▲		Delivery	●	●	●	Car	Freight	High Frequency PT		Cycle	Walk
12	Mooloolah River Interchange (MRI)		▲			Business Case	●	●	●	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk
13	Sunshine Motorway Upgrade Sippy Downs		▲			Strategic Planning			●	Car	Freight				
14	Kawana Arterial Project, Caloundra Road to MRI		▲			Strategic Planning	●	●	●	Car	Freight		Bus feeder	Cycle	
15	Sunshine Coast University Hospital Access Improvements		▲			Design / Delivery	●	●	●	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk
16	Landsborough to Nambour Rail Duplication Upgrade	▲	▲			Preliminary Evaluation	●		●		Freight	High Frequency PT			
17	Bruce Highway Upgrade – Caloundra Road to Sunshine Motorway	▲	▲			Delivery		●	●	Car	Freight		Bus feeder	Cycle	
18	Palmview Development transport infrastructure			▲	▲	Design / Delivery		●	●	Car			Bus feeder	Cycle	Walk
19	Sunshine Coast Light Rail	▲	▲	▲		Business Case (preliminary)	●					High Frequency PT	Bus feeder		
20	Coastal Pathway		▲	▲		Design / Delivery		●						Cycle	Walk
21	CoastConnect Project		▲			Preliminary Evaluation	●					High Frequency PT	Bus feeder	Cycle	
22	Steve Irwin Way Upgrade		▲			Strategic Planning		●	●	Car	Freight			Cycle	
23	Beerwah East Development transport infrastructure		▲	▲	▲	Strategic Planning	●	●	●	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk
24	East-West Link Road (Bells Creek Arterial to Nicklin Way), Caloundra		▲		▲	Strategic Planning	●	●	●	Car	Freight		Bus feeder	Cycle	Walk
25	Caloundra Access Improvements*		▲	▲		Varies	●	●	●	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk
26	Caloundra South Cycleway and Pathway		▲	▲	▲	Delivery		●						Cycle	Walk
27	CAMCOS Passenger Rail Project		▲			Preliminary Evaluation	●					High Frequency PT	Bus feeder		
28	Bells Creek Arterial		▲		▲	Varies	●	●	●	Car	Freight		Bus feeder	Cycle	
29	Beerburrum to Landsborough Rail Duplication Upgrade	▲	▲			Design / Delivery	●		●		Freight	High Frequency PT			
30	Bruce Highway Upgrade – Pine Rivers to Caloundra Road	▲	▲			Varies			●	Car	Freight				
31	Bruce Highway/Steve Irwin Way East-West Connectors		▲	▲		Strategic Planning		●	●	Car	Freight			Cycle	
	Travel Behaviour Change Initiatives – region wide		▲	▲	▲	Varies	●	●	●	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk
	Smart Mobility Trials – region wide	▲	▲	▲	▲	Varies	●	●	●	Car	Freight	High Frequency PT	Bus feeder	Cycle	Walk

Figure 1: Priority transport projects continued

* LGIP related

[#] Allocated Funding Responsibilities reflect typical funding roles and do not represent commitment by State or Federal Governments

LEGEND

Strategic Planning – strategic/concept level planning

Preliminary Evaluation – preliminary evaluation of options

Business Case – detailed assessment of shortlisted options

Design – detailed design of preferred option

Delivery – construction of project

Varies – project is staged; stage status vary

▲ Lead ▲ Support



1 Introduction

Sunshine Coast Council's (council) vision for the region is 'Australia's most sustainable region – healthy, smart, creative'. Meeting the multi-modal transport network needs of a growing community and maintaining the environmental, social and economic values of the region are critical outcomes to ensure this vision is achieved.

The Sunshine Coast Council *Integrated Transport Strategy (ITS)* replaces the *Sustainable Transport Strategy 2011 – 2031*. Since its implementation in 2011, council has achieved a range of outcomes through the Sustainable Transport Strategy. This update to the strategy aligns with new corporate and strategic planning documents and provides revised objectives for the Coast's transport system.

The *Integrated Transport Strategy* outlines a transport system for the Coast that enhances connectivity, economic viability and maintains the region's liveability and environment.

It will guide the development of the transport system to meet growing demand for services and infrastructure while encouraging a shift to more sustainable modes, creation of new travel choices and readiness for smart mobility.

The Sunshine Coast has a high reliance on private vehicle transport. The trend, together with population growth, place significant pressure on the existing transport network, health and wellbeing, the environment, the economy and resources.

The *Integrated Transport Strategy* outlines the key policies and investment required by all levels of government to plan, deliver and manage a transport network that is responsive to challenges and fosters opportunities in the region.

The transport network will be developed to ensure the efficient and reliable movement of people. This will be achieved by improved transport and land use integration, a connected passenger network, community behaviour change, increasing active and passenger travel, embracing smart mobility and creating a safe and efficient road network supported by better managed by parking.

The *Integrated Transport Strategy* expresses council's transport vision for the Coast and may not, in all cases, reflect state or federal government policy.

Key achievements of the *Sustainable Transport Strategy 2011 – 2031*:

- ✓ Adopted an Active Transport Plan.
- ✓ Adopted a Parking Management Plan and 37 Local Area Parking Plans.
- ✓ Adopted a Road Safety Plan.
- ✓ Incorporated transit-oriented development objectives into the *Sunshine Coast Planning Scheme 2014* and master planning.
- ✓ Early investigation of alignment and construction of dedicated public transport corridors in conjunction with or prior to development of master planned areas including Palmview and Caloundra South.
- ✓ Introduced the Transport Levy to fund transport infrastructure and trial services.
- ✓ Advocated and collaborated with the state government to deliver improved transport infrastructure and services.
- ✓ Supported progressing a case for light rail.
- ✓ Integrated walking and cycling into major new developments at Caloundra South and Palmview.



Cyclists in Caloundra South

1.1 Integrated Transport Strategy

The *Integrated Transport Strategy* will provide a policy platform to deliver a connected and integrated transport system for the Sunshine Coast to 2041. With new and emerging challenges and opportunities facing the Sunshine Coast, the *Integrated Transport Strategy* will:

- support economic development
- respond to new growth areas and trends
- balance the consideration of all modes
- respond to emerging technologies and business models such as ride sharing, car sharing, autonomous vehicles and big data
- advocate and apply a one network approach
- align with relevant strategic policy and planning documents
- update data, analysis and projections and identify system performance indicators for tracking and decision-making
- be an effective information and advocacy tool for council and the community
- reduce adverse environmental impacts through a lower carbon transport system.

The *Integrated Transport Strategy* will guide council's transport planning, decision-making and investment for its transport responsibilities and support and inform advocacy. The structure of the *Integrated Transport Strategy* is outlined in Figure 2.

1.2 The changing transport sector and future role of government

Technology is consistently changing the way we live and is expected to significantly impact how customers interact with and move around on the transport system.

New smart mobility products and innovative business models driven largely by the private sector will disrupt the way transport is planned, delivered, managed and operated. This will fundamentally change the role of government as traditional transport service providers, and create an environment where the full advantage of smart mobility for the future is achieved through the collaboration of the public and private sectors.



Cyclists in Mooloolaba



1. Introduction						
Integrated Transport Strategy	Community engagement	Council's role	Community's role			
2. Planning context						
Local Government	Queensland Government	Australian Government				
3. Regional overview						
How we currently travel		Transport network deficiencies				
4. Transport challenges and opportunities						
Challenges		Opportunities				
5. Goals, vision and objectives						
Vision	Achieving the vision	Transport network changes	Working with partners			
Goal 1 <i>A smart economy</i>	Goal 2 <i>A strong community</i>	Goal 3 <i>A healthy environment</i>	Goal 4 <i>Service excellence</i>			
Goal 5 <i>An outstanding organisation</i>						
Transport vision						
<p>"In 2041, the Sunshine Coast community is connected by a smart, integrated, safe and efficient transport system. This transport system is embraced by the community, enhances the quality of life, contributes to the economic viability and adds to the sustainability of the region."</p>						
Objective 1: CONNECTED and INTEGRATED An integrated transport system that connects people and places, supports future growth and serves the economy.	Objective 2: SMART and SUSTAINABLE A transport system that provides increased travel choice and mobility across the region and is adaptable to emerging technologies and new business models.		Objective 3: SAFE and EFFICIENT People and goods enjoy safe, reliable and convenient travel within an efficient transport system.			
6. Strategy directions						
Connected passenger transport network	Integrated transport and land use	A more healthy and active region	Changing our travel behaviour	Smart mobility for the future	A safe, efficient and sustainable road and freight network	Better managed parking
Policies		Policies			Policies	
Actions		Actions			Actions	
7. Implementation						
Infrastructure investment	Funding the transport system		Monitoring and review			

Figure 2: Structure of the *Integrated Transport Strategy*

1.3 Community engagement

Community input and contribution has been an integral part of the development of the *Integrated Transport Strategy*.

Council values community input to better understand the preferences and values of users as well as barriers to moving around the region in a connected and sustainable way.

Market research

To inform this strategy, market research was undertaken from November 2017 to January 2018. The following key inputs were provided by the community:

- There is concern with growth and the potential for negative impacts of adding more cars to the current road network.
- The majority of people haven't used public transport in the past 12 months.
- The most significant transport system related issues include parking, road safety, connectivity, vehicle costs, maintenance of the network, walking facilities, disability access, traffic congestion and cycling.
- The primary reasons people prefer car travel over public transport include: comfort and convenience, and concerns around poor public transport accessibility, frequency and journey times.
- People would be more likely to use public transport if journey times were more competitive with the car, frequencies increased and accessibility to destinations improved.
- People would be more likely to use active travel if there were better quality pathways, greater physical separation from traffic and a more connected cycle network.
- Despite high car use, 77% of surveyed residents are supportive of council seeking behavioural change to achieve a reduction in private vehicle trips. To achieve the behaviour change, people are willing to consider taking public transport to work, shopping and recreation; active transport to work; and car share and smart mobility options.

- Residents identified more parking, better public transport and increased road capacity as key to improving transport on the Coast, followed by better walk and cycle facilities, more smart mobility options and more dense urban areas.
- The majority (76%) of those surveyed believe that light rail should be part of the long-term transport solution.

Community feedback

Council sought community feedback on the *Integrated Transport Strategy* over a five week period in June and July 2018.






Feedback received was highly supportive of the *Integrated Transport Strategy* and the future transport system required for the region. Feedback has been considered in finalising the *Integrated Transport Strategy*. A summary of the community feedback is shown in Figure 3.

Other relevant consultation

Council recently engaged with the community on the Parking Management Plan, Local Area Parking Plans and the Environment and Liveability Strategy. Relevant feedback gathered from the community through these projects has been considered, including:

- reducing vehicle reliance
- significantly improved public transport
- developments which integrate land use with the transport system
- timely delivery of transport infrastructure
- poor viability of public transport for some commuters and areas of the coast and hinterland
- the need for parking demand management in parallel with improved public transport
- carpooling provisions
- alternative options such as park and ride.

Top five travel choice options considered most beneficial

<p>1</p>  <p>Public transport</p>	<p>2</p>  <p>Walking</p>	<p>3</p>  <p>Online travel planning tools</p>	<p>4</p>  <p>On demand passenger transport</p>	<p>5</p>  <p>Cycling</p>
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Most important transport policy outcomes

- 1 High frequency public transport services
- 2 Improved local feeder bus services
- 3 Travel behaviour change
- 4 Technology that helps people travel
- 5 Better land use integration and higher density around public transport

Key transport outcomes desired by the community

Public transport

- Increase public transport service and frequency
- Light rail and faster rail projects wanted
- Cheaper public transport
- Increase public transport mode share

Active transport

- Invest in active transport infrastructure

Travel behaviour change

- Travel behaviour change

Parking

- Continue to monitor parking demand across the region

Road

- Road safety

Smart mobility

- Recognise that smart mobility will play an important role in the future

Integrated transport and land use

- Better integration of transport and land use
- More density around public transport

Suggestions and ideas to improve the Integrated Transport Strategy

- Provide additional detail on council's priority transport projects
- Identify and champion the early delivery of actions led by council
- Include summary of changing transport industry
- Strengthen intent to maximise efficiency of the car
- Greater consideration of mobility impaired, aging population and transport disadvantaged
- Actions to inform the Sunshine Coast Planning Scheme
- Indicate this is not state government policy

Key community engagement outcomes

<p>76%</p> <p>believe the <i>Integrated Transport Strategy</i> will provide the platform to achieve the <i>Integrated Transport Strategy</i> vision</p>	<p>88%</p> <p>support the <i>Integrated Transport Strategy</i> vision to deliver a connected and integrated transport system for the region over the next 20 plus years</p>	<p>81%</p> <p>agree on the need to reduce our reliance on cars and support an increase in public transport mode share</p>
<p>92%</p> <p>have an improved level of understanding of the roles and responsibilities for transport</p>	<p>93%</p> <p>agree travel behaviour change is critical and the community has a significant role to play</p>	<p>97%</p> <p>support for council to continue advocating for investment in transport</p>

Figure 3: Summary of community feedback
Sunshine Coast Council Integrated Transport Strategy

1.4 Roles and responsibilities

Each level of government has a role to play in the delivery of an integrated transport network (refer to Figure 4).

The Australian Government is responsible for national policy, legislation and road and freight networks. Newly created federal funding programs to support faster rail as well as traditional investment in road and rail network are essential for the Sunshine Coast. This includes ongoing funding for the Bruce Highway Upgrade and the Roads to Recovery programs.

The Queensland Government plays a critical role in the planning, delivery, management and operation of public transport. It is also responsible for the planning and delivery of the state-controlled road network, principal cycle network plan, freight routes, travel behaviour programs, transport safety, improved access to public transport, high level land use planning policy and input to some development assessment.

Council's main responsibilities include planning, delivery and management of local roads, parking, transport safety, walking and cycling infrastructure, bus stop infrastructure, travel behaviour and choice programs, and land use planning and assessment.

While council is not responsible for some aspects of the transport system, such as public transport, it is willing to strengthen partnerships or be a catalyst for improvement and innovation where it can benefit the community and contribute towards enhancing the sustainability of the region.

One way council does this is through initiatives such as the Transport Levy. Funds from the annual Transport Levy, contributed to by all ratepayers, help council to protect future transport options, strategic transport outcomes and trial public transport service gaps that exist in our region.

Council takes its role in transport delivery seriously and has outlined its proposed network improvements in the Local Government Infrastructure Plan and the 10 year capital works program for all its transport responsibilities.

Council and the state government also have a critical role in maintaining the existing transport network and managing it in smarter more efficient ways.

The role of the private sector in funding parts of the transport system is increasing and includes:

- operating pre-booked passenger transport services providing new smart mobility initiatives and business models
- providing land and infrastructure by developers for current and future transport purposes, including road
- infrastructure, pedestrian and cycle infrastructure and public transport infrastructure
- partnering of funding and delivering major transport infrastructure under alternate funding models.

The community survey data clearly indicates that travel behaviour change and advocacy to the state government is needed in provision of public transport funded infrastructure and services.

The community has a role, collectively and individually, in seeking out efficient and effective travel options and alternatives to car travel, to help preserve the Sunshine Coast lifestyle. Another key role is helping advocate to the state government for transport infrastructure improvements.

		Roles and responsibilities									
		Sunshine Coast Council			Queensland and/or Australian Governments			Private Sector			
		Activity	Plan	Deliver	Manage	Plan	Deliver	Manage	Plan	Deliver	Manage
ACTIVE TRANSPORT	Walk	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Cycle	▲	▲	▲	▲	▲	▲	▲	▲	▲	
	Bike share	▲		▲	▲		▲		▲	▲	
	Bicycle end of trip facilities	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
PASSENGER TRANSPORT	Community transport e.g. homecare packages						▲*		▲	▲	
	Taxi, ride share						▲	▲	▲	▲	▲
	Demand responsive transport				▲		▲		▲	▲	
	Carpool, car share	▲		▲	▲		▲	▲	▲	▲	▲
	Local and feeder bus	▲			▲	▲	▲	▲	▲	▲	▲
	High frequency public transport										
	– High frequency bus	▲	▲		▲	▲	▲	▲	▲	▲	▲
	– Light rail	▲	▲#		▲	▲	▲	▲	▲	▲	▲
	– Passenger rail	▲	▲		▲	▲	▲	▲	▲	▲	▲
	Bus priority	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Bus stops	▲	▲	▲	▲	▲	▲				
	Bus / rail stations				▲	▲	▲				
	Air	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Sea				▲	▲	▲	▲	▲	▲	▲
PRIVATE VEHICLES	Private car	▲	▲	▲	▲	▲	▲	▲	▲	▲	
	Roads	▲	▲	▲	▲	▲	▲	▲	▲	▲	
	Park and ride	▲	▲	▲	▲	▲	▲	▲	▲	▲	
	Car parking	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Passenger drop off / pick up, kiss and ride	▲	▲	▲	▲	▲	▲	▲	▲	▲	
	Freight	▲			▲	▲	▲	▲	▲	▲	▲
SUPPORT	Data information	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Land use integration with transport	▲	▲	▲	▲	▲	▲	▲	▲	▲	

▲ Lead * Australian Government lead
 ▲ Support # Council will support the timely delivery of light rail

Private = development industry and/or transport market and providers

Figure 4: Roles and responsibilities in providing an integrated transport system



2 Planning context

This *Integrated Transport Strategy* has been informed and guided by relevant local, Queensland and Australian government strategies and policies, as detailed in this section.

The *Integrated Transport Strategy* will provide the foundation to advocate for transport investment by other levels of government to support the outcomes sought by those documents and the strategic directions and policy positions of council and the Sunshine Coast community.

2.1 Local government

Sunshine Coast Council Corporate Plan 2018 – 2022

The *Sunshine Coast Council Corporate Plan 2018 – 2022* sets council's corporate direction and its vision which has guided the development of this *Integrated Transport Strategy*.

The corporate plan identifies five goals that have informed the development of the *Integrated Transport Strategy* vision:

- a smart economy
- a strong community
- a healthy environment
- service excellence
- an outstanding organisation.

Regional Economic Development Strategy 2013 – 2033 (update underway)

The *Regional Economic Development Strategy 2013 – 2033* provides a 20-year vision and blueprint for sustainable economic growth on the Sunshine Coast. It will help ensure the region actively participates in the global economy and delivers opportunities for local residents and businesses.

The importance of enabling infrastructure is identified in the *Integrated Transport Strategy* including 'game changer' projects.

To facilitate this economic transition and to leverage and support 'game changer' projects, the *Integrated Transport Strategy* identifies the Enterprise Corridor between the Sunshine Coast Airport and Caloundra South as the focus for economic growth centred around an efficient transport network on the Coast.

Environment and Liveability Strategy 2017

The *Environment and Liveability Strategy 2017* has been developed to provide long-term strategic direction to guide growth and shape the region for future generations. The strategy focuses on the preservation and enhancement of the natural environment and the liveability of the region, enabling a good quality of life for all residents in an accessible and well-connected built environment.

The *Integrated Transport Strategy* supports having a sustainable, integrated, multi-modal transport system that contributes to the liveability and environmental outcomes of the region.

Sunshine Coast Planning Scheme 2014

The *Sunshine Coast Planning Scheme 2014* sets the framework to manage growth and development on the Sunshine Coast to 2031 and beyond.

The strategic framework in the planning scheme intends to locate growth primarily in the Enterprise Corridor, around the Maroochydore City Centre and the major activity centres at Kawana, Sippy Downs, Nambour, Caloundra, Caloundra South and Beerwah. Palmview and Beerwah East will provide growth opportunities to 2031 and beyond.

Integrated Transport Strategy Sub-documents

- *Parking Management Plan*
- *Public Transport Plan (to be developed)*
- *Road Safety Plan (to be updated)*
- *Roads Plan (to be developed)*
- *Active Transport Plan (to be updated)*.

Other relevant local government planning documents

- *Sunshine Coast Social Strategy 2015*
- *Local Government Infrastructure Plan 2018*
- *Smart City Implementation Program*
- *Urban Transformations – Directions Paper for the Future of the Sunshine Coast 2017*.

2.2 Queensland Government

South East Queensland Regional Plan (ShapingSEQ) 2017

ShapingSEQ is the Queensland Government's regional planning framework to sustainably manage change and growth in South East Queensland.

ShapingSEQ aims to create a public transport system by prioritising infrastructure and land use to increase active and public transport and harnessing technology.

The plan identifies significant population growth for the Sunshine Coast Council region with a forecast population of 495,000 people by 2041. The plan sets supply benchmarks to accommodate this growth, with 53,700 additional dwellings (63%) for consolidation (infill) and 33,300 additional dwellings (37%) for expansion (greenfield) by 2041.

A strong focus for the consolidation target is to accommodate growth within the urban corridor from Maroochydore to Caloundra to support a high frequency public transport connection.

State Infrastructure Plan

The State Infrastructure Plan outlines the Queensland Government's strategic direction for the planning, investment and delivery of infrastructure in Queensland. It provides a framework for planning and prioritising infrastructure investment and delivery, that supports growth, economic development and employment.

The Beerburrum to Nambour Rail Upgrade is identified as a priority project.

South East Queensland Regional Transport Plan (under development)

The Department of Transport and Main Roads (Transport and Main Roads) is currently developing a *South East Queensland Regional Transport Plan* which will identify the planning priorities for the region to shape and inform state investment in future transport planning.

Council recognises the inherent importance of having in place a clear and coherent Regional Transport Plan that sets out the priorities and planning actions to achieve an integrated transport system for the North Coast.

Other key state planning documents

Other state planning documents that have informed the *Integrated Transport Strategy* include:

- *State Planning Policy*
- *Connecting SEQ 2031*
- *Queensland Climate Change Response*
- *South East Queensland Rail Horizon*
- *South East Queensland Principal Cycle Network Plan*
- *Queensland Cycling Strategy 2017-2027*
- *Queensland Tourism and Transport Strategy 2016-2020*.

