

Hobart Transport Strategy 2024 Engagement Report

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City of Hobart 2024 Transport Strategy Engagement Report

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ABN: 39 055 343 428

Prepared by

AECOM Australia Pty Ltd

Wurundjeri and Bunurong Country, Tower 2, Level 10, 727 Collins Street, Melbourne VIC 3008, Australia

T +61 3 8670 6800 www.aecom.com

ABN 20 093 846 925

In association with

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Quality Information

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Originator Britt Simmons, Harry Fleming

Checker/s Caroline Lindus

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Engagement Summary

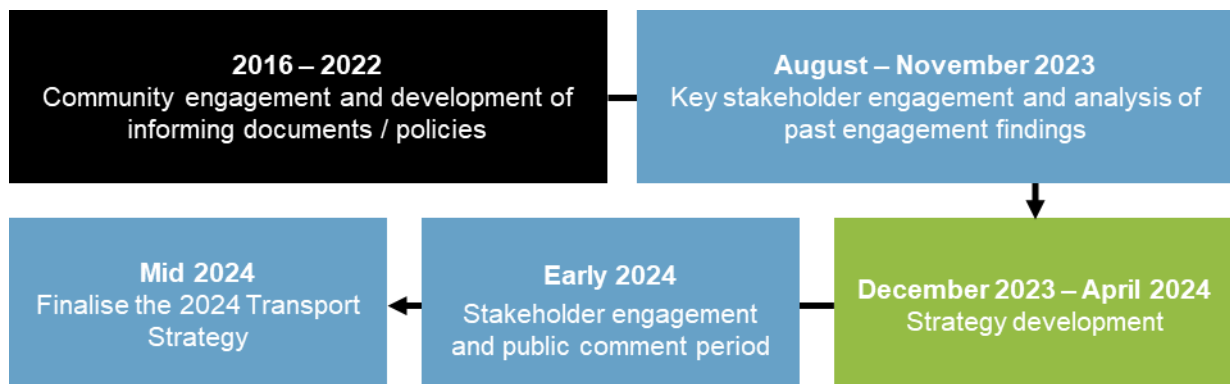
The City of Hobart is planning for our community's future transport needs. We need to respond as our population and economy changes to ensure Hobart remains a great place to live, work and visit.

The Hobart Transport Strategy 2024 will build on the strategic direction for the City of Hobart's streets, spaces and movement network, and guide transport planning and decision making over the next ten years.

Over several years, and a number of engagements, we've heard from our community on their values, priorities and behaviours when it comes to transport. It's now time to turn what we've heard into a clear strategy for the future. We conducted targeted engagement in 2023 with key stakeholders identified as high impact and interest to capture their transport challenges, opportunities and priorities, and identify areas for partnership and collaboration. This included internal City of Hobart teams and external stakeholders.

This Engagement Report consolidates the responses received during the 2023 engagement period as well as previous community and stakeholder feedback and identifies the key themes for consideration during the development of the Hobart Transport Strategy 2024.