2.3 Australian Government

The following Australian Government strategies and policies have informed the development of this strategy:

- *Smart Cities Plan*
- *Australian Infrastructure Plan*
- *Our Cities, Our Future – a national urban policy for a productive, sustainable and liveable future*
- *National Policy Framework for Land Transport Technology*
- *Walking, Riding and Access to Public Transport*.

3 Regional overview



2291 km²
land area



9th
largest local government
population in Australia



130,378
dwellings (2016)



> 215,054
projected number of
dwellings (2041)

Estimated resident population



303,389
2016



> 500,000
2041



2.5
persons per household (2016)



1.9
cars per household



129,634
jobs (2016)



Gross Regional Product
is estimated at
\$17.2B
(AEC Group, 2017)

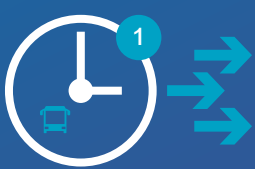
Local transport infrastructure



Urban bus services



25 (weekday) 21 (weekend) bus routes



Weekday	1 high-frequency priority service	5 services half hourly	11 services hourly	8 services greater than hourly (or variable timing)
Weekend	1 high-frequency priority service	1 services half hourly	14 services hourly	5 services greater than hourly (or variable timing)

3.1 How we currently travel

Mode share and trip distance

Sunshine Coast residents are heavily dependent on private car use, which accounts for approximately 85% of all trips. Walking and cycling trips make up less than 12% of trips and only 3% of trips are by public transport (Figure 5).

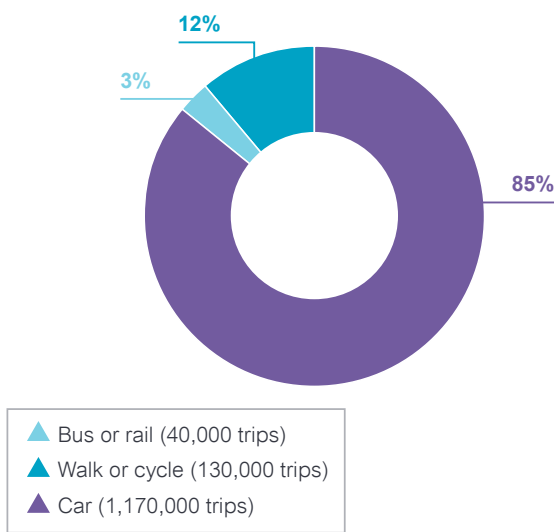


Figure 5: Total daily trips by mode

Private vehicle, active transport and public transport mode share have remained steady since 2004. Walking mode share was much higher in 1992 and reflected the higher proportion of walk trips to education.¹

Historically, the share of trips made by walking and cycling on the Sunshine Coast decreased significantly from 16% in 1992 to 9.8% in 2011². Since 2011, there has been a steady increase in the number of people walking and cycling on the Sunshine Coast with counts showing an annual growth of 30% in cycling and 20% in walking.

In 2015, 58,500 residents (19%) rode their bikes in a typical week. About 116,000 residents had cycled in the previous year. Of these, 35% cycled for transport and 87% cycled for recreation.³

The Sunshine Coast also has a high rate of car ownership with over 55% of households owning two or more cars, an increase of 27% since 2006 (Figure 7).

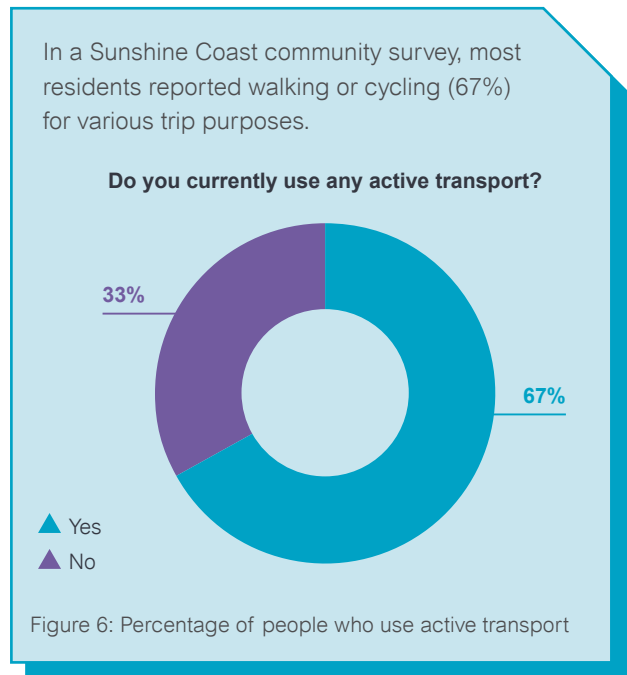


Figure 6: Percentage of people who use active transport

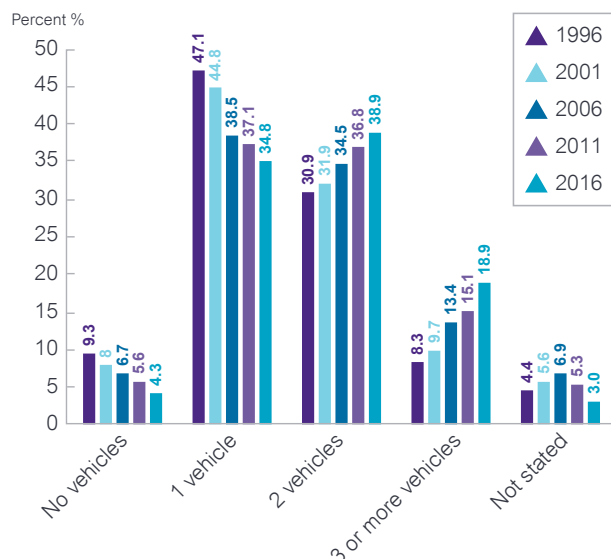


Figure 7: Car ownership (proportion) on the Sunshine Coast

¹ Department of Transport and Main Roads. (2011). *Household Travel Survey*.

² Department of Transport and Main Roads. (1992, 2004, 2007, 2009 and 2011). *Household Travel Survey*.

³ National Cycling Participation Survey. *Sunshine Coast Council*. (2015).

A Sunshine Coast community survey found:

- 87% of people rarely or never use public transport
- only 2% use public transport daily, 5% weekly and 6% once a month.

The reasons provided for not using passenger transport more regularly included:

- just prefer the car
- accessibility is poor
- frequencies are inconvenient
- journey times are not competitive.

Figure 8 shows historic trend lines of relationships between vehicles, licence holders, population and age groups. This data provides a valuable baseline to monitor future changes.

The proportion of licence holders and vehicle ownership on the coast is growing, with growth in licences applying to all age groups. The proportion of vehicles per licence holder is also increasing.

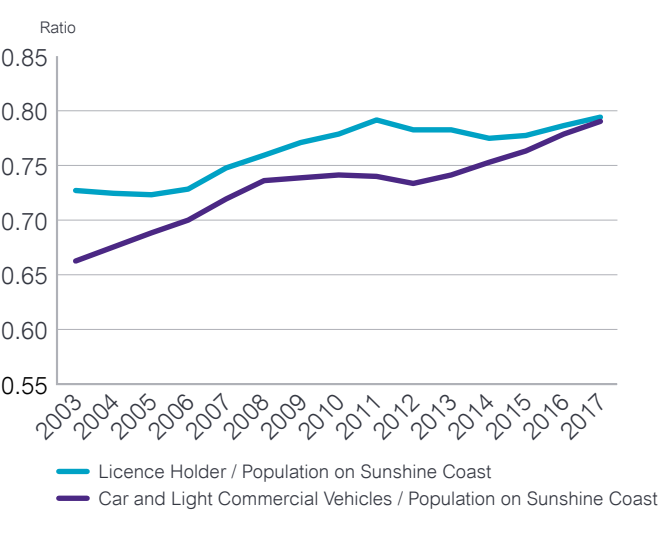


Figure 8: Relationship between vehicles / licence holders and licence holders / age groups

⁴ Department of Transport and Main Roads. (2011). *Household Travel Survey*.

The average travel distance by mode is shown in Figure 9 and the average of trips on all modes is 10.4 kilometres. Public transport has the longest distance which may reflect the proportion of long distance rail trips to Brisbane.

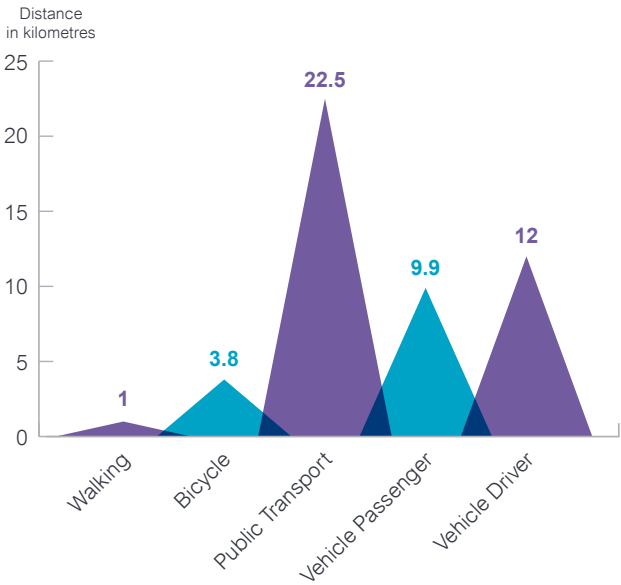
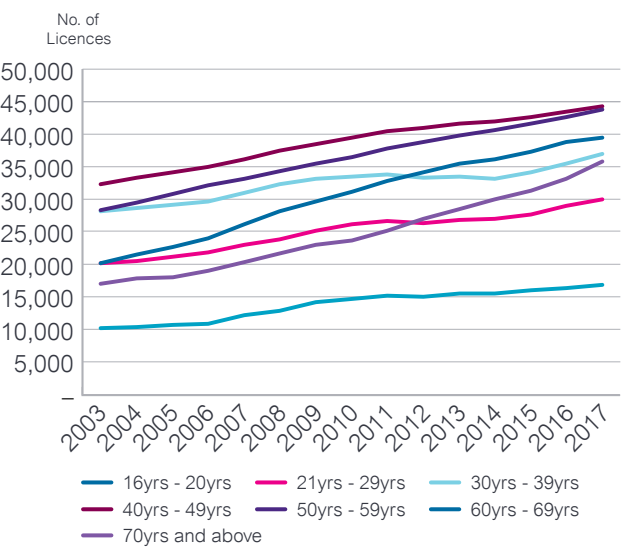


Figure 9: Average travel distance by mode⁴

This car dominated travel preference reflects our dispersed settlement pattern, lack of viable public transport and distances between centres which preclude walking and cycling.



Journey to work

Private vehicle travel to work (as driver or passenger) is extremely high with 93% of work trips by car and less than 3% by public transport and 4% by active transport.

The Coast has high levels of local employment compared with other regions in South East Queensland. Around 50% of journey to work trips are less than 10 kilometres⁵ and around 87% of people work in the region.⁶

The average travel time and trip distance to work by mode varies, with public transport suffering very poor journey times (partly due to longer trip distances) when compared to the car as shown in Figure 10.

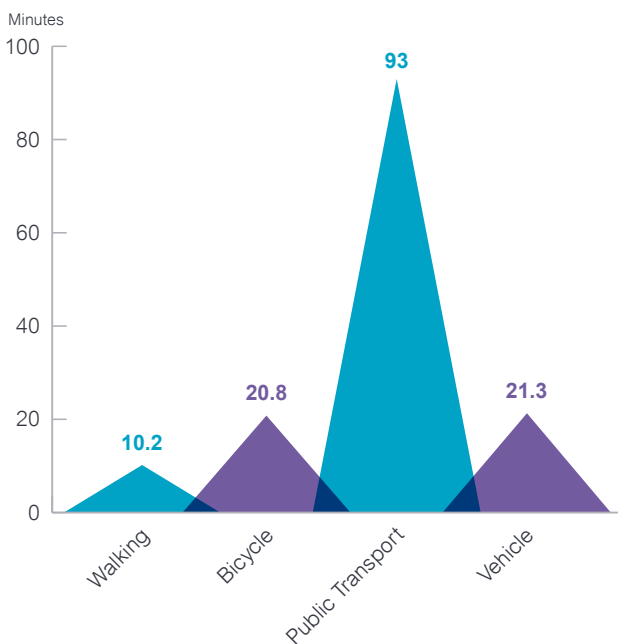


Figure 10: Average travel time to work⁷

Trip purpose

The 2011 Queensland Government Household Travel Survey identified trip purpose for both weekdays and weekends as shown in Figure 11. In terms of distance, work related travel (all modes) accounts for 32% of demand on the Sunshine Coast transport network and is generally twice the distance of other trips.



Figure 11: Trip purpose for weekday and weekend travel⁸

Visitor travel

The Sunshine Coast is a very popular tourist destination. During peak holiday seasons and long weekends, the region's transport network comes under significant pressure from day trippers and overnight visitors.

On the weekends, day trippers put particular strain on the road network including the Bruce Highway. The local road network also experiences a higher proportion of trips (75%) in the off-peak compared to weekdays (58%).

⁵ Department of Transport and Main Roads. (2011). *Household Travel Survey*.

⁶ Australian Bureau of Statistics. (2011).

⁷ Department of Transport and Main Roads. (2011). *Household Travel Survey*.

⁸ Ibid



3.2 Transport network deficiencies

A high level summary of deficiencies on the transport network are outlined in Figure 12.

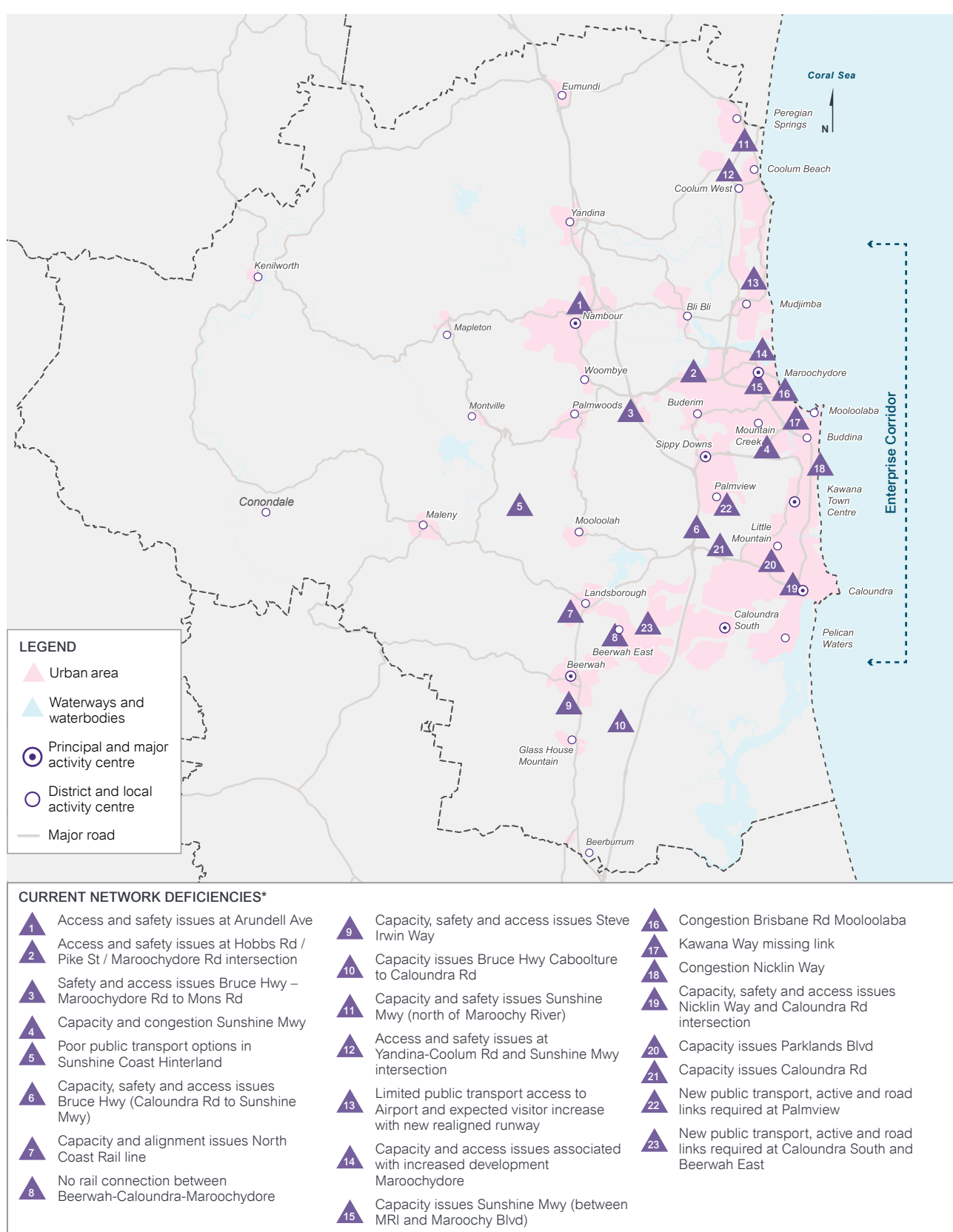


Figure 12: Current network deficiencies on the Sunshine Coast

*Numbering is not in order of priority

*Area types are based on Spatial Concept Map (Figure 7) from the *Urban Transformations – Directions Paper for the Future for the Sunshine Coast 2017*



4 Transport challenges and opportunities

There are many challenges which need to be managed to protect the distinctive lifestyle and values of the Sunshine Coast. Transport will play a role in addressing some of these challenges. While transport infrastructure is essential, solutions may be found in emerging technologies and smart mobility, as well as through travel behaviour change.

4.1 Challenges

A growing and ageing population

The population of the Sunshine Coast has been growing steadily since the 1980s and is expected to reach 500,000 people by 2041, a 70% increase from 2016 (Figure 13).⁹ This growth will place increasing pressure on the current transport network.

Our population is also ageing, which creates a requirement to cater to the changing travel needs of the community. It's important for an individual to maintain independent mobility and access to personal services such as healthcare and social and recreation opportunities. Accessible transport services and infrastructure like pathways and crossings that can accommodate all users must be incorporated.

The integrated transport network will require significant changes and improvement into the future to meet the needs of the community. Planning for this network must be undertaken to ensure its delivery does not threaten the Sunshine Coast's environment and liveability.

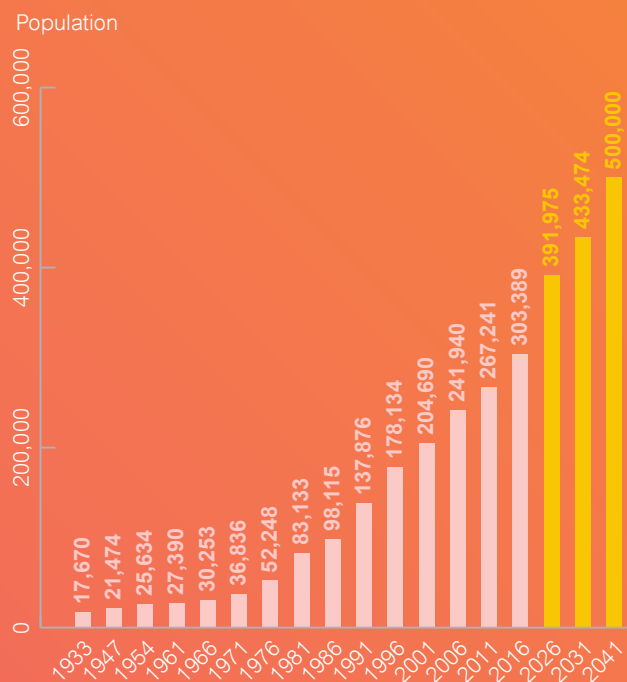


Figure 13: Population growth on the Sunshine Coast

⁹ Department of Infrastructure, Local Government and Planning. (2017). *South East Queensland Regional Plan (ShapingSEQ)*.

High car dependency and congestion

Private vehicle travel is the dominate mode share on the Sunshine Coast at 85%. This high level of car dependency is due to many factors including a dispersed settlement pattern, low density and distances between centres. The abundance of parking in close proximity to key centres and the lack of alternative travel options also influence high car use.

As shown in Figure 14 and 15, accessibility to employment in Maroochydore Principal Activity Centre by private vehicle is far greater than by public transport due to the network's limited coverage, low service frequencies and uncompetitive travel times.

This high car dependency is the major driver of congestion at peak times and creates pressure on network capacity and parking in some locations. Congestion is particularly prevalent on key north-south routes.

Geographic and topographic limitations including floodplains and hinterland impact on the region's congestion through lack of connectivity. The lack of appropriate parallel routes both north-south and east-west means the network is less resilient and can be significantly impacted by incidents.

Enabling the road network capacity to keep pace with growth will require increasing investment at the right time in the coming years. However, trying to build our way out of increasing congestion using a 'business as usual' approach is unaffordable and unsustainable. We need to reshape our thinking around the planning, funding, delivery and management of the transport system and combine high quality public transport with new ways to better manage traffic to reduce pressure on our roads.

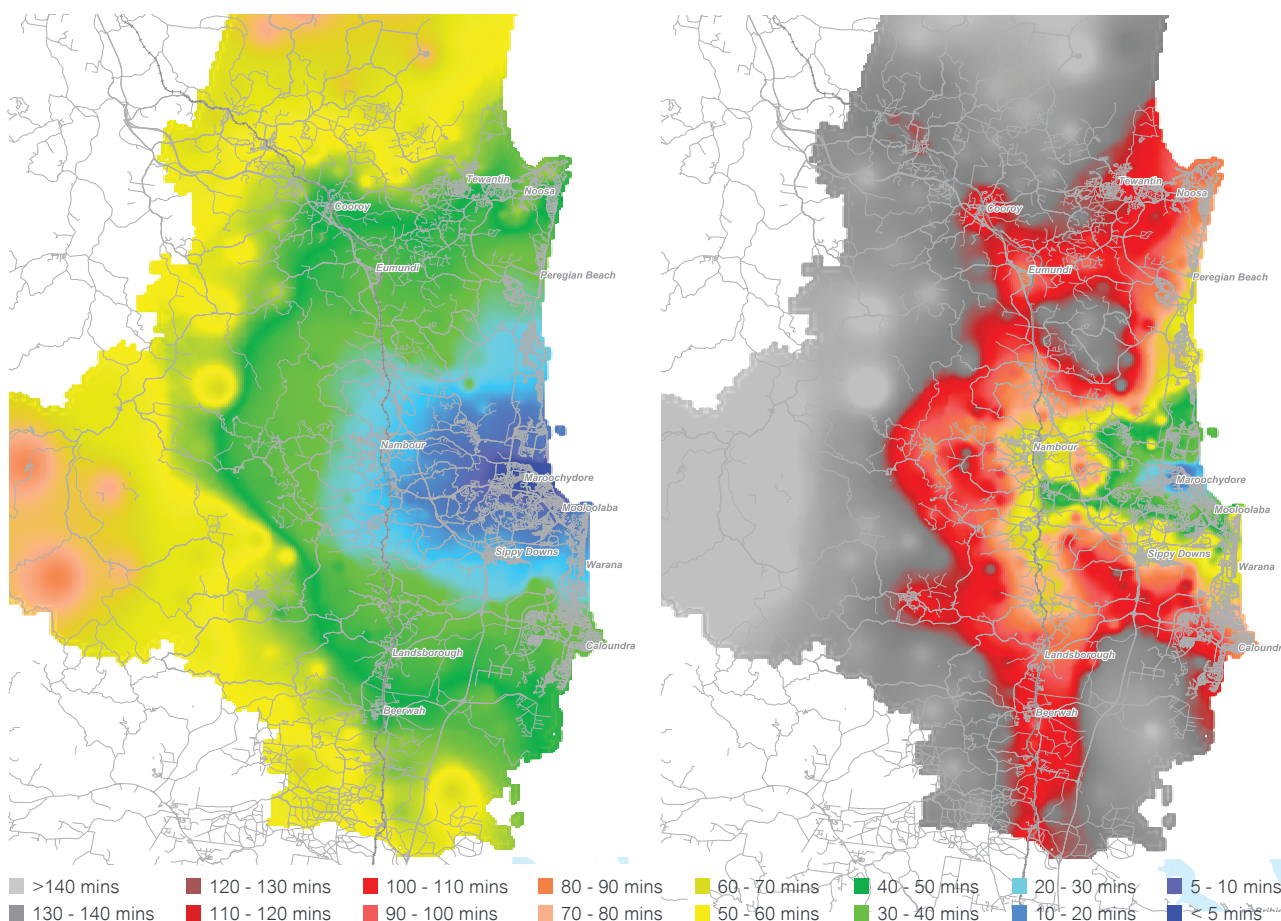


Figure 14: Car accessibility to employment in Maroochydore in 2016

Figure 15: Public transport accessibility to employment in Maroochydore in 2016

Public transport

Sunshine Coast public transport trips have been in decline since 2010. This decline can be attributed to a combination of factors including improved data collection and more accurate patronage records (through the implementation of the *go* card) as well as fare increases. There has also been limited service expansion and investment in public transport to match the urban and population growth.

It is very difficult to encourage people to elect to travel by public transport if it is not a viable alternative.

The existing public transport network predominantly services a captive market including people without a car or driver's licence or those with a limited social support network. Comparative trips to work are generally two to four times longer than car travel.^{10,11} It remains a basic network with route 600 between Caloundra and Maroochydore the only high-frequency 'turn up and go' service (at least 15 minute frequency), several services with frequencies exceeding one hour and some not operating on weekends.

It continues to be challenging to provide timely public transport infrastructure and services to efficiently service emerging communities in greenfield development areas.

Road safety

The safety of every person using the transport network is critical. Each year, around 400 crashes in the Sunshine Coast region result in death or serious injury.¹² There were 5039 reported crashes between 2012 and 2017.¹³ The severity of these crashes is shown in Table 1. The table also shows the estimated cost of those crashes on the community, beyond personal suffering which was estimated at over \$1 billion in lost productivity, property damage, health care, emergency services and insurance costs.

Reducing the number of vehicles on the road through a shift in mode share is one strategy to support a reduction in the frequency of crashes. Other strategies, such as improved driver behaviour, must be addressed to overcome this challenge.

Table 1: Cost of road trauma to the Sunshine Coast community from 2012–2017

Severity of Casualties	Number of Crashes	Generic WTP* Value	Estimated Cost
Fatal	92	\$8,147,000	\$750M
Hospitalisation	1,874	\$365,761	\$320M
Medical Treatment	2250	\$106,907	\$241M
Minor Injury	825	\$37,944	\$31M
Total	4,041		\$1,342M

*willingness to pay

Climate change

Climate change is a global challenge. CSIRO indicates that Australian sea levels will rise at an average rate of 3.1mm per year.¹⁴ Modelling suggests that over time, the Sunshine Coast will be exposed to an increase in average temperatures, more extreme rainfall events, changes in the frequency and magnitude of weather events and less annual rainfall.¹⁵

These changes will impact both the natural environment and liveability of the Sunshine Coast. They will also impact the transport network through issues such as short-term flooding and longer term inundation. The transport system must be resilient during and immediately after these weather events.

It is well evidenced that greenhouse gas emissions contribute to climate change and the transport sector is a significant contributor to these emissions. As a community, the Sunshine Coast generates greenhouse gas emissions through the consumption of electricity and fuels as people travel and indirectly through the production, storage and transportation of goods. The region's greenhouse emissions are steadily increasing, fuelled by population growth and economic development.

Our challenge is to address the predicted impacts of climate change in a progressive and responsive way that encourages the involvement of the whole community, at the same time recognising a growing economy and emerging industry and business sector.

Conversion of the council's vehicle fleet from oil based fuels to battery or fuel cell powered electric vehicles will significantly improve air quality in centres and suburban environments.

¹⁰ Australian Bureau of Statistics. (2011). *Census of population*.

¹¹ Journey planning apps. (2018).

¹² Transport and Main Roads. *Queensland Crash Data within Sunshine Coast Region Local Government Area*.

¹³ Transport and Main Roads. *Queensland Crash Data within Sunshine Coast Region Local Government Area*.

¹⁴ The Intergovernmental Panel on Climate Change (IPCC). (2014). *Fifth Assessment Report*.

¹⁵ CSIRO, Clarke J., Wilson L., & Heady, C. (2016). *Future Climate of the Sunshine Coast*.

Fiscal constraints

A globally constrained fiscal environment has created challenges for all levels of government to provide services and infrastructure to meet demand of growing communities. Sustainable funding needs to be at the forefront of decision making, ensuring affordable investments deliver quality long term assets.

This requires governments to consider alternative funding models for delivering infrastructure and services and optimising existing infrastructure and services.

Investment in the Sunshine Coast transport network will require a combination of new infrastructure, operational enhancements, travel demand management and integrated transport and land use planning by all levels of government. Alternative funding sources need to be considered such as the private sector involvement which may better capture the value of public investment and provide a return on investment to the private sector.

4.2 Opportunities

Embracing smart mobility

The transport industry is undergoing a generational transformation, triggered by the emergence of new technologies and business models that will change how we move.

These advances will change customer expectations of how they interact with the transport system and result in increased customer choice and tailored product offerings for travel.

Improved availability of real-time travel information through route planners and apps has made it easier for commuters to make informed decisions on how and when they travel.

The future of mobility is customer focussed, data enabled and dynamic. Smart mobility has the potential to underpin a new era in customer focussed personalised transport that will deliver greater levels of responsiveness, safety and congestion management. New business models such as Mobility as a Service (MaaS) will bundle transport modes with technology platforms. New offerings may include:

- real-time transport information
- car share and ride share services
- demand responsive transport

- autonomous vehicles
- electric vehicles such as 100% battery, fuel cell powered and e-bikes
- car innovations such as peer-to-peer car, traffic and parking platforms and remote sensing
- dynamic demand management tools
- door-to-door service providers (MaaS)
- smart transport infrastructure, sensors and devices
- seamless transfer options.

Increasing active travel and supporting healthy communities

Increasing the mode share of active travel is a key aim of this strategy. Increased active travel has a range of benefits including reduced congestion and emissions and increased community health and wellbeing.

On the Coast, 61% of adults have been identified as overweight or obese,¹⁶ with obesity being the second highest contributor to burden of disease¹⁷ and a major contributor to Type 2 diabetes – the fastest-growing chronic condition in Australia.¹⁸ Without intervention, the total direct and indirect cost of obesity in Australia will reach \$87.7 billion by 2025.¹⁹

Continued investment in the region's active transport networks will help to facilitate the mobility of people and contribute to individual and overall community health and wellbeing as well as maintaining lifestyle. Pedestrian and cyclist participation increase significantly where well-planned infrastructure is built.

Case study: go explore card

In December 2017, the Queensland Government approved the introduction of a Sunshine Coast branded *go explore* card. It provides unlimited bus travel on the Sunshine Coast for \$10 per day for adults and \$5 per day for children. The card will help support our broader regional tourism objectives. This could also be an important support element for the region's major events program and the high visitation rates during these events.

¹⁶ Australian Government. (2013). *Overweight and obesity rates across Australia, 2011–12*.

¹⁷ Australian Government. (2017). *Impact of overweight and obesity as a risk factor for chronic conditions*.

¹⁸ Diabetes Australia. (2015). *Understanding Diabetes, Diabetes in Australia*.

¹⁹ PWC. (2015). *Weighing the cost of obesity: A case for action*.

Creating better travel choices

To achieve the vision of the *Integrated Transport Strategy* there needs to be a change in the choices made by the travelling public who decide what modes to use based on cost, comfort, convenience, reliability and service.

Each person has their own travel needs, so a range of choices will be necessary. Private vehicles may remain the only option for some people such as tradespeople or couriers. However, those that could consider other options should be given the choice and have the ability to tailor their travel to their specific needs. These options may include shared passenger travel such as ride share or pre-booked services.

Community awareness about the potential impact of an unsustainable transport system at a personal and community level is a key factor. If our community is aware of the impacts to individuals and communities, there is more scope for changing behaviour.

An understanding of the real and full cost of private car usage compared to alternative travel choices is important. The cost of private vehicle travel is not limited to the cost of fuel, it may include registration, servicing and parts, loan repayments, parking fees and even the cost of providing car parks. Awareness of the environmental impacts of an individual's travel behaviour is also a contributor to change. There are other important stakeholder and interest groups with power to influence integrated transport outcomes including cycling groups, private transport companies, bus providers, tour coach operators, the Royal Automobile Club of Queensland (RACQ) and new emerging smart mobility providers.

Building the new economy

Sunshine Coast Council is building a new economy based on a clear 20-year economic plan. Council is aiming to diversify its economy and facilitate a transition to high value industries such as health and wellbeing, education and research, knowledge industries, professional services, agribusiness, clean technologies and aviation and aerospace. This transition can be leveraged off the region's priority projects including the Sunshine Coast University Hospital, Maroochydore City Centre, Bruce Highway upgrade and expansion of the Sunshine Coast Airport and University of the Sunshine Coast.

These projects have the potential to change the distribution of jobs and associated travel patterns as well as the transport system required to support these movements and improving self containment.

An efficient integrated transport system with a mature high-frequency passenger transport network will be vital to promoting regional competitiveness.

Transport investment and protection of corridors

Through the protection of future transport corridors, we can position the region for delivery of critical infrastructure once funding is available.

Investing in the region's critical transport infrastructure projects will deliver benefits to the overall transport network as well as wider economic, environmental and social benefits including:

- improved connections to jobs, education, retail and recreation
- efficient movement of goods and services
- consolidation of growth and increased accessibility to more affordable living
- increased resilience to climate change, events, accidents and weather events
- reduced congestion and lower greenhouse gas emissions resulting from high-frequency transport.

We need to determine how government, industry, business and the community work together to pay for these critical projects.

Changing housing needs

The settlement pattern of the Sunshine Coast is a mix of vibrant coastal living and a relaxed, productive and rural lifestyle. This typically consists of low-density neighbourhoods where access to services and employment requires a high reliance on private vehicle usage, including access to the public transport network.

The mix of housing is not matching the household types seeking accommodation nor our needs as the population ages. Consolidated and compact urban form around activity and employment centres and along major transport corridor nodes, will generally make it easier to service from public transport (including high-frequency passenger transport) and may assist in increasing public transport patronage and visibility.

Urban form that supports compact and self-contained neighbourhoods will reduce the need to travel as far to access goods, services and employment. Not everyone wants to live in more compact urban form, so a diverse range of housing options will continue to be available in the region. However, residents choosing to live in communities that are not compact, will be choosing housing that comes with a cost of increased travel and must be met with lower expectations regarding the mix of travel options that can be viably provided.

Increasing self-containment and integrating transport and land use

A concerted effort in land use and transport planning is required to increase self-containment and create more transport friendly communities.

Self-containment ensures that services, goods and employment are located close to where people live and will minimise the distance people need to travel.

These self-containment and integrated transport and land use planning principles have been applied in planning the Maroochydore City Centre. Similarly, the development of Caloundra South and future greenfield areas such as Beerwah East, will provide a unique opportunity to create more self-contained communities with a range of jobs, goods, and services available locally and connected by a multi-modal transport network.

Improved land use and transport planning will also allow for improved corridor protection for future transport infrastructure servicing both existing areas and new developments, such as the Beerburrum to Nambour Rail upgrade and high-frequency passenger transport connections between Beerwah and Maroochydore.

Supporting tourism and events

In 2016, the Sunshine Coast experienced a 5.2% increase in domestic visitors²⁰ and a 20% increase in international visitors.²¹ In November 2016, the Sunshine Coast Airport reached a milestone of one million passengers in a single calendar year.

The continuing increase in visitor numbers is important for our region's economy. The Sunshine Coast Airport Expansion Project will deliver a new runway by 2020 that will enable direct flights to more destinations across

Australia, Asia and the Western Pacific, enhancing national and global connections. Visitors are also arriving by sea with 11 cruise ships visiting Mooloolaba in 2017. It is vital that quality transport connections are available from these entry points to their destinations across the region.

Easy travel is an integral part of a visitor's experience during their stay on the Coast. There is opportunity for the private sector to participate in improving the travel experience for visitors while encouraging a shift to more sustainable modes.

To achieve this, it's important to recognise the vital links and provide an easily accessible and user-friendly transport system.

This includes services for day trippers to reduce vehicle dependency, such as rail services and station transfers, and greater use of the *go explore* card, which provides unlimited daily public transport to visitors on the Sunshine Coast.

There has been an increase in major sporting events that are centred around walking, running and cycling. Improved walking and cycling infrastructure contributes to attracting these types of events as well as providing facilities attracting active recreation-based visitors.

Case study: Vehicle running costs

RACQ have released a guide to the average cost of owning and operating vehicles for private purposes. It provides an indication of the likely areas of expense. The tables provide costing (including purchase price, depreciation, fuel, maintenance) for 137 vehicles, with models from the top selling vehicles in each class. A number of diesel and hybrid sedan and hatch models, and a selection of electric vehicles have also been included. The findings show private vehicle average running costs can vary significantly between makes and models. For example, a Holden Barina LS costs on average 47cents/km or \$137/week, a Subaru Liberty 2.5i costs on average 68 cents/km or \$197/week, and a Toyota Landcruiser GXL costs on average 111cents/km or \$319/week. You can determine your vehicle costs at: <https://www.racq.com.au/cars-and-driving/cars/owning-and-maintaining-a-car/car-running-costs>.

²⁰ National Visitor Survey

²¹ Tourism Research Australia data

5 Our goals, vision and objectives

The transport vision for the *Integrated Transport Strategy* has been informed by council's corporate goals as shown in Figure 16.

This vision will be realised through three key objectives:

- Connected and integrated
- Smart and sustainable
- Safe and efficient.

The following principles have guided the development of policies and actions within each objective to achieve our vision for the transport network:

- The transport network will be **people focussed** providing choices dependent on personal preferences, values and circumstances, with safe and easy transfer between modes.
- The transport network will be developed as **one network** with all levels of government working together to achieve an integrated and efficient approach to planning, delivery, operation and maintenance of a seamless system.

- There will be a **balanced consideration of all modes** recognising that, in many instances, a transport corridor is required to facilitate multi-modal outcomes.
- The transport system will be **safe** and **functional** and **integrated with land use**. This will link communities with activity centres and other destinations to create high levels of local and regional accessibility.
- The transport system will be **safe** for all customers, including vulnerable users. This will be an important factor in design and management of the network and allow for future technologies where practical.
- Transport investment and land use development patterns will maximise the **efficiency** of the transport system to get the best out of the network. It will recognise that passenger movement efficiency varies by mode.
- Council will develop mutually beneficial **partnerships** to plan and deliver an integrated transport system for the Sunshine Coast.

Corporate vision – ‘Australia’s most sustainable region. Healthy. Smart. Creative.’

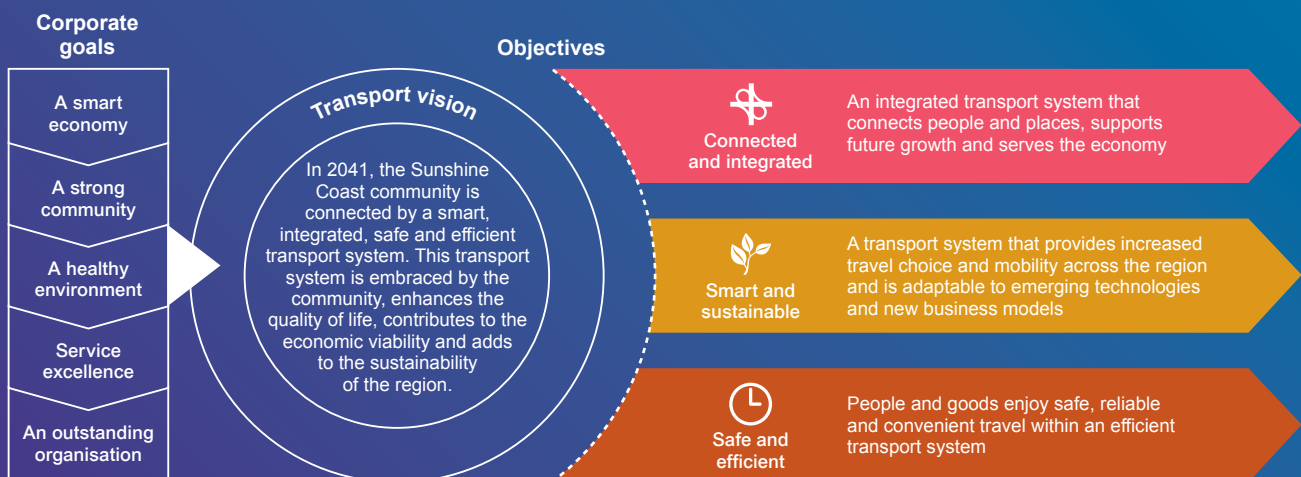


Figure 16: The vision for the integrated transport system was informed by council's corporate goals

5.1 Our transport vision

By 2041, around 500,000 people will call the Sunshine Coast home. Population growth has been well managed – the urban footprint has been contained, the regional inter-urban break is intact and infill targets are being met. People are experiencing the benefits of more compact living around high-frequency public transport corridors.

Many of the priority transport projects are either complete or are under construction, with the remaining projects in the Sunshine Coast Transport Infrastructure Pipeline. Fast, right of way, passenger rail connects Beerwah and Maroochydore and extends to the international airport.

All major centres are now linked by high-frequency public transport corridors with services running at least every 15 minutes 7am to 7pm, 7 days a week. Stations accommodate local feeder services, kiss and go, bike storage and park and ride at suitable locations.

Autonomous ride share vehicles extensively roam suburbs, moving people on demand to and within suburbs or to high-frequency stations for longer journeys. While parking is limited in centres, 'waiting areas' enable quick response by autonomous ride share vehicles.

The proportion of fully autonomous vehicles on the network is growing. They have improved safety and reduced costs associated with car crashes.

In designated parts of the network, autonomous vehicles are 'connected' and act together at peak periods to maximise the capacity of existing infrastructure.

Electric vehicles are now the norm and have good travel range. Travel is charged per kilometre for use of the transport system and to fund improvements.

With more travel options now available, traditional car ownership has dropped. Most households have only one vehicle, and many opt out of car ownership altogether. Market-led car share schemes allow people to hire autonomous vehicles of any type. They are popular and vehicle fleet age is no more than a few years due to their continuous use and renewal.

Shared travel is the norm and singular travel now comes at a premium. Mobility as a service operators are commonplace, bundling various travel options to complete a journey.

Walking is still a prominent mode for short trips but customers with higher mobility needs are being better serviced by personal mobility options and autonomous ride share services. Cycling is now more attractive as battery-powered bikes are a common option. The ultimate bicycle network is connected and supported by bicycle parking and end of trip facilities to allow travel by walking and cycling.

Overall, travel demand is also reducing as people take advantage of increased telecommuting, teleconferencing, online e-commerce and increased home delivered goods and services.