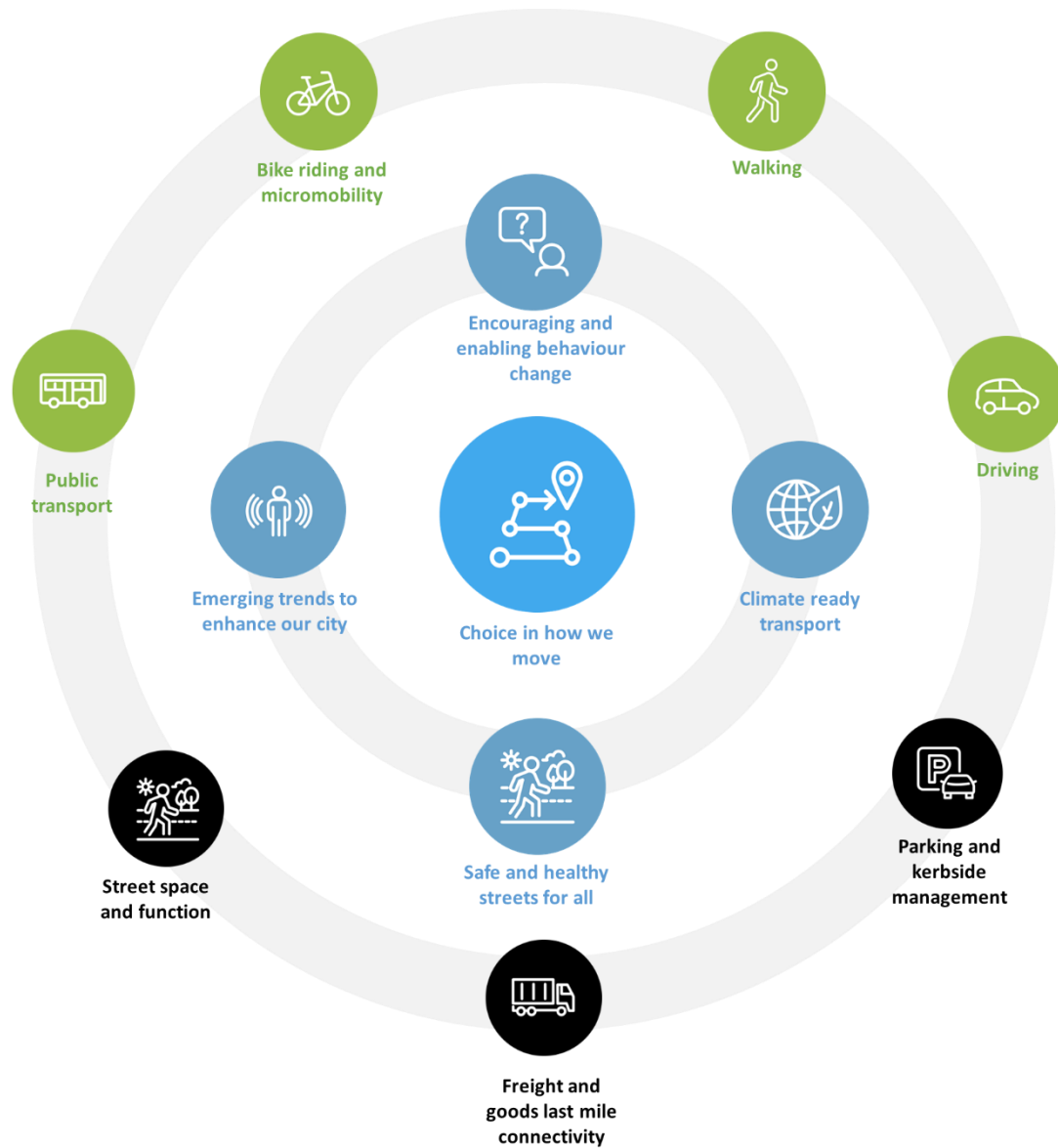
Engagement Process



What did we hear? Key themes

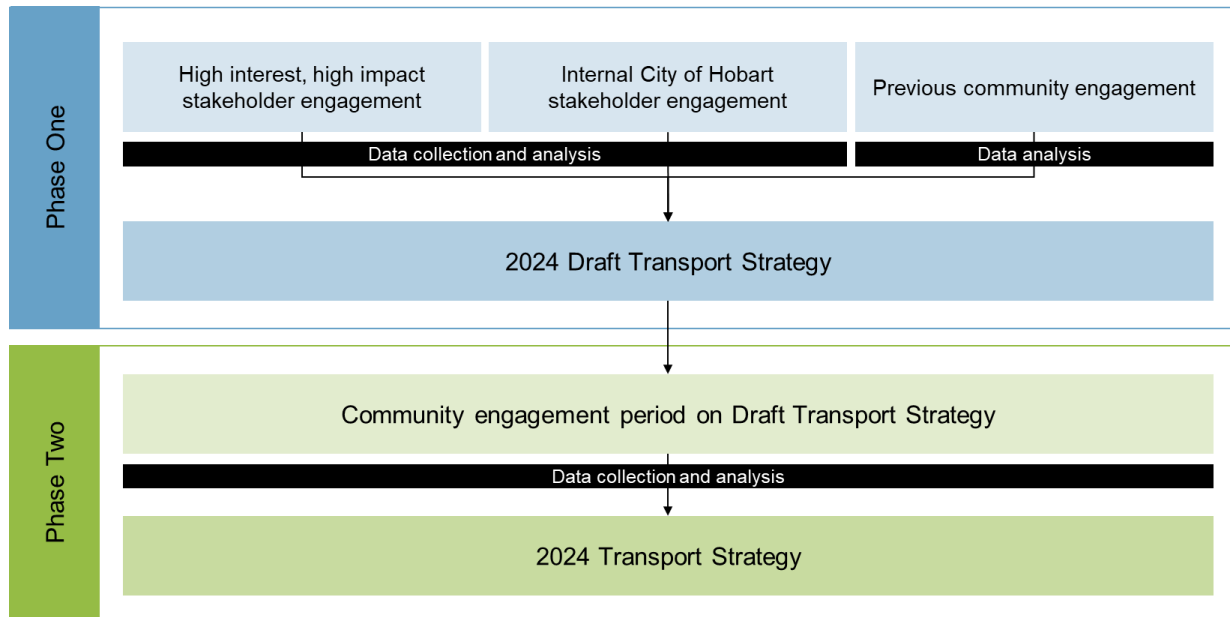
- The desire for greater mode **choice**
- Support for designing our streets for people as well as cars
- The need to balance the use of our **public spaces** between people and cars
- Ideas to make our streets safe, **healthy, and connected** for all users
- The need for improved **public transport** with greater reliability, efficiency, connectivity and user comfort is needed to be a viable and cost effective alternative to private vehicle trips
- The desire for safe, convenient and connected **active transport** infrastructure to support more people walking and bike riding
- The importance of **trends** like e-scooters and e-bikes make our city more liveable
- Support for **sustainable transport modes** to achieve net zero emissions travel
- The need for better management of on and off-street **parking to support access** to Hobart.