The Sunshine Coast maintains its attractiveness as a place to live and visit. Tourist and day-trip visitors have increased with many trips undertaken on the integrated passenger transport network. Interstate and international visitors now benefit from a fast and frequent passenger transport solution linking the Sunshine Coast Airport to the region's key centres.

All levels of government are working cooperatively with the private sector, to continue the planning, delivery, operation and maintenance of a smart, integrated, safe and efficient transport system.

5.2 How will we achieve our vision?

To achieve the vision of the *Integrated Transport Strategy* we need to adopt a people focussed approach. This approach will prioritise the efficient and sustainable movement of people and require a shift in our current travel choices to passenger transport (including public transport and emerging smart mobility options) and active transport.

A people focussed approach will allow for:

- private vehicles to remain the dominant mode of travel – but this mode will be managed to improve efficiency
- better managed parking
- improved connectivity through a variety of viable and attractive travel options to enable travel behaviour change
- the road network efficiency to be maximised and parking moderated
- journey times for high-frequency public transport connections to be competitive with cars
- active transport to be the key mode for first and last mile trips and local trips
- more compact urban form and efficient use of space
- reduced greenhouse gas emissions and environmental impacts
- seamless and integrated customer experience.

Making this change will depend on factors such as:

- how the community and individuals personally choose to travel
- the level of infrastructure and service investment
- the rate of travel growth
- the efficiency of passenger transport options
- car ownership trends
- travel choice preferences
- the real cost of travel to the individual and community
- the maturity and quality of all the transport modes
- the take up of technology.

Not delivering a people focussed outcome means continuation of current ‘business as usual’ trends. This in turn will cause lower levels of service, more congestion and earlier and higher investment demands on infrastructure capacity across the region.



Bus station in Maroochydore

Mode share targets

Achieving council’s transport vision and objectives requires a shift to more sustainable modes and reduced single occupant car dependency.

The consequence of not achieving this shift is an additional 830,000 vehicle trips on our network by 2041, a 70% increase from 2016. Substantial road capacity investment would be necessary to avoid excessive congestion which is expected to compromise the distinctive quality of life on the Sunshine Coast and have flow on effects to the community, environment and economy.

The *Integrated Transport Strategy* sets the following mode share targets. Private car (including freight) travel will remain the most dominant mode share with a target of 70% down from 85% as shown in Figure 17 and 18. This mode will be more efficient in time with electric power, autonomous vehicles, increased occupancy and shared use e.g. ride share, car share.

The targets also seek to achieve an increase in trips by walking from 10% to 13%, cycling from 2% to 7% and passenger transport from 3% to 10% (including public transport and emerging smart mobility options).

These targets will guide planning and investment of infrastructure capacity and configuration to reduce barriers and explore new opportunities to achieve a shift to more walking, cycling and passenger transport.

The shift away from private vehicle use will be an individual choice which will lead to overall community benefits and outcomes.

It’s expected that different parts of the region will achieve different mode share targets, reflective of each area’s characteristics such as land use, density, infrastructure and services. For example, the hinterland and western areas of the region will continue to rely more heavily on private vehicles as their dominant mode share, with opportunities to shift some trips to emerging smart mobility options.

The higher passenger transport usage targets can be better met in major urban areas and activity centres with access to high-frequency passenger transport corridors (refer to Figure 21).

Performance indicators will be used to assess the performance of the transport system and help to monitor the trends towards achieving these targets.

In a community survey, 75% of respondents were supportive of changing travel behaviour away from current car use rates to more sustainable public transport options. More than 80% of respondents felt that continued vehicle use would negatively affect the Coast’s lifestyle as the population grows.

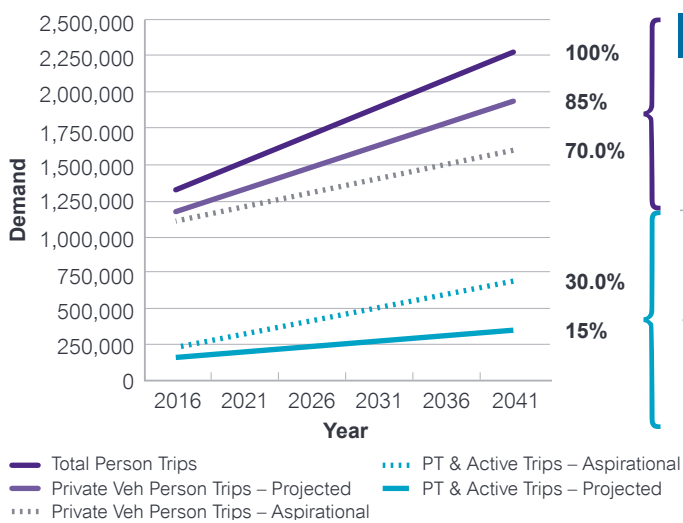


Figure 17: Daily person trip demand by mode

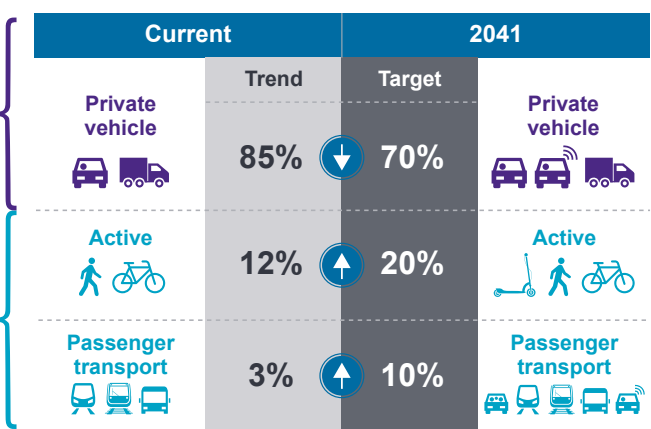
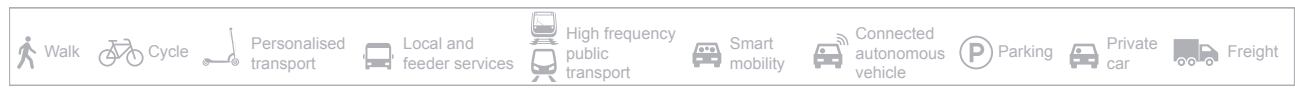


Figure 18: Overall transport mode split targets



5.3 What will it mean for our customer?

By 2041, the Sunshine Coast’s transport network will be a smart, connected transport system that offers viable travel choices for a seamless door-to-door journey.

Figure 19 below shows some of the trip options that may be available to the customer for a journey on the Sunshine Coast transport network, depending on their origin and destination.

Key components of the integrated transport system

- High-frequency public transport connections between key centres – including either rapid bus transit, light rail or passenger rail – to ensure adequate capacity to accommodate growth and priority to deliver travel time competitiveness.
- Local and feeder services to support the high-frequency passenger transport network providing quick connections and local travel options.
- First and last mile connections will fill the gap in the network providing connections to the rest of the transport network, connections to centres, allowing distributor movements within centres and facilitating door-to-door journeys. Options will include walking, cycling, bus and smart mobility such as electric bikes, ride share and carpooling.
- A safe, connected and convenient active transport network that provides accessible, sustainable, healthy travel choices. Walking and cycling will be the first choice for most short distance trips in urban areas. New communities will be designed and provide for high quality active transport from the outset of development.
- Vehicles will remain the predominant mode of transport in the region, particularly in rural and hinterland parts of the region and for freight movement. This mode will become more efficient in time.

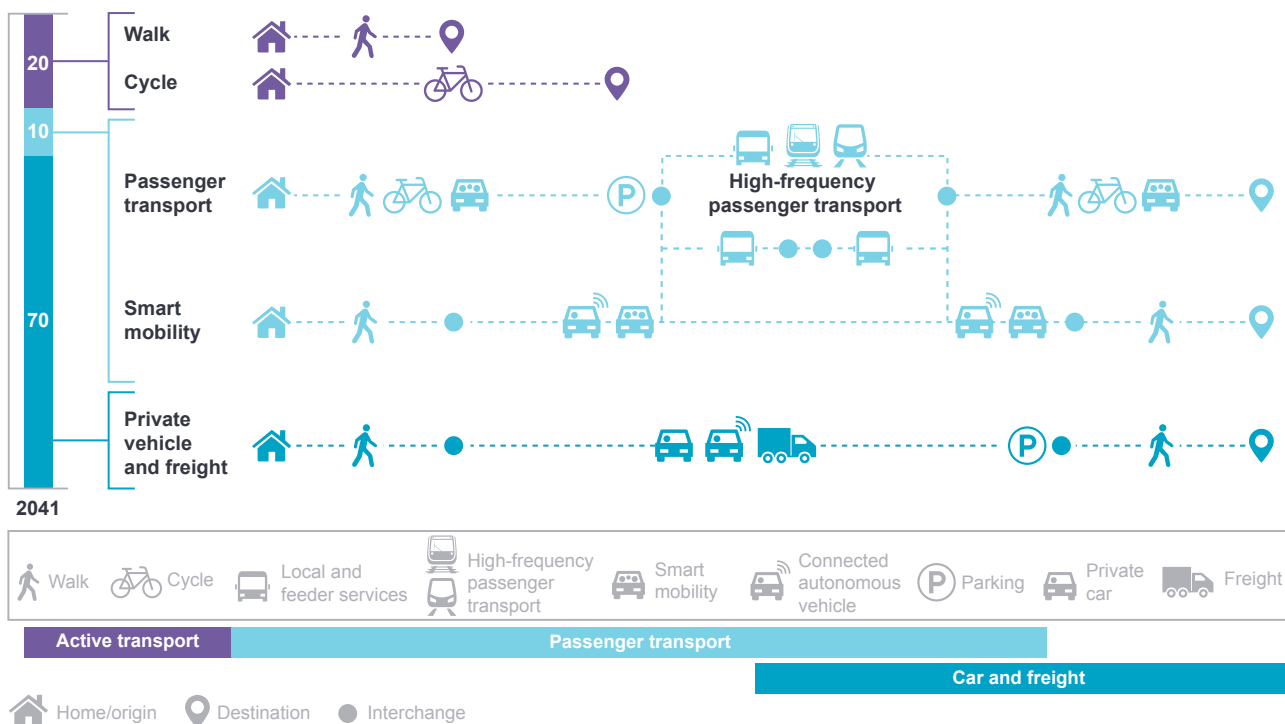


Figure 19: Customers will choose from a range of trip options in the future

5.4 Delivering our priority transport projects

Investing in, and better managing the road network, is part of an integrated multi-modal transport solution for the region, including the acquisition and protection of future transport corridors for their intended function.

The priority transport projects, endorsed by council and highlighted in Figure 1, respond to the transport network deficiencies in Figure 12 and have been determined through ongoing planning and analysis. The timely delivery of these projects is essential to create an efficient, safe and integrated transport system that enhances the quality of life, economic viability and sustainability of the Coast.

Council will continue to work with relevant state agencies in developing concepts, strategic assessments, preliminary evaluations and business cases for the priority transport projects.

Investing in and delivering the region's priority transport projects, by all levels of government and the private sector, will benefit the overall transport network as well as wider economic, environmental and social benefits, including:

- improved connections to jobs, education, retail and recreation (improved self containment)
- consolidation of growth and increased accessibility to more affordable living options
- resilience to climate change, events, accidents and weather events
- reduced congestion and lower greenhouse gas emissions.

To ensure these critical projects are delivered, we need to determine how government, industry, business and the community work together to fund them.

A shift towards meeting the target mode splits for travel can reduce the urgency for some infrastructure, resulting in less cost to the community.

5.5 Working with our partners

The planning, delivery and management of the transport system on the Sunshine Coast requires the involvement of all levels of government with industry and the private sector also playing a role.

Although council has a significant role to play, it is not responsible for many aspects of the transport system, such as public transport. However, it is willing to partner or be a catalyst for improvement or innovation where it benefits the community moving towards enhancing the outcomes for the region.

Approaching the improvements to the transport system as one network, irrespective of responsibility, is critical to the overall success of moving people and goods efficiently and sustainably.

Figure 4 identifies the roles and responsibilities of council and its partners to provide an integrated transport network journey for the customer.

All parties must continue to work together to address shared challenges and identify actions where the transport system can contribute towards the Sunshine Coast as Australia's most sustainable region – healthy, smart, creative.

Council will tailor investment and planning to provide infrastructure and strategies to target vehicle use to 70%, increase active transport to 20% and advocate the Queensland Government to lead the increase of passenger transport use to 10%.

Council will advocate strongly and directly for a fair share of investment to deliver catch up major transport infrastructure projects and services to meet the high levels of growth. Delivery of the Priority Transport Projects in Figure 1 will be a focus for coordinated investment and result in council developing its view and basis for advocacy of when critical transport investment is needed to respond to growth (see Figure 28).



6 Strategies for success

To achieve the objectives of the *Integrated Transport Strategy*, a range of strategies for success have been identified. Policies and actions have been developed for each strategy for success, as shown in Figure 20.

Goal 1 <i>A smart economy</i>	Goal 2 <i>A strong community</i>	Goal 3 <i>A healthy environment</i>	Goal 4 <i>Service excellence</i>	Goal 5 <i>An outstanding organisation</i>		
Transport vision						
<p>“In 2041, the Sunshine Coast community is connected by a smart, integrated, safe and efficient transport system. This transport system is embraced by the community, enhances the quality of life, contributes to the economic viability and adds to the sustainability of the region.”</p>						
Objective 1: CONNECTED and INTEGRATED	Objective 2: SMART and SUSTAINABLE		Objective 3: SAFE and EFFICIENT			
An integrated transport system that connects people and places, supports future growth and serves the economy.	A transport system that provides increased travel choice and mobility across the region and is adaptable to emerging technologies and new business models.		People and goods enjoy safe, reliable and convenient travel within an efficient transport system.			
Strategy directions						
Connected passenger transport network	Integrated transport and land use	A more healthy and active region	Changing our travel behaviour	Smart mobility for the future	A safe, efficient and sustainable road and freight network	Better managed parking
Policy directions		Policy directions			Policy directions	
Actions		Actions			Actions	

Figure 20: Strategies for success and the relationship to the *Integrated Transport Strategy* goals, vision and objectives



6.1 Connected and integrated

An integrated transport system that connects people and places, supports future growth and supports the economy.

A connected passenger transport network

A connected passenger transport network provides a seamless door-to-door travel experience incorporating a mix of traditional public transport and smart mobility options.

Context

Currently on the Sunshine Coast, passenger transport relies on passenger rail, bus, school bus, taxi and pre-booked ride share services. Further passenger transport options are provided through aged/health care transport, club services and emerging smart mobility services. Public transport currently serves mostly a captive market of people without a licence or vehicle. The distribution of passengers on the bus network is evenly spread throughout the day, suggesting a broad range of trip types beyond commuting for work or education.

Passenger rail trips currently have a very distinctive morning peak between 6am and 8am, indicating that most of these trips are commuters to Brisbane. Future rail options will support travel within the Sunshine Coast.

Private transport providers are expanding their services and the future transport system will likely be a combination of government and market service delivery.

What will be achieved

- Increased passenger transport patronage.
- Improved passenger transport options and frequency.
- Increased accessibility to destinations by passenger transport.
- Greater customer satisfaction.

In the future, passenger transport will incorporate traditional modes of bus and rail together with new emerging smart mobility service offerings. It will transform from a fixed-mode network to flexible, on-demand, door-to-door shared passenger network.

A new international airport provides for long distance connectivity providing a gateway for visitors and providing an economic benefit from tourism, business and freight.

In a survey of the Sunshine Coast community, 76% of people identified a high need for better public transport, as well as light rail as part of the public transport solution.

How can we achieve this strategy outcome?

While council is not responsible for providing public transport, it will continue to support and inform the Queensland Government and private sector to ensure the required passenger transport infrastructure and services are delivered. To achieve this, the *Integrated Transport Strategy* will broadly align to key Queensland Government transport and land use policy and legislation.

Council will also maintain the Transport Levy Policy to facilitate strategic long-term transport outcomes.

Adequate planning and investment will be critical to ensure the timely delivery of necessary infrastructure to support a range of passenger services. Delivery needs to be sequenced to ensure more immediate needs are met and value for money is achieved.

A seamless travel experience will require integration across all modes, smart mobility and new business models. This seamless experience will also require a universal ticketing and payment system.

A Passenger Transport Plan will be developed showing council's preferred arrangement for advocacy with the state government. This will include the identification of possible public transport prioritisation measures within both state and local controlled road corridors and emerging smart mobility opportunities. The plan would include high-frequency public transport corridors between centres (along growth corridors), local and feeder services linking residential areas to these corridors and first and last mile connections.

There needs to be commitment to the timely provision of priority transport projects by other levels of government. This includes high frequency public transport connections within the Enterprise Corridor (e.g. proposed Light Rail) and the North Coast Rail Line duplication to provide improved passenger rail and freight connections.

Council will work with the state government to progress the planning of key public transport projects for consideration for future funding through either the State Infrastructure Plan or QTRIP. Council will also develop its view of critical transport projects to advocate for required government investment (refer to Figure 28).

In a survey of the Sunshine Coast community, more than half of respondents identified lack of comfort, convenience and time as the key reasons they don't use public transport more often.

Policy directions

Customer expectations

Increasing the frequency and reliability of services by TransLink will make public transport a viable travel choice.

Customers will be more likely to travel by passenger transport if they are offered a range of reliable, frequent, safe and cost-effective travel options. Passenger transport also needs to have travel times which are competitive with private vehicles to be a viable option.

A connected and integrated passenger transport network is essential. This includes a payment and information system which can be used across the Sunshine Coast and beyond utilising the latest in smart technology.

Customers also expect to be able to plan their door-to-door journey across a range of modes prior to travel or in real-time. Real-time information provides certainty for customers and enables them to make informed decisions. The increase in information platforms and access to smartphones has improved the ability for people to plan and undertake their journey.

However, to increase passenger transport patronage, services must be reliable. Reliability can be improved by delivering critical new infrastructure for the network and public transport prioritisation at key congestion hotspots.

A more compact urban form focussed around high-frequency public transport connections will also be necessary to help support the infrastructure and services.

Improved passenger transport services lead to increased travel choices that better meet the needs of the transport disadvantaged, as well as the mobility impaired and aging population.

High-frequency public transport connections

The Sunshine Coast will need a high-frequency public transport network to manage growth, maintain quality of life and provide viable travel choices.

A combination of light rail, passenger rail and high-frequency bus services will provide the bulk of the sustainable travel shift sought for the Coast.

Key connections are needed:

- from Maroochydore City Centre to Brisbane and key activity and population centres
- between major population, activity and employment centres on the Coast
- from Sunshine Coast Airport to major population, activity and employment centres.

Initiatives such as the Caboolture to Maroochydore Corridor (CAMCOS) will be required to provide the infrastructure necessary to accommodate high value, right-of-way, high volume and high speed transit which would be competitive with vehicles.

To accommodate a future population of about 500,000 people by 2041, our transport services will require:

- higher frequencies
- more east-west connections
- centre-to-centre connections
- express and specialist services
- priority where possible
- school bus services in the passenger network
- greater span of service hours.

These changes will be vital to ensure the network has capacity and frequency to support current and future demands and encourage patronage growth.

Priority right of way will be critical to ensure these high frequency public transport connections provide competitive and reliable journey times at times of congestion. This will require a 'one network' approach to the planning, delivery and management of the transport corridor (including on-street car parking), particularly along those connections that traverse both the state and local controlled road networks.

The success of the high-frequency passenger transport network is contingent on the integration of local and feeder services and first and last mile connections.

Council will advocate for improved service frequencies on key routes and between all principal and major activity centres. This will include high-frequency passenger transport services with a walk up and ride (no timetable) option for most of the day and strategically located park and ride sites.

The introduction of express services between major centres is essential to provide competitive travel times to cars. An increase in service hours will also make public transport a viable travel option for a range of trips.

Local and feeder connections

Where there are gaps in servicing current or emerging areas, council will investigate and advocate for bus services to improve these connections.

The traditional bus network will provide an all-day (scheduled) service 7am–7pm, 7-days a week, linking communities to activities and destinations for those journeys where high-frequency passenger transport is not available or operating.

As the high-frequency passenger transport network is rolled out, the all-day network frequencies can be increased with the redirection of services to where they are most needed on the Coast.

Feeder services have traditionally been delivered by local scheduled bus routes of low frequency. These services typically require high subsidy which reflect the balance between cost and frequency.

First and last mile connections

Active transport options such as walking and cycling will also continue to provide primary links to local destinations and passenger transport stops and stations and are often a key part of first and last mile travel. Council will prioritise new and upgraded infrastructure which supports active transport options.

Local and feeder services provide transport options for people to travel short distances or as first and last mile connections to high-frequency passenger transport services. Improving these connections are critical to increasing public transport patronage.

Over time, new travel options may become available to meet customer expectations with a range of automated service models able to respond on demand, replacing some of the more traditional bus feeder services.



High-Frequency Public Transport Network

The Sunshine Coast high frequency public transport network needed in 2041 is shown in Figure 21. The high-frequency public transport network will be supported by a local and feeder connection services such as hinterland connections at Nambour and Landsborough. This network is subject to further government planning, business case development, project prioritisation and funding allocation and may change over time.