The responses to the engagement with community and key stakeholders have informed the overarching themes identified for the Hobart Transport Strategy 2024:



Engagement Overview

Background & Scope



Engagement: Phase One

A comprehensive engagement program was undertaken for the Draft Transport Strategy 2018 which included:



The feedback received during this engagement was detailed and has informed development of the Hobart Transport Strategy 2024.

Since then, a number of other engagements have occurred for City-led policies and projects where we've heard feedback on what matters when it comes to our city, streets and movement network, including:

- Central Hobart Plan,
- Capital City Strategic Plan Review 2023,
- Retail Precincts Plans,
- North Hobart Place Vision and Parking Access Plan,
- North Hobart Neighbourhood Plan Discussion Paper,
- Annual Community Satisfaction Survey (2022) and Annual Business Survey (2022),
- Climate Change Strategy (2023)

The varied engagement methods and breadth of responses received to previous projects, ensured that we had adequate data to analyse and consider when developing the Hobart Transport Strategy 2024.

We engaged with a number of high interest, high impact stakeholders in late 2023 to ensure the development of the Hobart Transport Strategy 2024 is aligned with changing needs.

The insights collected, along with what we've already heard from the community were used to help identify the key transport-related themes to inform the development of the Hobart Transport Strategy 2024.

Engagement: Phase Two

A broader engagement phase with the community and stakeholders will occur in May 2024. This engagement will focus on hearing feedback on the Draft Hobart Transport Strategy 2024, its themes and key actions. As part of this broader engagement phase, The City of Hobart aspires to hear feedback from people of all demographics, backgrounds and abilities who interact daily with Hobart's transport system.

Objectives

Through engagement with our community, we hope to:

- Raise community awareness of the transport opportunities and challenges for Hobart
- Understand community priorities for key actions within the Hobart Transport Strategy 2024

Educate and raise awareness of the public on:

- Transport challenges and opportunities for Hobart.
- Why our transport system is important.
- The benefits of transport choice