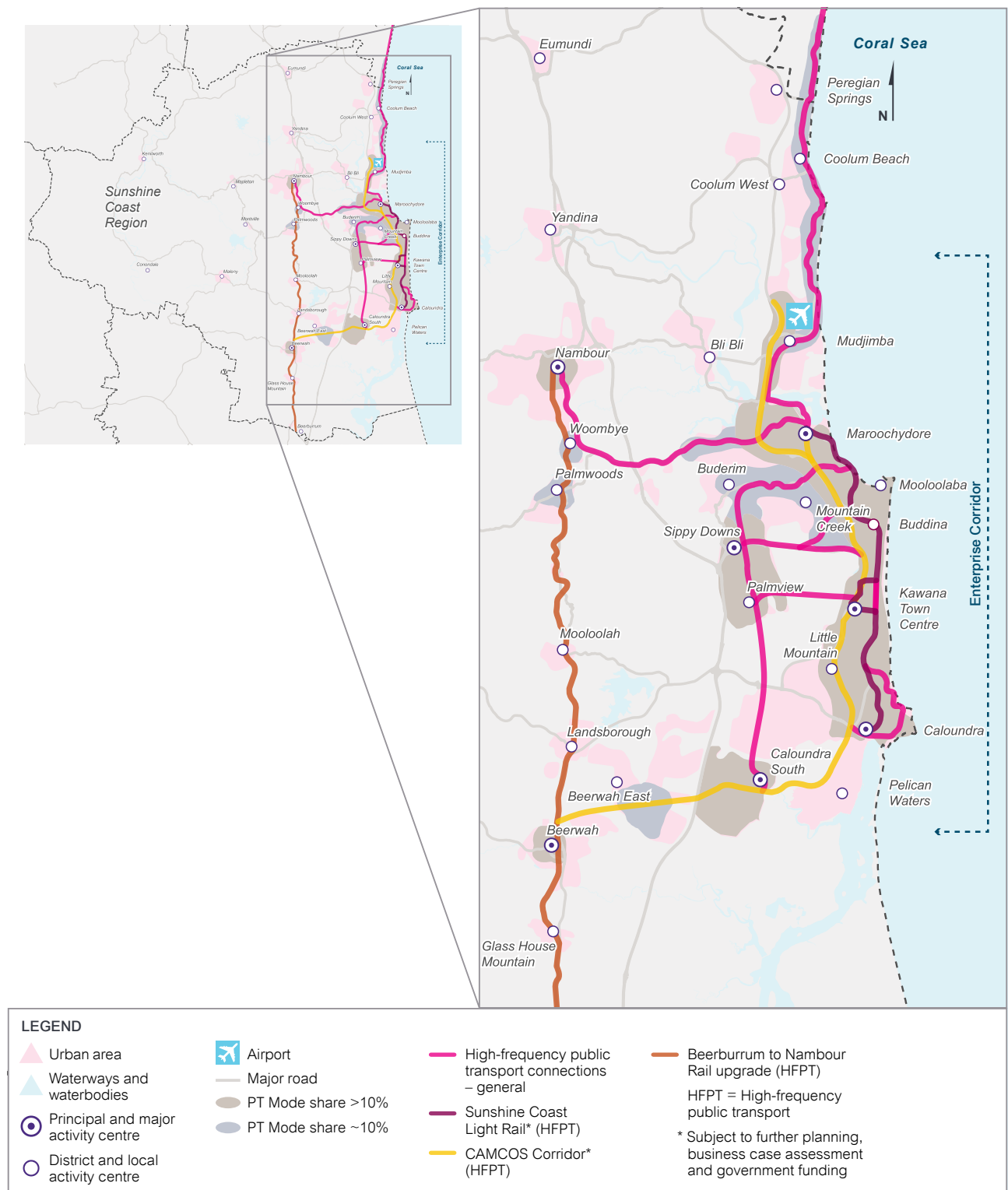


Figure 21: The Sunshine Coast High-Frequency Public Transport (HFPT) Network at 2041

Note: Mode share shading is indicative only.

Integrated transport and land use

The integrated transport network is complemented by land use and densities that support increased share of trips by active and passenger transport. This creates a vibrant and connected community that supports a strong economy, promotes travel choice and protects our enviable lifestyle.

Context

Approximately 200,000 more people are expected to live on the Sunshine Coast by 2041. We need to plan a transport system that will keep up with growth, protect our quality of life and support a growing economy.

Balancing customers' needs to move around the transport network while promoting and protecting places is key.

It is more costly to provide the necessary transport infrastructure and services for the Coast's historical pattern of low density urban development expanding outwards. This trend has also reinforced the dependency on private vehicles.

It will be important to maintain existing infrastructure and leverage available road network capacity to ensure the transport system is performing efficiently and connecting different land uses.

The Coast's base transport system urgently requires investment to respond to both the short-term and long-term needs of the community and environment. Future technology advancements will not change this fundamental requirement. Some land uses may need to adapt to accommodate smart mobility options such as autonomous vehicles, car share schemes and paid parking.

We need a safe, reliable, healthy and affordable transport system that better connects our communities, helps people move around the region and protects our enviable lifestyle and environment.

Ensuring land use and transport is integrated provides a clear and strong basis for investment and employment, leading to more sustainable outcomes in the region.

What will be achieved

- Places and centres accommodate an appropriate transport mix.
- Multi-modal transport options within and between centres.
- Reduced dependence on private cars.
- Reduced individual travel demand.
- Greater mode share by active and passenger transport.
- Greater acceptance of shared transport.
- Increased density within centres and along high-frequency public transport corridors.
- Reduced congestion.
- Future proofing transport corridor options.
- Increased self-containment.



Artist impression of the new Maroochydore City Centre

72% of surveyed residents believe population growth will 'very negatively affect' the Coast's lifestyle. 77% support investment in light rail to help manage the growth impacts.

How can we achieve this strategy outcome?

A more compact urban form focussed around high-frequency passenger transport corridors will reduce car dependence, congestion and impacts of development and transport on the natural environment.

People have less need to travel longer distances if there are better connections between activity centres, and if they can access more goods and services locally in their community.

Well planned urban spaces, including new developments, which are well connected to and serviced by transport options, will provide the greatest outcomes for the Coast.

A network of transport corridors will provide for the long-term needs of the region, connecting our centres and creating a resilient transport system.

Identification of future transport corridors will ensure that development and services are appropriately planned and located.

At the same time, pressures on our network can be reduced through self-containment in our region and within our communities.

Changing household types and proximity to new travel options will require revision of planning scheme provisions for vehicle accommodation, parking provision rates and service vehicle needs.

Policy directions

Consolidation and corridors

The Queensland Government's strategy for managing significant future growth on the Sunshine Coast is set out in *ShapingSEQ*, as well as the council's *Sunshine Coast Planning Scheme 2014*, which provides policy direction for growth to 2031.

The planning scheme targets growth at, and surrounding, existing centres to achieve a compact, efficient and functional urban form. This will support high-frequency passenger transport between major centres and provides affordable living options through connections to transport. This consolidated approach will have significant benefits for transport and a shift in mode share.

High quality development will assist in gaining community acceptance of the benefits of density adjacent to high-frequency public transport.

This consolidation will be concentrated in key areas to protect the rural and hinterland areas of the Coast which is essential to our liveability and environment. Maroochydore will be the principal activity centre with major activity centres located at Caloundra, Kawana, Nambour, Beerwah, Sippy Downs and Caloundra South.

There are a number of key attractors in the Enterprise Corridor including the Sunshine Coast Airport, Maroochydore City Centre, Sunshine Coast University Hospital and health precinct, various activity centres at Kawana, Caloundra and Maroochydore and key tourist precincts such as Mooloolaba.

Connecting these attractors with high-frequency passenger transport such as light rail would stimulate economic activity and help to facilitate *ShapingSEQ*'s targets for consolidation.

Transport and land use planning must preserve sufficient land in the early stages for transport corridors and prevent development from inhibiting the functioning of corridors in the longer term. Transport corridors should also accommodate vegetation and fauna movement infrastructure.

Appropriate planning and investment in high quality passenger transport infrastructure and services provides market certainty and can help to stimulate suitable development and travel choice.

Likewise, certainty on when the transport infrastructure is to be delivered ensures appropriate land use form and density adjacent to high-frequency passenger transport corridors.

The planning scheme will need to respond to emerging trends and smart mobility services, where relevant to land use and site development matters.

The key passenger transport and land use principles are outlined in Figure 22.

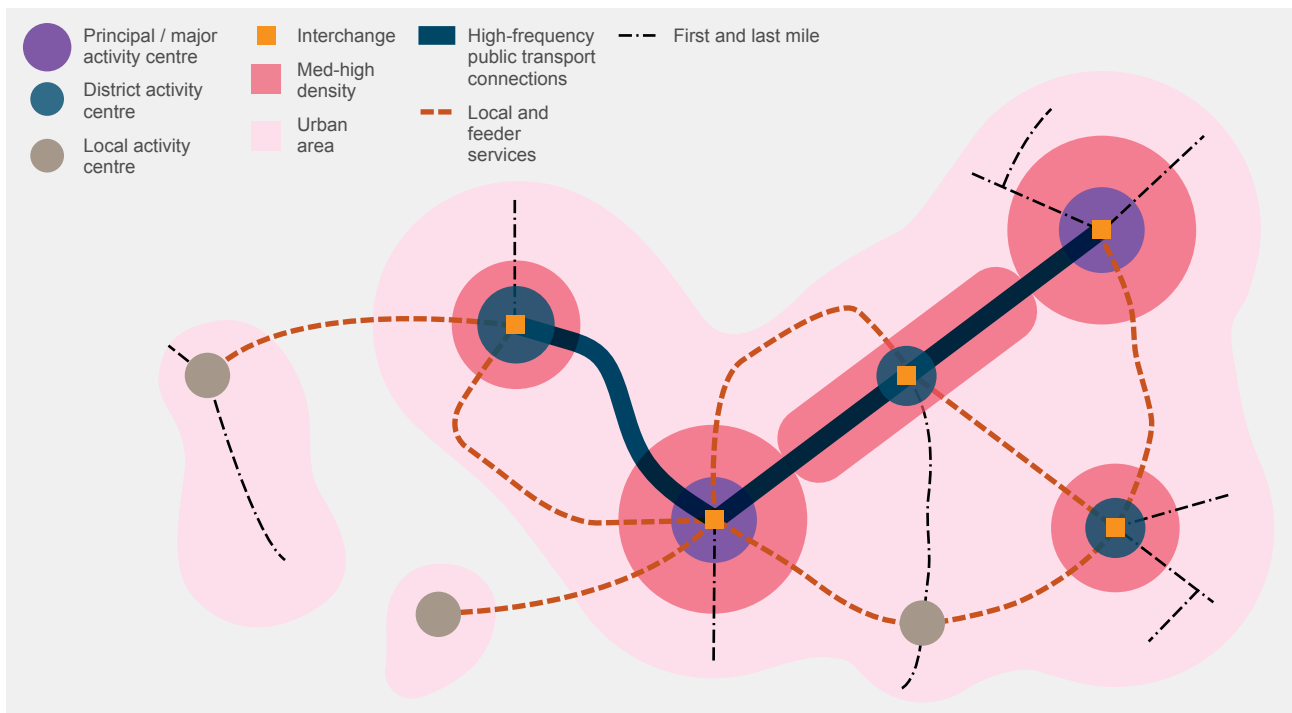


Figure 22: Passenger transport and land use principles

Connected and contained centres

At a regional scale, the focus is to move people and goods efficiently between facilities, employment and recreation destinations on the Coast to reduce trips and distances.

The Sunshine Coast's well-defined major centres provide an opportunity to connect with a high-frequency passenger transport network, complemented with bus feeder and first and last mile mobility solutions. Other centres will still have passenger transport connections commensurate with scale and demand.

A road network with future corridor capacity will connect each centre and communities between, to ensure permeability, mobility and resilience, providing for multi-modal transport solutions within and between activity centres and communities.

Urban growth will be consolidated around activity and employment centres and along major transport corridors and nodes supported by timely and effective transport infrastructure and services.

Major greenfield development will provide for all modes in an integrated way with local and feeder services connecting to high-frequency public transport. The extent of public transport servicing will vary for minor greenfield development. Ecological impacts of infrastructure development and expansion must be considered.

Encouraging self-containment in the region and within centres through local access to goods, services and employment will enable shorter trips and increase the opportunity to use more sustainable transport.

Planning communities for sustainable travel

How we plan cities and communities, particularly where we locate employment, housing, education, shops and health services are key to creating an accessible and affordable transport system that accommodates, but is not solely reliant, on car travel.

By improving integration between land use and the transport system, we will help to reduce travel costs and vehicle emissions, contributing to a stronger economy and healthier environment. Achieving a balance between customers' travel needs and protecting places for activity is a key priority.

A transport network needs to provide for regional, centre and local needs and be 'fit for purpose'. For example, a centre may need to provide for a high volume of to and through vehicle traffic, local access traffic as well as high-frequency passenger transport, local and feeder services, active transport networks and facilities and managed parking. Other centres may not deal with through traffic. Figure 23 outlines the types of modes typical for different centres/areas.

Each centre will need to enable the movement of people and goods by accommodating the appropriate transport modal mix. The future will see transport options added or possibly replace others. Greater priority will be placed on the creation of mutually supportive transit systems and land use environments.

Ensure transport infrastructure is sympathetic to the local environment and minimises amenity impacts.

Transport planning will be integrated with local place making and land use patterns to reduce the need for motorised trips for short local travel while facilitating travel to and around a place by car, passenger transport, walking and cycling.

The time it takes to get to a destination is often a major factor for customers when deciding how convenient, and therefore how attractive a journey option is.

Planning for freight

Freight and commercial transport movements are a vital part of economic activity but can conflict with traffic and land use. Freight noise and emissions can also impact the amenity and environment. This can be reduced by locating freight activities appropriately, designating freight routes, advocating for greater capacity for rail freight, loading area management, changing operating times and intermodal freight logistics.

The Sunshine Coast Airport expansion will support a growing economy, establishing the Airport as a major freight hub on the Coast for interstate and international import and export of goods.

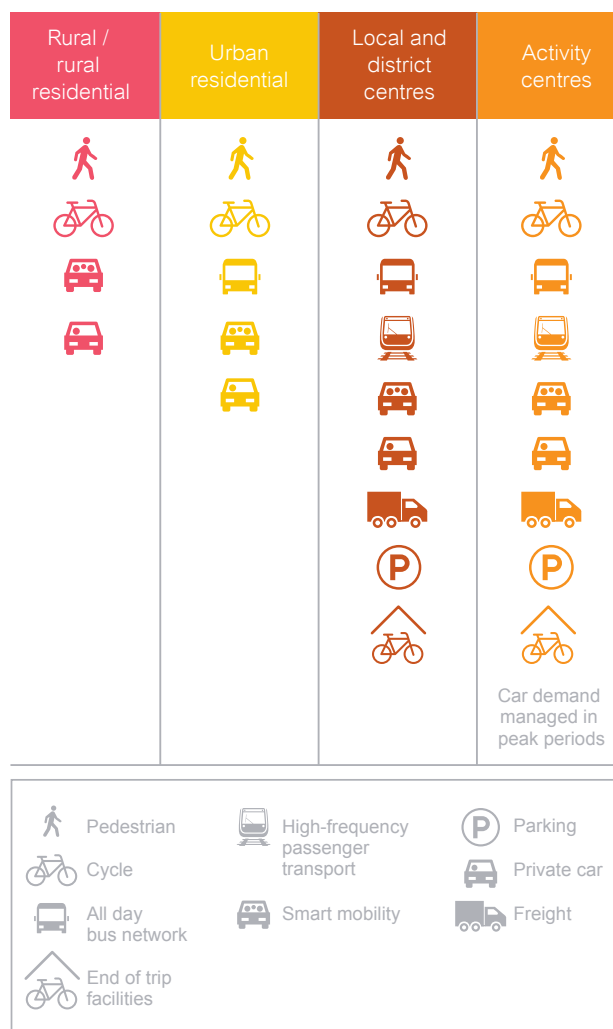


Figure 23: Balancing customer needs and place making

Actions

The actions detailed in the following table aim to deliver on these policy directions.

Connected and integrated actions

▲ Lead
▲ Support

Actions	Responsibility		
	Local	State	Private
Council will advocate to and work with Transport and Main Roads for improved public transport services that:			
• better connect communities		▲	
• enable future growth to be consolidated to achieve infill targets	▲	▲	▲
• sequence with new development	▲	▲	▲
• publish more detailed public and passenger transport information	▲	▲	
• deliver direct high-frequency public transport corridors between centres		▲*	
• are reliable, frequent, safe, cost-effective and time competitive		▲	
• include real-time information through multiple mechanisms including displays at bus and rail stations		▲	
• better align services to trip purposes or target markets		▲	
• deliver priority at key corridor locations that facilitate high-frequency passenger transport and express services	▲	▲	
• timely provision of the Sunshine Coast High-Frequency Public Transport Network (Figure 21)	▲	▲*	
Council will work with partners to:			
• Attract investment	▲	▲	▲
• improve the integration between services and modes	▲	▲	
• deliver innovative transport solutions such as first and last mile opportunities and demand responsive transport	▲	▲	▲
• deliver strategically located park and ride sites	▲	▲	▲
• incorporate smart mobility options	▲	▲	▲
• creates a viable alternative which promotes mode shift away from cars to reduce parking demand.	▲	▲	
Develop a Passenger Transport Plan for advocacy with the State Government	▲		
Pilot new service options to increase passenger connections to high-frequency public transport corridors	▲	▲	▲
Collect, analyse and apply information from customers (e.g. surveys) to identify any gaps or barriers that need to be addressed to improve public transport	▲	▲	▲
Identify, protect and preserve future public transport infrastructure and service corridors including green links	▲	▲	▲
Provide trunk transport networks identified in the Local Government Infrastructure Plan that align with committed public transport service improvements	▲	▲	▲
Progress to DDA public transport infrastructure and services	▲	▲	
Advocate for improved contractual arrangements across public transport service provision to:			
• improve level and quality of service	▲	▲	
• improve customer satisfaction	▲	▲	
• increase patronage	▲	▲	

* Australian Government involvement

▲ Lead
▲ Support

Actions	Responsibility		
	Local	State	Private
Support the Queensland Government to undertake corridor planning studies to identify and protect the high-frequency public transport network	▲	▲	
Expand the scope of Traffic Impact Assessments to include passenger transport impacts for major trip generating developments	▲	▲	
Implement projects that improve local places to provide for passenger transport with supporting walk and cycle connectivity	▲	▲	
Integrate industrial and enterprise areas with freight-based access routes to minimise land use conflicts and ensure successful operation	▲	▲	▲
Amend the planning scheme where warranted to deliver improved passenger transport infrastructure and service delivery outcomes	▲	▲	▲
Support the Queensland Government to protect high frequency public transport corridors from incompatible development	▲	▲	▲
Amend the Planning Scheme where warranted to ensure road design layouts in new subdivisions adopt best practice standards	▲	▲	▲
Undertake more detailed planning within the Enterprise Corridor to inform potential amendments to the Planning Scheme to achieve appropriate densities that support a light rail high frequency public transport connection	▲	▲	▲

Private = development industry and/or transport market and providers



Residential development in Buderim



6.2 Smart and sustainable

A transport system that provides increased travel choice and mobility across the region and is adaptable to emerging technologies and new business models.

A more healthy and active region

Walking and cycling are important transport options that deliver significant health and economic benefits and improved lifestyle outcomes for the Sunshine Coast community.

Context

Active travel is an essential mode in a sustainable transport system. Walking and cycling can connect people to employment, education, services including public transport, and to social, sport and recreation activities.

Increasing active travel to replace shorter car trips results in less traffic and healthier communities, providing alternative access to centres and activities.

The *Active Transport Plan 2011 – 2031* was adopted in 2011. Since implementation, the Sunshine Coast has seen a steady increase in the number of people walking (30% per year) and cycling (20% per year), although this is from a low base level.

In 2015, a Sunshine Coast cycling participation survey found that 19% of residents (58,500) rode their bikes in a typical week. Double that number had cycled in the previous year. The survey also found that 87% cycled for recreation and 35% for transport.

What will be achieved

- Improved physical and mental health.
- Decreased individual and household transport costs.
- Less traffic congestion and parking issues.
- Lower emissions and climate change benefits.
- Greater social cohesion and connection.
- Increased network connectivity, safety and improved accessibility to destinations.

In a recent survey of Sunshine Coast residents the majority of respondents believe council is right to promote the benefits and availability of the Coast's sustainable transport options and encourage residents to decrease car use.

How can we achieve this strategy outcome?

People can be motivated to change their travel behaviours by providing infrastructure, improving connections, wayfinding and addressing concerns around safety and comfort.

Active options should be the first choice for most short distance trips in urban areas.

A future integrated transport system needs to position walking and cycling as viable, safe and real travel choices for everyone.

A focus on active transport in planning and developing networks and infrastructure will provide better connections, making it a safe and accessible mode for all.

The average distance of all trips made by Sunshine Coast residents is around 10 kilometres. Some of these trips could be made by cycling.

Benefits will flow from replacing current, short distance car-based trips to work, school, local services or public transport stops, with active travel.

The greatest outcomes may come from targeting the number of active transport trips for the purpose of transport rather than recreation, as well as key groups such as students and seniors.

Policy directions

Integrated active transport

Integrating active transport in land use planning is essential to create liveable centres and communities. Walking is fundamental to many objectives of land use planning including intensified and lively centres, reduced vehicle use and congestion, greater use of public transport and generation of economic activity.

This increased economic activity is a natural result of more people walking in centres and having easier and more convenient access to local businesses. The ease of access is also important in local areas to promote increased business activity.

Land use policies foster more compact residential and mixed-use developments that generate shorter and more active trips with less emphasis on driving in centres. Streets are designed for people as well as vehicles to provide safe active travel routes.

The *Sunshine Coast Planning Scheme 2014* outlines requirements for active transport to be provided in road corridors from the outset of development. Greenfield developments including Maroochydore City Centre, Caloundra South and Palmview have been designed to provide contemporary standards of active transport to increase the uptake of this mode share.

Integrating active transport can be a challenge in existing residential areas and centres that were designed to be more car-centric. Retro-fitting walking and cycling requires a balanced approach to cater for multiple modes in often constrained transport corridors.

Land developers and the state government are also responsible for delivering parts of the active transport network.

Case study: Caloundra South (Aura)

Caloundra South has been developed with a network of high quality separated cycle and pedestrian paths linking residential development with schools, shops, employment and services. The bicycle infrastructure provides priority at intersections and complete separation from vehicles and pedestrians and encourages active transport.



Networks and infrastructure

New links that deliver safe, direct and connected walking and cycling networks with the greatest community benefit can be prioritised.

Walking can be encouraged by providing safe facilities, providing priority when needed, enabling direct connections in attractive surroundings that can be used in varied weather conditions.

Increased cycling can be achieved by providing separated cycling facilities (in high volume locations), on-road cycle lanes, shared pathways and considering road design in residential neighbourhoods. Other incentives include bike parking, integration with public transport, education and training and events to support cycling.²²

A coordinated program of investment in active transport infrastructure by all stakeholders, including the delivery of new facilities as well as retrofitting facilities will be needed to meet the higher mode share targets and convert participation into regular use.

The future will see new market-driven devices looking to share the off-road space. This will introduce new challenges in personal travel that will need to be considered through design and education programs.

A recent survey of Sunshine Coast residents shows that to increase the number of people considering active transport (walking and cycling) daily, residents need better footpaths, more off road paths and physical separation from traffic, a more connected cycle network and more information on nearby walking paths and more directional signage.

Active connections

Walking and cycling is often a requirement of all trips either as a single mode or the first and last mile of a door-to-door journey.

Investment in walkable routes to public transport stops, concentrating on activity centre catchments and urban residential areas, is essential for increased patronage.

Convenient and attractive end-of-trip facilities and supporting infrastructure at public transport stops and central public locations, such as sports grounds and beaches, are an important network element.

Site development will provide facilities in line with the planning scheme.

In a community survey, nearly half the population consider greater than 800 metres to be a reasonable walking distance to access destinations.

Safety

The integrated transport network would incorporate safety in design. Safety education programs are needed for all road and pathway users, with a focus on the most vulnerable.

To support the safety of all residents and visitors, the Crime Prevention Through Environmental Design principles should be applied for all transport modes including active and public transport.

Case study: Minyama to Mooloolaba separated cycleway

Walking and cycling has increased significantly where well-planned infrastructure has been built. The recent opening of a section of the Minyama to Mooloolaba separated cycleway encouraged 20% of those who travelled for transport to cycle rather than drive. Recreational riders also increased by 10%.

²² Pucher, John and Buehler, Ralph. (2008). *Making Cycling Irresistible: Lessons from the Netherlands, Denmark and Germany*.

Accessibility for all users

Active travel options should be accessible to residents and visitors of all ages and abilities to enable an increase in mode share.

Accessible active travel options can be a drawcard for tourists who are interested in cycling or sustainable travel options as an experience on the Coast.

A focus on increased walking and cycling to school will have immediate benefits for our children, creating positive habits for the future.

Active transport to school presents a significant opportunity to reduce vehicle congestion and parking issues, with school trips accounting for about 22% of all trips in the morning peak.

Further, increased social interactions with neighbourhoods and more people friendly places have broader community and safety benefits. Communities which have easy access to services, facilities and destinations often have improved social cohesion which increases liveability and wellbeing.

Issues identified as affecting accessibility for all users include concerns with pathways, supporting infrastructure such as lighting, toilets and seating and behaviour by others, such as dogs, drivers failing to give way and cyclists on shared pathways.

Tailored programs can also cater to our ageing population as the percentage of the population over 60 is rapidly increasing.

Council will develop a program to provide high quality pedestrian infrastructure for older residents to address these concerns and encourage increased active trips among this demographic.



Pedestrians and vehicles travelling on Main Street, Montville

Changing our travel behaviour

Deliver travel behaviour change initiatives to change travel choice and habits to reduce reliance on private car trips and achieve a shift to increased passenger and active transport.

Context

As the population increases there is increasing demand on the transport network. Sustainable travel modes must be well utilised to protect the lifestyle and environmental values of the region.

While vehicles will remain the most dominant mode of transport in the future, there needs to be a shift toward increased active transport for short and local trips, passenger transport for local to regional trips, as well as increased occupancy of private vehicles to improve efficiency.

It is government's role to make these options viable, but ultimately a shift to these modes can only be achieved through a change in community behaviour. A key contributor to delivering a sustainable transport system is community awareness about the impacts and benefits of their travel options.

Developing and implementing travel behaviour change programs is part of the response and may generate the best value-for-money investment. It is estimated that the financial benefits of travel behaviour change programs are worth between three and seven times the required investment, with health system benefits being between 0.8 and 3.5 times the investment alone.²³

Beyond the need to provide infrastructure and services, there is a need for continuing emphasis on public education, engagement and awareness to make informed travel choices. All levels of government have a role to play in achieving this change.

What will be achieved

- Reduced traffic congestion.
- Better community health and well-being.
- Increased awareness and ability for residents and visitors to choose active travel modes that meet their needs.
- Mode shift to active and passenger transport.
- Increased occupancy of private vehicle trips.
- Greater community awareness of transport issues and impacts.
- More affordable travel options for the community.
- A healthier environment with reduced air pollution and road noise.

In a recent survey of Sunshine Coast residents the community said they would be willing to change their behaviour and use more efficient and effective transport on the Coast by using public transport to go to work or to access places for shopping or recreation; by taking active transport to work; car sharing and using smart mobility options.



Bikes parked in Mooloolaba

²³ Queensland Government (2011). *Cost and health benefit of active transport in Queensland, Stage 1 Report* pg121

How can we achieve this strategy outcome?

Council will encourage travel behaviour change with education, support and focused strategies.

Council can directly influence some improved transport outcomes, however, other outcomes require strong and improved partnerships. Council, Transport and Main Roads and the private sector have a role to play in realising this strategy outcome.

Behaviour change involves a choice to break a habit, either occasionally, continually or for a set of circumstances.

Transport and Main Roads' role includes providing services to assist behaviour change including targeted travel behaviour change campaigns. These could provide more information around services, routes, journey options and cost of mode comparisons.

Council has demonstrated over time, a preparedness to use the Transport Levy and other initiatives to improve patronage and encourage mode shift.

The private sector is also playing an increasing role in the provision of transport information packaged with services that better meet customer needs. As new transport service providers with new business models emerge, customers will have more choice in how they travel.

New bus services to and via the new Sunshine Coast University Hospital, which now has paid parking in place, provides a unique opportunity to study behaviour change.

Policy directions

Travel behaviour awareness

Council will partner to target new development areas and specific target audience groups with travel behaviour awareness campaigns.

Community education programs can inform people of their travel options and the impacts and benefits of each. This will include the direct and indirect cost implications of their individual travel choices.

People are knowingly or unknowingly paying for travel based on convenience and habit.

There is opportunity for new greenfield developments to introduce travel behaviour programs that promote a less reliant car culture and encourage travel by walking, cycling, passenger transport and emerging smart mobility options. Targeting specific demographic groups and trip purposes will likely deliver the best results.

It is also important that information is concise and easily available to help people make more informed travel choices. This is particularly important for visitors to the Sunshine Coast to encourage them to use sustainable modes and understand the specific options available for them.

Case study: Walk to School initiative

The Lions Club of Buderim has been instrumental in establishing the Walk to School Program at five local primary schools.

The program runs once a week and encourages parents to drop-off children at designated points, away from the congested areas of the school. Children are escorted on their walk to school which varies from 5 to 20 minutes.

The program provides health and fitness benefits, reduces congestion and improves safety around schools, reduces airborne pollution and vehicle costs.

Targeted travel change programs

Council works with schools, workplaces and the community to promote and encourage travel by walking, cycling, carpooling and public transport. Council is currently investigating and trialling new technologies to assist in travel behaviour change programs using innovative smart mobility apps.

An increased mode share of passenger transport options will be achieved through travel change programs. Council will support Transport and Main Roads in this task.

There may be benefits from focusing resources on intense or multi-year programs and considering targeted approaches for key users such as youth, workers, seniors or people in close proximity to high-frequency public transport corridors.

These programs will encourage change in mode based on the trip purpose. For example, 34% of weekend travel on the Sunshine Coast is for sport and recreation. Targeting these trips and aiming to increase active travel to and from sport and recreation will be essential in meeting the region's mode share targets and helping better manage the transport network.

Council currently provides education programs through local promotion of national events such as Ride to School Day and Walk to School Day, which encourage families to adopt alternative travel choices more regularly.

Travel change is also needed for car use. The most recent Census data indicates a reduction in shared car trips and increase in single occupant vehicles. Programs that encourage car sharing and carpooling to maximise the efficiency of cars are required.

Private sector involvement may include the implementation of travel behaviour programs by employers where employees generate a number of commuter trips.

Services to support change

Council is committed to promoting travel behaviour change and will work collaboratively with Transport and Main Roads on new initiatives to increase passenger transport patronage.

Ultimately the best strategy to increase passenger transport patronage is by providing the appropriate services. Residents and visitors must feel confident that passenger transport is a reliable travel option.



Ride booking in Ocean Street, Maroochydore

Smart mobility for the future

Support the introduction of smart mobility solutions to increase travel choice and improve first and last mile trips.

Context

Technology is changing how we move around with smartphone apps providing real-time information and flexible transport models matching customer demand with services.

The future of transport offers exciting benefits. Smart mobility has the potential to revolutionise how we plan our travel and move around the region.

Through smart mobility we will likely see a shift from single occupant private vehicles to increased uptake of automated personalised and shared passenger transport vehicles, connected high-frequency passenger transport and new business model platforms. This may lead to further decreases in car-only trips and increased passenger and active transport mode shares.

Active travel will likely also feature and be supplemented by a mix of new lightweight motorised personal mobility devices including e-bikes, e-scooters, mobility scooters and e-skateboards.

Governments can play a key role in enabling the adoption of technology through regulation, education, services and partnerships with the private sector, educational institutions, groups and the community.

Council needs to take advantage of smart mobility options as they arise and investigate and respond to issues and potential impacts related to their implementation.

Smart mobility has the potential to significantly improve mobility for those in areas poorly serviced by public transport, those with mobility impairments, the elderly and those with no or restricted access to a vehicle, such as youth.

What will be achieved

- Smart mobility provides increased travel choice.
- More informed travel choices.
- Fewer single occupant vehicles.
- Prepare for autonomous and electric vehicles.
- Accommodate personal mobility devices.
- Better serve the transport disadvantaged.

In a recent survey of Sunshine Coast residents, the vast majority of respondents were aware of existing smart mobility travel options including driverless vehicles, ride share (e.g. Uber and taxi), car and bike sharing and personal mobility devices.



Ride share to work

How will we achieve this strategy outcome?

Council will position itself and the community for the introduction of innovative mobility solutions by supporting:

- innovations in shared transport business models
- a shift to electric vehicles
- full journey mobility data platforms
- connected and autonomous vehicles.

Smart mobility must be integrated into the transport system rather than compete with it, being part of a mix of travel options to ensure a seamless door-to-door journey.

Recent research has predicted these emerging technologies could become common use by early adopters over the next 15 years,²⁴ however, there remains considerable uncertainty in terms of exactly when they will become fully integrated into the transport system.

The rapid pace of change in smart mobility will require continual review and recalibration of future transport needs to match emerging community travel demands and trends.

Tracking of personal choices and trends is important to understand overall community travel impacts.

Policy directions

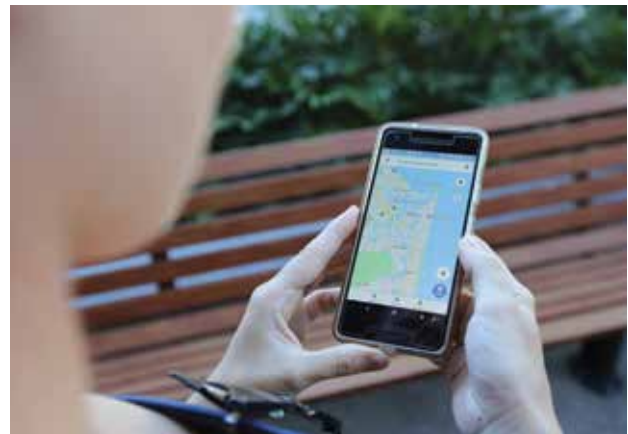
Innovation in smart mobility

Customers are beginning to engage with smart mobility in new ways thanks to advances in supporting technology.

Council will support emerging innovative market-led service models such as ride share, bike share, car share and demand responsive transport.

The security of data and customer information using new technologies is important to gain trust and develop confidence in the transport system.

Options such as bike share are currently being investigated as a means to extend our transport network flexibility and lead to an increase in active transport mode share.



Journey planning on a smartphone

Similarly, carpooling and car sharing offer many benefits to users including reduced car ownership, travel costs and congestion. Fewer single occupant vehicles on the road also leads to reduced greenhouse emissions, congestion and reduced need for parking.

New carpooling and car share schemes will help make shared driving between co-workers or individuals within the community more convenient and attractive.

Ride sharing offers many of the same benefits as carpooling and it can serve areas not covered by traditional scheduled public transport services, can offer one-off trips (not only recurrent commuter trips) and provide a feeder service to high-frequency passenger transport.

Recently, the ride share concept has been applied to goods delivery services. Benefits to the transport network of home delivery goods include options to stagger delivery times outside of peak hours, reducing congestion.

Another innovation in smart mobility is demand responsive transport – a pre-booked, shared transport service that responds quickly to customer requests and provides an alternative to personalised transport (such as taxi or ride share) for when scheduled public transport is not available. This is particularly suitable in low density residential areas.

²⁴ Institute of Sensible Transport. 2016.

Demand responsive transport can help connect passengers to activities or link to the high-frequency passenger transport or local and feeder network, offering a full door-to-door experience with minimal walking.

The viability and appeal of smart mobility as a travel choice on the Coast is likely to grow with the introduction of autonomous vehicles.

A recent survey of Sunshine Coast residents showed our community is willing to use automated vehicles and personal mobility devices (such as electric bikes, micro scooters, electric skateboards, cars, wheelchairs) but residents still desire to own their own vehicle in the future.

Case study: Logan demand responsive transport trial

Transport and Main Roads is trialling demand responsive transport in selected neighbourhoods in Logan. Subject to the outcomes of the trial, council will discuss with Transport and Main Roads the viability to expand its trial or introduce demand responsive transport on the Sunshine Coast. Demand responsive transport has the potential to provide first and last mile connections as well as local shuttle loops where traditional public transport services don't operate. Council's Transport Levy can support these types of trials on the Sunshine Coast.

Driverless and electric vehicles

New technology is enabling the delivery of a range of new vehicles which need to be considered in future transport planning and some land use implications.

Driverless vehicles will potentially have the most significant impact on the transport system. The Australian Driverless Vehicle Initiative, a network of more than 80 partners mobilised by the Australian Road Research Board, indicate that driverless vehicles will provide a safer, more accessible and cost-effective transport option. It will also present economic opportunity, foster innovation, and develop international competitiveness for Australia.²⁵

Autonomous vehicles have the potential to influence higher density living by removing the need for on-site car parking by allowing remotely owner-stored vehicles or car share on-call vehicles.

Advances such as driverless small buses could present a revolutionary opportunity for the passenger transport industry in the future with many potential benefits.²⁶ It could allow increased operating hours and service frequencies, and fill service gaps.

The transition of the vehicle fleet from no autonomy to full autonomy will present numerous challenges related to infrastructure but also mitigation of current safety concerns and management of issues such as licensing, risk and operating parameters.

The motor vehicle industry is also in the transition period of phasing out fossil fuelled vehicles to fully electric vehicles. Recently the French and UK governments announced that by 2040 new diesel and petrol cars and vans will be banned to help tackle emissions. They join Norway, Netherlands, Germany, India and Japan amongst others in the transition to electric vehicles.

²⁵ Australian Driverless Vehicle Initiative. (2018).

²⁶ Monash University Public Transport Research Group. (2016).

Personal mobility devices

Personal mobility devices such as bicycles, skateboards, scooters and new emerging technology such as small electric bicycles and scooters can play an important role in first and last mile connections. They can conveniently extend the distance people move from their origin to a transport service and from the end of their transport service to their destination.

Electric bikes (e-bikes) are a sustainable personalised transport option for the Sunshine Coast.

The ageing population is contributing to the increasing uptake of personalised transport. For example, mobility scooters and electric wheelchairs can enable people with mobility constraints to access services, facilities and public transport from their homes without the need for a private vehicle.

Transport and Main Roads is considering an increase in the types of small electric vehicles that can be used on roads and road related areas (bike lanes, pathways and verges) to accommodate new and emerging technology. Any changes will also provide personal mobility devices with more consistent path/road access while providing protection from vehicle types that could be hazardous to other road users, particularly pedestrians and cyclists. Pathways need to be safe and suitable to accommodate the diversity and increase in personal mobility devices to minimise conflicts.



Mobility scooter travelling in Caloundra

Full journey mobility platforms

Council will work with the Queensland Government, service providers and the market to improve the sharing and analysis of data to better match services with customer needs.

Council hosts an annual 'HackFest' event which aims to encourage our bright sparks, big thinkers, data enthusiasts, students and artists to share and develop their creative ideas and find solutions to everyday community problems using open data sources.

Multi-modal journeys are supported by data platforms for models such as MaaS which enable customers to use a single, simple customer interface to plan and pay for their journeys using a range of services. MaaS relies on sharing information across different service providers to help customers compare travel times and prices across different transport modes in real-time.

For example, MaaS will enable customers to plan and purchase their door-to-door journey from a retailer (most likely via an app) from a range of travel options, such as travelling by public transport, ride share or bike share. In real-time, the app then guides the customer through their journey. Bundling types of travel may result in discounts being applied to repeat users.

Figure 24 shows a range of trip options that could be determined via the platform based on trip purpose and key factors.

Case study: EasyMile EZ10 Roadshow

The Sunshine Coast Council was the first council in South East Queensland to showcase an electric driverless bus. A public demonstration of the driverless vehicle technology was held in Mooloolaba in December 2017 and was well received by the community.

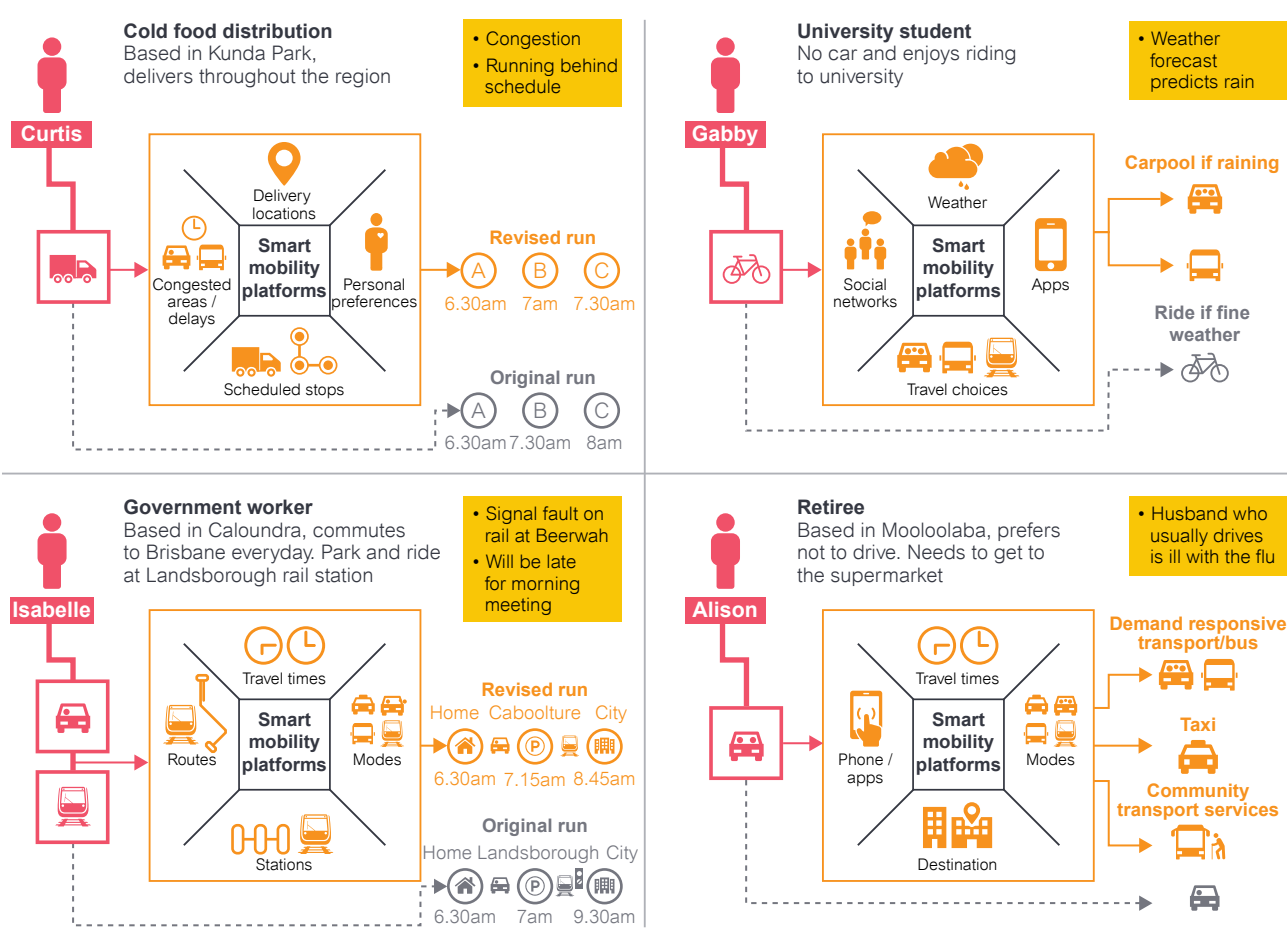


Figure 24: Customers will use personalised travel information to plan journeys using various services depending on circumstance

Case study: Travel apps provide ‘on the go’ journey planning capability via mobile devices. (e.g. Google Transit and TripGo)

TripGo is a journey planner app that lets you compare and combine any transport mode such as train, bus, taxi, subway, metro, cab, tram, your own or share car and bike, motorcycle or ride share. TripGo automatically plans trips to, from and between events in your calendar.

With TripGo you can plan your ride, check fares and times, bus and train tickets, transit directions, timetables and get live service alerts.

Information on cost, journey times, emission generation and personal calories burned is also provided to enable more informed decision-making.

Actions

The actions detailed in the following table aim to deliver on these policy directions.

Smart and sustainable actions

▲ Lead
▲ Support

Actions	Responsibility		
	Local	State	Private
Promote and enhance the quality of the walk and cycle experience in urban centres	▲		
Integrate active transport outcomes within urban design and place making projects	▲		
Identify, capture and analyse data for walking and cycling to inform planning and support travel choice decisions	▲	▲	
Delivery of trunk active transport network identified in the state's Principal Cycle Network Plan	▲	▲	
Plan for a separated cycleway network in high volume locations where a balanced outcome for the corridor is achievable	▲	▲	
Provide safe and accessible streets and pathways with adequate capacity for all uses, with a focus on the most vulnerable	▲	▲	▲
Promote the use of walk and cycle for short trips instead of car trips	▲	▲	▲
Prioritise active links to high-frequency public transport stops and hubs within activity centres	▲	▲	▲
Develop guidelines for provision of public end-of-trip facilities	▲	▲	
Plan and deliver LGIP walking and cycling network projects, providing the primary connections within and between centres	▲	▲	▲
Investigate opportunities for cycle and pedestrian connections to provide shorter, safe routes across barriers (e.g. waterways) and improve wayfinding	▲	▲	▲
Target programs that support walking and cycling such as to youth and school environments	▲	▲	▲
Develop a plan for cycle touring routes with a demonstration project to stimulate economic activity in the region	▲	▲	
Develop an updated Sunshine Coast Active Transport Plan	▲		
Investigate the viability of a possible bike share scheme	▲	▲	▲
Advocate to Queensland Government for legislative changes that support introduction of smart mobility options with community benefits to achieve travel behaviour change	▲	▲	
Work with Transport and Main Roads and others to target behaviour change programs and marketing campaigns associated with passenger service enhancements that promote sustainable modes, healthy and active lifestyles	▲	▲	▲
Liaise and work with major employers to develop green travel plans and travel behaviour change programs	▲	▲	▲
Partner with Transport and Main Roads to trial innovative passenger service models	▲	▲	▲
Advocate for greater utilisation and expansion of school bus services and active transport to relieve local transport issues around schools	▲	▲	
Promote public transport, walk and cycle travel to visitors through various mechanisms e.g. TransLink's <i>Go Explore</i> card and bike hire	▲	▲	▲
Work with partners to introduce smart mobility opportunities that serve the entire region and better meet the needs of the elderly and mobility impaired	▲	▲	▲
Engage with our partners to prepare and position for smart mobility through the continued hosting of the Smart Transport Forum	▲	▲	▲

▲ Lead
▲ Support

Actions	Responsibility		
	Local	State	Private
Amend the planning scheme to incorporate development and site-based requirements for smart mobility solutions (for example, potentially accommodating off-street car share spaces for a site or combinations of sites in one location)	▲	▲	▲
Support the ongoing research and development of driverless vehicles by encouraging the private sector and Queensland Government to consider the Sunshine Coast as a possible trial site	▲	▲	▲
Partner with others to educate the community on emerging smart mobility options and the impacts and benefits of their travel choice options	▲	▲	▲
Work with Transport and Main Roads to ensure pedestrian and cycling networks safely support a wider range of emerging personal mobility devices	▲	▲	
Work with the Queensland Government, service providers and the market to improve the sharing and analysis of data to better match travel options with customer needs	▲	▲	▲
Continue to support development technology solutions (e.g. annual 'HackFest') which deliver potential community benefits for improved transport outcomes for the Sunshine Coast	▲		▲
Develop KPIs to identify changes in travel behaviour and trends	▲	▲	

Private = development industry and/or transport market and providers



Pedestrians in Caloundra



6.3 Safe and efficient

People and goods enjoy safe, reliable and convenient travel within an efficient transport system.

A safe, efficient and sustainable road and freight network

Apply a one network approach to road management and upgrades that delivers improved safety, connectivity, capacity and efficiency for all road users.

Context

The road transport network is, and will continue to be, the primary transport infrastructure required to support travel for most modes. The road network is accommodated within a series of transport corridors established historically and expanded through development and acquisition.

These transport corridors are used by private and commercial vehicles, passenger and active transport. Depending on the function and most efficient means of moving people and/or goods along a corridor, there may be instances where priority is given to specific modes such as car, walking, cycling, passenger transport or freight.

Each mode may not need dedicated space in the corridor, but every major corridor needs to have a safe and efficient route for each mode.

Different corridors will perform different functions which need to be recognised and protected for existing and future needs. The ongoing connectivity, upgrade, operation and maintenance of the road network is vital to ensure people can safely connect to places and services and goods can be efficiently transported along supply chains. However, it's not sustainable to build more roads within centres to add more capacity for private vehicle trips.

What will be achieved

- A safer road environment for all users.
- A more connected, safe and resilient network.
- Timely investment of network improvements.
- Greater community awareness of transport issues and impacts.
- Managed traffic congestion.
- Less reliance on cars.
- More short vehicle trips converted to active trips.
- More efficient freight movements to support economic activity.
- A healthier environment with reduced air pollution and road noise.
- Existing transport assets remain fit for purpose.

Without a shift in car mode share, the amount of road space needed to accommodate the forecast population growth would have significant consequences for our centres, impacting the Coast's liveability and sense of place.

State-controlled roads carry the majority of the high traffic volumes, while council manage only a few high traffic roads as well as roads in residential, industrial and activity centres.

Compact single or dual occupant motorised forms of transport are an efficient mode of travel for people movement (e.g. motorcycle or derivative).

How can we achieve this strategy outcome?

Data gathering and analysis will allow better forecasting of traffic volumes and patterns of travel. This will inform the timing of required projects and support efficient travel.

Better managing our road network can maximise system efficiency and sustainability, ensuring people and goods have safe, reliable and convenient travel.

Planning is required to ensure the efficient use of the existing road network and upgrade infrastructure and corridors only as required to facilitate multi-modal outcomes.

The priority transport projects, are essential to the delivery of an integrated transport network for the region and to support mode shift.

A recent Sunshine Coast community survey showed that the top three prioritised, significant transport issues to our residents are parking, road safety and connectivity.



Motorists on Horton Parade, Maroochydore

Policy directions

Network investment

Investing in, and better managing the road network is part of an integrated multi-modal transport solution for the region, including the acquisition and protection of future transport corridors for their intended function.

Most of the traffic movement on the Sunshine Coast depends on the state-controlled road network to link its dispersed communities.

Lack of investment on the Coast has seen growth overtake infrastructure capacity in some locations, creating pressure points at the approach to key centres, and on the highway and motorways.

Council's strategic transport model predicts that the network will be carrying about two million car trips per day in 2041, an additional 830,000 car trips from 2016 if travel habits don't change.

To help inform network deficiencies, the 2041 forecast demands were assigned to the 2016 network.

Figure 25 and Figure 26 show that if the road network is not upgraded, performance will deteriorate significantly with many state and local roads reaching crippling levels of service (LOS) in red.

The existing network lacks critical links, connections and capacity required to maintain safe and efficient movement of people and goods now and into the future.

Accessibility between centres will require a balanced approach to addressing local traffic access to motorways while maintaining the efficiency and safety of the entire network.

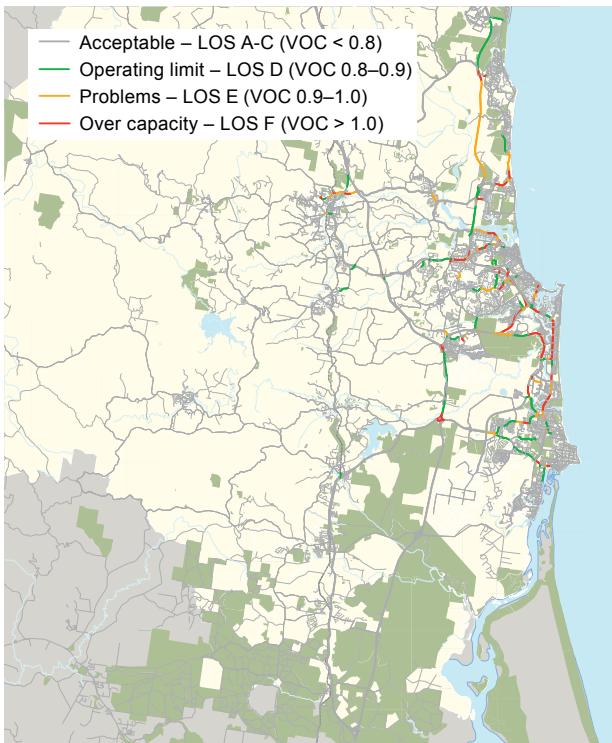


Figure 25: Current demand on 2016 network

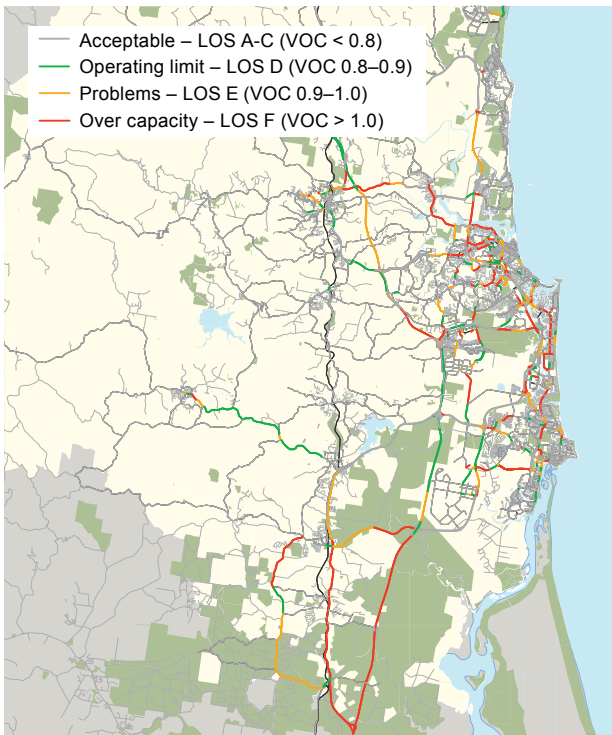


Figure 26: Projected 2041 demand

Road management

Road upgrade or maintenance activities will incorporate improvements to create a more connected and user responsive road network.

A road hierarchy is defined and identifies the role and guides the management of roads across the region.

Improved demand management of the transport network should focus on peak periods, visitors (weekends) and education and commuter trips (weekdays).

Improving local connectivity of the road network will deliver benefits for all road users and modes in that corridor.

A more connected road network will:

- increase network resilience
- increase accessibility to destinations
- complete missing links/gaps in the road, passenger transport and active transport networks
- better distribute traffic and reduce congestion hotspots.

Intersection upgrades are usually undertaken for safety and/or capacity reasons. When designing and delivering these upgrades, it is important to incorporate the needs of active and public transport modes in the corridor.

A deficiency on the road network can create delays causing people to use shortcuts. Local area traffic management should only be used as a last resort. The preferred solution is better road design although some treatment may be needed in existing areas with increasing non-local traffic load or excessive speed.

Network resilience

Council's future network planning would provide resilience for the road network during extreme weather events and disruptions.

The Bruce Highway is becoming more prone to delays due to increased vehicle numbers and accident frequency. There are limited options to redirect traffic in response to accidents and major congestion. Current investments will bring improvements for a period of time in those sections.

The network must be resilient during a disaster situation and recover quickly following an event to serve the community.

In some instances, transport corridor upgrades become unviable if unrealistically high flood immunity is required. Outcomes need to balance community benefit with the provision of a transport connection with readily achievable flood immunity versus the costs and timing against flood immunity standards.

Planning and investment will also be needed to respond to future climate challenges to transport networks.

Asset management

Council will develop a Transport Asset Management Plan to manage the whole-of-life value of existing transport related assets.

Council's current transport related assets are valued at \$2.1 billion. Existing asset maintenance, replacement and renewal due to wear and tear and degradation is a significant annual cost to the community.

New transport assets are incorporated annually to deal with growth. The effective funding of the maintenance and renewal of assets must be matched with improved efficient methods that reduce the cost and time taken.

Road safety

Council will:

- provide education to drivers, pedestrians and cyclists with its partners
- partner to identify and bridge gaps between regional and local safety initiatives
- apply travel demand management to reduce road use and provide more accessible land use patterns.

Road safety has four key elements: safe speeds, safe roads and roadsides, safe vehicles and safe road users. Road safety is part of all transport infrastructure provision and traffic operations.

Design standards outline practices that provide an optimum combination of safety, amenity and convenience and support the economy and environment.

However, in recent years, the road toll on local roads has been trending upwards. The aim is to reduce the incidence of road trauma on the region's roads when measured per 1000 incidents and to strive for a zero road toll.

The improvement of new vehicle safety features will bring progressive improvements to safety. Future autonomous vehicles promise a dramatic contribution to safety.



Evans St Upgrade Maroochydore, increased road safety and improved traffic flow

Freight movement

Freight and commercial transport movements are vital to our economy but can cause conflicts with the environment, other road users and the local amenity. Council will work to enable an efficient freight system that supports the economic development of the Sunshine Coast while protecting our lifestyle and values.

Increasing road network access for more freight-efficient vehicles will help to reduce road freight transport costs for communities and industries across the region.

Open level crossings and reduced height underpasses on the North Coast Rail line cause disruptive and difficult travelling east-west across the rail corridor. Rail upgrade projects incorporate solutions for these issues.

Freight movement will require innovation, with fuel costs likely to have the biggest impact. Fuel efficiency initiatives are likely to play a greater role in determining the priority and form of distribution patterns, logistics practices and stimulate the use of innovative, alternatively fuelled vehicles. Cost of fuel may also result in greater demand for local produce, reducing the mileage that goods consumed in the region have travelled.



Freight vehicle in Caloundra

Environment and alternative fuels

Transport facilities, infrastructure and services can have negative impacts on the environment. This includes direct and indirect impacts to flora and fauna, the generation of noise and vehicle emissions.

Council will support the take up of electric vehicles for private and commercial purposes, including its own fleet. It is likely that recharge stations will become available in both public and private off street facilities over time. However, improving electric vehicle technology will see better battery capabilities and better range which will cater for the majority of daily travel, therefore allowing trickle recharge at home over night. Businesses will make arrangements for their electric fleet and may share this with employees.

With an average trip length of just 12km per day and a battery electric vehicle range of typically 100-150km, electric vehicles are well placed to meet the needs of many Sunshine Coast residents.

Major off-street parking sites are also being considered for the incorporation of recharging stations during development or may be retro-fitted as necessary.

The Queensland Government has installed 18 fast-charging stations around Queensland to create the 'electric super highway' to allow electric vehicles to travel from the Gold Coast to Cairns. This is a much needed start in the development of a network of recharging stations required to provide customers with confidence in switching to electric vehicles. Over time, as technology and vehicle range improves and costs decrease, market demand for electric vehicles will increase.

Better managed parking

Manage parking across the region to protect our lifestyle, support economic activity and link to improvements in passenger transport.

Context

In recent years demand for parking on the Sunshine Coast has increased, particularly in activity centres, around employment nodes, hospitals and education facilities as well as recreation destinations during holiday periods and weekends.

By 2031, it is predicted that local trips will have increased by up to 60% due to increasing population, car ownership and tourism.

Even with increased travel by public and active transport, car-based travel will continue to grow, making parking management increasingly important.

Council recognises that individuals have different parking needs for different types of trips at different times, and that these requirements are important considerations in the overall parking network.

The *Sunshine Coast Parking Management Plan* formalises council's approach to managing parking and supports consistent decision-making for parking across the region. The plan is guided by a range of strategic and legislative documents and reflects council's overall vision to provide fair and equitable access to parking for all, without creating a costly oversupply.

Local area parking plans will guide short-term to medium-term actions to proactively manage parking demand, supply and administration.

Better managed parking will support future improvements to passenger transport services and the necessary shift in travel behaviour change needed to ensure the long-term sustainability of the Coast.

Respondents identified more parking as a priority for the region. The adopted Parking Management Plan and Local Area Parking Plans will guide council's approach to parking supply and managing demand.

What will be achieved

- An easy to use parking system.
- An appropriate mix of public and private parking.
- People are informed about the actions needed across the Coast.
- Timely parking management to encourage travel behaviour change.

How can we achieve this strategy outcome?

Council will roll out the solutions and actions described in the *Sunshine Coast Parking Management Plan*.

Council is developing a consistent approach to parking across the region, which will proactively manage the needs, risks and pressures on a day-to-day basis and provide future parking solutions.

Sunshine Coast Council's approach is:

Stage 1: Manage demand for parking.

Stage 2: Improve the operation of existing parking assets.

Stage 3: Provide additional parking supply cost-effectively.

Significant improvements to the passenger transport network by the state government must occur in parallel and balanced with additional parking in order to achieve the desired outcomes.

Policy directions

Demand management

Moderating parking demand based on travel demand management techniques such as mode shift and carpooling, is central to council's approach to managing parking.

Emerging technologies will help in dealing with future vehicle use and related parking demands. Appropriate value for money technology will:

- improve the parking experience for residents and visitors
- gather relevant data for management, decision-making and dissemination
- assist with enforcement.

Council will work to ensure developers are part of the parking solution. Excessive private parking can impact on development costs.

Parking rates for development under the planning scheme will be adjusted to match appropriate desired outcomes and area specific changes may be necessary.

Timely enforcement remains necessary to maintain vehicle turnover but is a challenge due to the size and dispersment of centres.

Complicating the management of parking are possible changes to legislation, regulation or policy, cost of travel, alternatives to fossil fuel and the emerging disruptions of new technologies such as car share and ride share.

In managing current and future parking demand, it will be important to:

- maintain a mix of public and private parking to provide a balanced outcome in line with local expectations
- maintain flexibility to meet changing trends and peak period parking needs
- inform the community on the role of parking and planned changes.

Existing parking assets

Appropriate car parking supports local businesses and economic activity by providing accessibility for workers, customers, residents and visitors.

Council understands that it is important to maintain accessible and available car parking at tourist destinations, rather than oversupplying.

Council has a range of options available to manage parking, which will be applied, as required, to support and improve parking (Figure 27).

This can make it easier to find a park, reduce overall parking demand and free up supply in hotspots.

The *Sunshine Coast Parking Management Plan* proposes that centres will have short-term, on-street parking for the high demand parking spaces. Parking time durations will increase with distance from the core of a centre.

This approach encourages frequent turnover as convenient and nearby spaces are located at the core of a centre, maximising use and availability for all.

The *Sunshine Coast Parking Management Plan* policies and actions will guide the implementation of appropriate parking management to achieve the desired outcomes.

Additional supply

Council will introduce additional parking (including some paid parking) in selected areas, with evidence of current and future demand.

Providing temporary parking to meet short-term holiday peaks would be a significant opportunity for minimum additional cost to ratepayers and not provide a costly oversupply of long-term parking.



Figure 27: A range of options to manage parking

Actions

The actions detailed in the following table aim to deliver on these policy directions.

Safe and efficient actions

▲ Lead
▲ Support

Actions	Responsibility		
	Local	State	Private
All levels of government co-operate to the timely provision of road corridor elements of council's transport priority projects e.g Mooloolah River Interchange	▲	▲*	
Improve permeability of the network to create connectivity and resilience particularly during traffic / disaster management incidents	▲		▲
Promote more efficient use of cars, e.g. higher average occupancy	▲	▲	▲
Council will plan, review, maintain and deliver the trunk LGIP road network projects in line with legislative requirements	▲		▲
Develop and maintain a 10-year Capital Works Program for transport	▲		
Develop and maintain a Transport Asset Management Plan	▲		
Investigate and deliver time and cost effective methods for asset maintenance and renewal	▲		
Identify and acquire current and future transport corridors	▲	▲	▲
Maintain the Road Hierarchy Plan	▲		
Develop a Roads Plan (Council roads)	▲	▲	
Develop with Transport and Main Roads methods of distributing travel information including during emergency situations	▲	▲	
Develop and maintain transport disaster management plans	▲	▲	
Update and implement council's Road Safety Action Plan	▲	▲	▲
Develop, update and apply a range of transport modelling tools to analyse current issues, forecast future issues and plan for future infrastructure and non-infrastructure needs	▲	▲	
Support education programs to improve road user behaviour and reduce road trauma	▲	▲	
Partner with stakeholders and the local community on road safety issues	▲	▲	▲
Protect the strategic freight network while managing the impacts of freight in urban areas	▲	▲	
Remove impediments to freight movements e.g. low clearance bridges, open level crossings, etc.	▲	▲	
Seek to reduce environmental impacts associated with transport projects	▲	▲	
Commence the transition of council's fleet to electric powered vehicles	▲		
Revise the planning scheme as required to support the transition to electric vehicles	▲		
Consider major off-street parking sites for the incorporation of electric vehicle charging during development or able to be retro-fitted as necessary	▲		▲
Employ value for money technology to manage parking and improve the user experience, management and governance	▲		▲
Involve developers and property owners in the parking solution for a local area	▲		▲
Continue to implement the Parking Management Plan and Local Area Parking Plans and update as required	▲	▲	▲
Introduce additional parking where warranted in cost neutral ways e.g. paid parking	▲		
Amend parking rates for development in the planning scheme with consideration to available transport options	▲	▲	▲
Adopt a Parking Investment Fund policy	▲		

* Australian Government involvement

Private = development industry and/or transport market and providers

7 Implementation

7.1 Coordinated infrastructure investment

Investment in the transport system by all levels of government and the private sector is required to achieve the vision of this *Integrated Transport Strategy* and ensure a one network approach to transport planning, management and delivery. This investment will be critical to achieving the mode share targets by delivering alternative travel options such as active and passenger transport and emerging smart mobility. Investment in priority road infrastructure will also be critical, particularly to deal with peaks and improve network resilience.

This investment must be coordinated with major development to maximise return on investment and establish viable travel choices and preferred travel behaviours from the outset.

Figure 28 below outlines council's view of the required sequencing of critical transport projects to coordinate with major developments underway and planned in the region to 2041. Many of these projects rely on state and federal government funding, as well as the private sector, to ensure the integrated transport and land use needs of the region are accommodated efficiently.

Non-infrastructure solutions

Infrastructure investment is also necessary to provide opportunities to leverage non-infrastructure solutions. Non-infrastructure solutions, for example, emerging technology such as autonomous vehicles, smart mobility, travel behaviour programs, MaaS and communication tools will play a role in contributing towards a smart integrated transport system for the Sunshine Coast.



Nambour train station

Figure 28 is council's view only of the indicative timeline for delivery of critical transport projects needed to support overall growth, including expected tourism, residential and employment out to 2041.

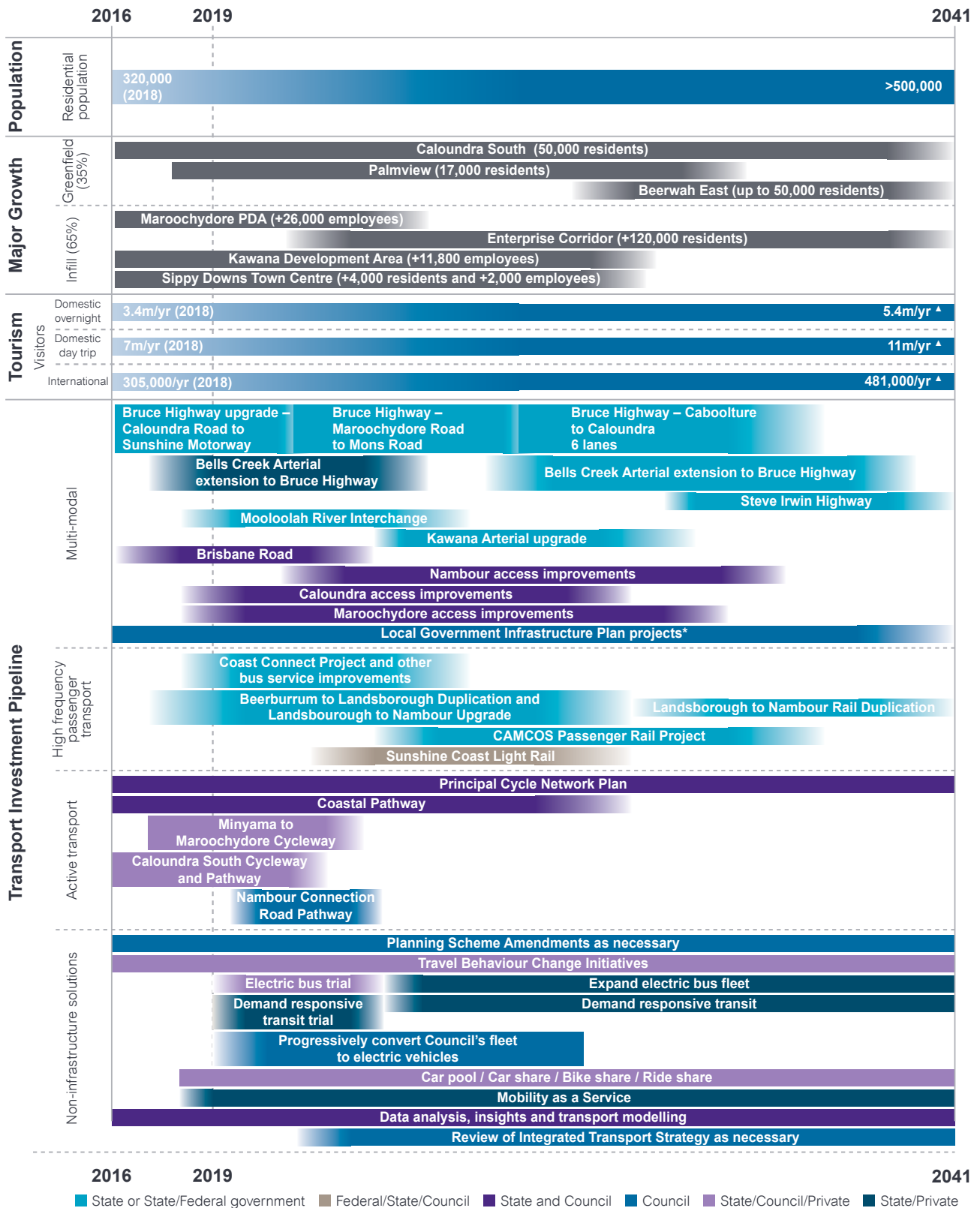


Figure 28: Indicative timeline for delivery of critical transport projects (Council's view only)

Multi-modal projects typically incorporate walking and cycling infrastructure

Projects are subject to planning, business case development, project prioritisation and funding allocation and may change over time.

* Indicative growth estimates and timing for infrastructure delivery

▲ 2% annual growth in tourism year on year and includes Noosa Shire Council

7.2 Funding the transport system

Local government plays a key role, both directly and in supporting other levels of government and the private sector to deliver, operate and maintain transport infrastructure. However, local government only receives about 3% of the GST revenue indirectly.

Current funding arrangements

Transport infrastructure and services is currently funded as follows:

- Australian Government – GST and fuel excise.
 - Increased levels of Australian Government funding for urban transport will be an essential element of appropriate investment levels.
- Queensland Government – taxes, registration/fines revenue.
 - The region receives less than the per capita state average in capital funding (Figure 29).
 - There has been an overall decline of transport and road capital investment statewide (Figure 30).
- Council - rates, infrastructure charges, grants.

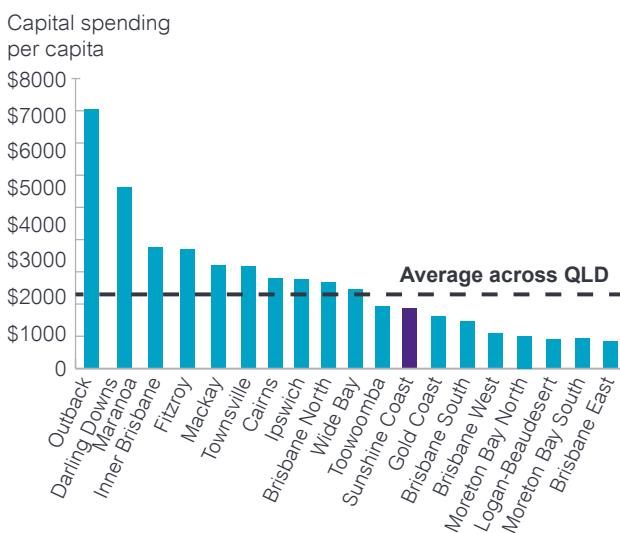


Figure 29: Estimated 2017-18 Queensland Government capital program by region per capita based on Budget estimates and ABS population data²⁷

New revenue options

Council is prepared to invest to meet its responsibilities in a timely manner and expects other stakeholders to do the same.

Council supports exploring new revenue options with its partners that may assist in securing the transport infrastructure and investment needed for the region, provided these approaches do not result in ‘cost shifting’ and placing an increased cost burden onto council and the community.

The planning and delivery of new and/or additional transport infrastructure and services and maintenance and rehabilitation of existing infrastructure and services needs to be cost effective, involving innovative funding measures.

Council is willing to explore joint venture opportunities and models between council, the Queensland Government and the private sector to deliver the required transport outcomes for the region.

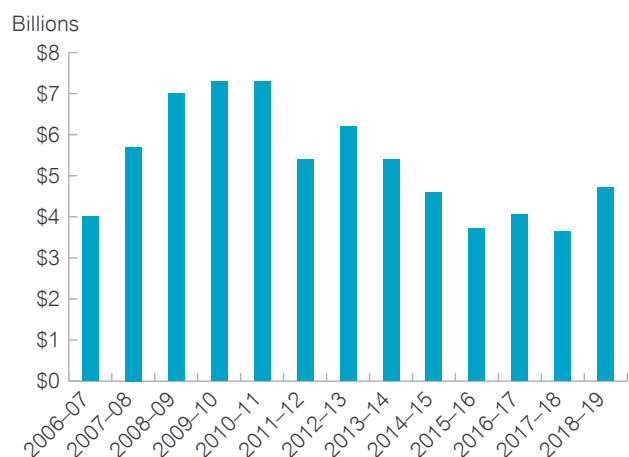


Figure 30: Queensland Government budgeted transport and road capital funding²⁸ (Includes ports and excludes capital grants)

²⁷ <https://queenslandeconomywatch.com/2017/06/14/huge-regional-disparities-in-qld-government-capital-spending-per-capita/> and <https://www.brisbanetimes.com.au/politics/queensland/analysis-shows-booming-south-east-is-losing-funds-to-north-queensland-20170907-p4yvsg.html>

²⁸ Queensland State Budget 2018-19 Paper No. 3 Capital Statement; historical Queensland Government State Budget Papers No. 3 (back to 2006-07)

Value capture

Value capture is often raised as the solution to alternative funding. The idea of value capture is that a new piece of infrastructure creates economic value, for example, the value of land located near a new station will typically increase. Capturing this value increase through appropriate mechanisms offers a source of funds to contribute towards the cost of the project.

There are a range of different forms of value capture that can be considered. These can be directed to capture value from those who directly benefit by using the infrastructure, those who receive indirect benefits (i.e. do not directly use the infrastructure), or wider community benefit and include:

- user charge
- developer contributions
- betterment levy
- property development rights, asset sales, or leases
- parking or congestion charges
- regional levies
- state and federal tax revenue.

City Deals

City Deals is a new approach in Australia bringing together the three levels of government, the community and private enterprise to create place-based partnerships. It is an agreement to prioritise and jointly invest in major infrastructure based on its expected economic growth.

The Australian Government has identified six focus themes or areas for action under City Deals:

- infrastructure and investment
- liveability and sustainability
- housing
- innovation and digital opportunities
- governance, city planning and regulation
- jobs and skills.

A federal advocacy document released in 2015 – 16 by the South East Queensland Council of Mayors, *A shared future: Collaborative opportunities for South East Queensland*, recommended a suite of transport and road priorities for South East Queensland including the following for the Sunshine Coast:

- Sunshine Coast high quality bus corridor (\$350 million) – would provide a priority bus spine between Caloundra and Maroochydore and include priority lanes, bus stations in key activity areas, bus stop upgrades, bus queue bypasses and on-road cycle lanes.
- North Coast Rail Line between Beerburrum and Nambour – the duplication and upgrade has been sought for many years to improve the reliability, speed and accessibility of rail freight operations and passenger transport services. Freight operations are severely constrained in this section of the North Coast Rail Line due to conflict with passenger services and poor track alignment.
- Bruce Highway, Caboolture to Sunshine Coast (\$2 billion) – the Sunshine Coast community is seeking a clear commitment to include the Caboolture to Caloundra Road six lane upgrade in the Bruce Highway Action Plan for delivery by 2025.

The Australian Government has made a commitment to develop a City Deals strategy for South East Queensland and this may be the step needed in securing a comprehensive long-term plan to fund and deliver critical infrastructure in the region.

The Australian Government, under its Faster Rail Prospectus, awarded funding of a business case to North Coast Connect Consortium.

State funding

The majority of the priority transport projects for the Sunshine Coast are the lead responsibility of the Queensland Government. While planning of several projects have business cases completed or underway, there is currently no committed funding or pipeline of delivery linked to growth milestones.

The Sunshine Coast is dependent on a clear state government investment and delivery strategy to cope with growth pressures projected under *ShapingSEQ*.

Other investments adjacent to or linking to these state government projects are significantly undermined as full flow on benefits to the community would not be achieved.

Balanced funding

Public and active transport infrastructure funding by the state government and council needs to be increased. This will help to establish viable networks, creating travel choice to achieve the intended mode share targets set out in this *Integrated Transport Strategy* and ensure the transport system provides longer term outcomes for the community.

For council, this means an increase in pedestrian and cycle infrastructure and new local roads, particularly those that function as multi-modal corridors. This may include some public transport priority measures on local roads.

For the state government, this means major road capacity projects supporting all modes, significant investment in the passenger transport system as well as regional cycle network on the state-controlled road network to catch-up to growth.

For the Australian Government, this means committing funding to significant road and rail transport infrastructure projects that stimulate economic growth, such as North Coast Line Beerburrum to Nambour Rail Upgrade, CAMCOS and the Bruce Highway Upgrade Caboolture to Caloundra.

Transport investments will need to be adaptive to potential changes in future transport preferences. Benefits will likely come from greater investment in passenger and active transport infrastructure and services.

7.3 Monitoring and review

Monitoring

Council will monitor the strategy's success with a mix of performance indicators including:

- periodic market research surveys to monitor customer satisfaction in the transport system
- household travel surveys and travel time surveys
- census data including vehicle ownership, journey to work and vehicle occupancy
- community measures including population growth, development approvals and density
- traffic accident data
- traffic counts and transport model outputs including mode share and road network levels of service
- national transport indicators such as number of public transport trips per capita and reduction in private vehicle use
- public transport patronage.

Reviewing the Integrated Transport Strategy

Although the *Integrated Transport Strategy* applies a long-term planning horizon to 2041, the rapid pace of change in the transport industry and population growth occurring in the Sunshine Coast region, suggests the *Integrated Transport Strategy* will require a review in about five years to remain contemporary.

Implementation actions

▲ Lead
▲ Support

Actions	Responsibility		
	Local	State	Private
Adopt a one network approach with Transport and Main Roads and other stakeholders to deliver integrated transport solutions, working to achieve the mode shift targets of 70:20:10 (car/passenger transport/active transport)	▲	▲	▲
Develop a Sunshine Coast Transport Infrastructure Pipeline (Council's view only) to identify sequencing of transport investment to support growth	▲		
Bring key stakeholders together to identify shared challenges and agree on mutually beneficial and timely actions to achieve Council's transport vision	▲	▲	▲
Council will progress Light Rail Strategic and Preliminary business cases for submission to the Queensland Government	▲	▲	
Keep the community informed of transport issues facing the region	▲	▲	
Survey the community and seek feedback on transport related issues using existing, new and innovative methods of engagement	▲	▲	
Advocate for the region's fair share of transport investment for catch up infrastructure and services and to support future growth	▲		▲
Investigate the opportunity for value capture as part of the evaluation of transport priority projects	▲	▲	
Advocate to government and the private sector for the timely delivery of transport infrastructure in line with development	▲	▲	▲
Actively pursue new revenue streams and advocate for new legislation and governance arrangements for the region	▲	▲	
Support SEQ Council of Mayors in pursuing the SEQ City Deal	▲	▲*	▲
Maintain, update and apply the Transport Levy Policy for strategic long-term transport outcomes	▲		
Identify, source, maintain and analyse transport data to enable trend identification, communication and forecasting	▲	▲	▲
Develop reportable KPI's to establish and monitor travel trends	▲	▲	
Review the Integrated Transport Strategy and supporting plans about every five years	▲		

* Australian Government involvement

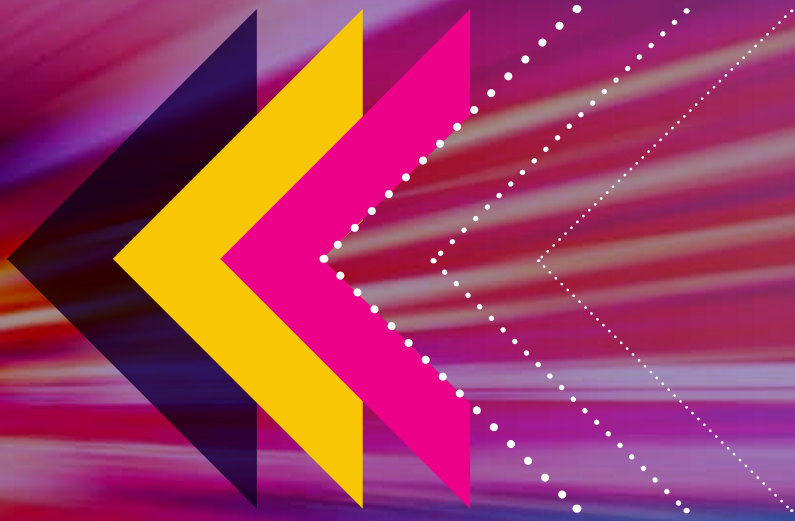
Private = development industry and/or transport market and providers



Glossary

1. Accessibility	The ability to reach desired goods, services, activities and destinations. Accessibility can be viewed from different perspectives, such as from the perspective of a particular location, a particular group, or a particular activity.
2. Accessibility (disabled) parking	Parking designed to accommodate people with disabilities and other special needs.
3. Active travel/transport	Forms of travel/transport involving walking and cycling.
4. Advocate	To speak or argue in favour of something, such as a cause, idea or policy.
5. Autonomous vehicle (driverless vehicle)	A vehicle that is capable of sensing its environment and navigating with little or no human input depending on the level of autonomy.
6. Biodiversity	The variety of all life-forms including plants, animals and micro-organisms and the ecosystems they form.
7. Capacity	Total (maximum) number capable of being accommodated.
8. Car / Bike / Scooter share	Membership-based programs facilitating short-term access to a car/bike/scooter, often operating in inner-city locations. The car/bike/scooter is usually provided by a third party.
9. Carpooling	Pre-arranged ride-sharing of a car trip for the purpose of commuting or other purpose. The car is usually provided by the driver.
10. Census	A population count performed by the Australian Bureau of Statistics.
11. Collaboration	Working with other parties to produce or create an outcome.
12. CPTED	Crime Prevention Through Environmental Design is a crime prevention approach that designs environments in ways that lessen or prevent the incidence of crime.
13. Demand responsive transport	Flexible, on-demand shared transport services that are not bound by schedules and routes. They can provide new or improved coverage to areas where traditional public transport is difficult to provide.
14. Density (high density)	In urban density, the number of people inhabiting a certain area. A high number of people living in an area is known as 'high density'.
15. Development / re-development	The creation of new land use, facilities and buildings or renewal of existing development.
16. Door-to-door	A full journey from the original starting point to the traveller's destination.
17. e-bikes, e-scooters, e-skateboards	A range of new lightweight motorised (generally electric) mobility devices.
18. Electric vehicles	Vehicles that are powered by electric motors instead of fossil fuel.
19. First and last mile	The section of a journey connecting a person from their origin to their first transport service and from the last transport service to a destination.

20. Integrated transport	A multi-modal transport system where different modes of transport are efficiently linked to operate as 'one network', providing seamless door to door travel for an individual or group.
21. go card	TransLink's electronic ticket for public transport on TransLink bus, train, ferry and tram services in South East Queensland.
22. go explore card	A travel card based on the go card providing an unlimited daily travel across the Sunshine Coast.
23. Greenfield development	Development on vacant land.
24. High-frequency public transport	Public transport which is 'turn up and go', i.e. at least 15-minute frequency, 7am to 7pm, 7 days a week.
25. High-order roads (key transport corridors)	Major roads within a road network hierarchy.
26. Household travel survey	Household travel surveys collect detailed information on travel by individuals across all modes within a defined area.
27. Infrastructure	The basic facilities, services and installations needed for the functioning of a community or society, such as transport networks, drainage, water and sewerage.
28. Innovate	Introducing new ideas and original and creative thinking.
29. Local Government Infrastructure Plan (LGIP)	An LGIP is part of a planning scheme that identifies the local government's plans for trunk infrastructure that are necessary to service urban development at the desired standard of service in a coordinated, efficient and financially sustainable manner.
30. MaaS (Mobility as a Service)	A business model for customers to access transport services in which customers can use a single account and booking interface to access a broad range of transport modes, none of which the customer owns.
31. Mass transit	A high capacity version of 'high-frequency public transport'.
32. Market-led	Led by commercial operators/private enterprise. As compared with 'government-led'.
33. Mobility	Physical movement. Can be provided by walking, cycling, public transport, carpooling, taxis, private vehicles, trucks and other motorised modes.
34. Mode share	The proportion of overall trips that are taken on a particular transport mode.
35. Multi-modal	Featuring more than one transport mode.
36. Passenger Transport	Refers to public transport and extends to include ride share, car share and other emerging shared travel models.
37. Public transport	Refers to the traditional train, bus and taxi services delivered and managed by the Queensland Government.
38. Resilient	Able to withstand or recover quickly from difficult conditions.
39. Ride share	Pre-booked ride sharing is a service that arranges one-time, individual or shared rides on very short notice. This type of carpooling generally makes use of recent technological advances.
40. Smart mobility	Smart mobility seeks to optimise travel for the people who use them through harnessing technology and improved coordination and integration of transport services.
41. Sunshine Coast Enterprise Corridor	The area defined as stretching primarily along the coastal strip from the north of the Sunshine Coast Airport to Caloundra South and bounded to the west by the Bruce Highway.



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