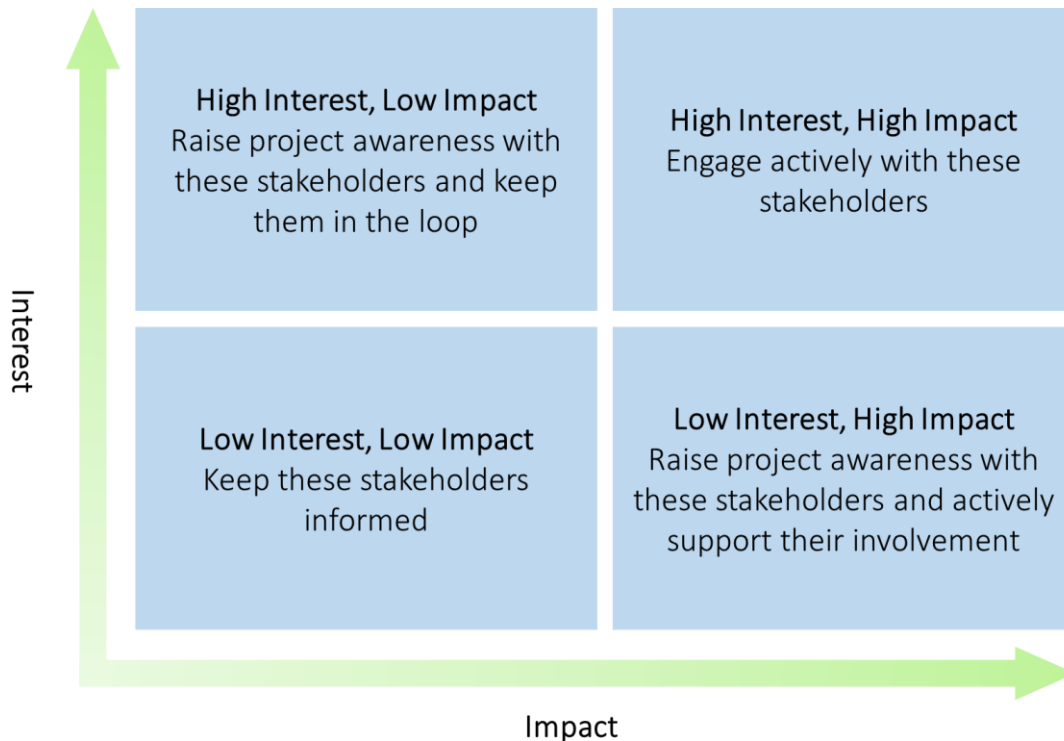
Explore community values through:

- How we've been working to deliver on transport improvements for Hobart in line with community priorities and best practice.
- Seek ideas from the community about their priorities for the future of transport in Hobart.

2023 Targeted Feedback

Stakeholder Mapping

We undertook a stakeholder mapping analysis exercise and identified stakeholders who were likely to be “impacted by” and “interested in” the project. Four categories of stakeholders were identified, with the following approaches to engagement:



These were then grouped by internal (City of Hobart) and external organisations.

Eleven external stakeholders were consulted directly in 2023, with a range of internal stakeholder groups also consulted through six workshops and meetings.

Additional stakeholders will be contacted to seek their feedback on the Draft Strategy during the community engagement period in May 2024.

City of Hobart Internal Stakeholders

To ensure alignment within the City of Hobart, we engaged directly with our internal teams during the initial engagement phase in 2023, through the following forums:



Transport Strategy
Internal Working
Group



Elected Members
Workshop



Cross Functional Parking
Working Group and
Subgroups



Transforming
Transport Group

Challenges and opportunities identified

What we heard: Key challenges for City of Hobart stakeholders

- **Organisational support** for behaviour change to sustainable modes (walking, cycling and public transport)
- **Funding sources** for actions from the Transport Strategy
- How we **internally manage** transport initiatives from delivery to ongoing operation / maintenance
- How we **communicate with our community** about transport
- **Parking**, particularly in relation to:
 - **Amount** and **location** of parking
 - **Pricing**
 - Interface with **stakeholders**
 - Balancing with **sustainable modes**

What we heard: Key priorities and opportunities for City of Hobart stakeholders

- The importance of **mode choice to all people** being a fundamental pillar of the Strategy
- The relationship the Transport Strategy has with the **liveability** of the city (health, climate, resilience, economy, land use)
- **Alignment of the Transport Strategy** to the existing suite of strategic documents
- The opportunity for **greater urban greening** within the city to provide increased shade, amenity and improved air quality.
- Broad support for a **principles-based framework** for emerging trends and their application to Hobart.

Key External Stakeholders

To ensure the Hobart Transport Strategy 2024 considers the key challenges, priorities and opportunities of stakeholders, we engaged directly with the following organisations via meetings during the initial engagement phase in 2023:

- Department of State Growth
- Local Government Association Tasmania
- Glenorchy City Council
- Kingborough Council
- RACT
- Metro and Tas Bus
- Beam and Neuron
- Cycling South and Bicycle Network.

What we heard: Key challenges for external stakeholders

- **Limited bike riding infrastructure** is a barrier to greater use as many people **do not feel safe** riding on the road.
- Proposed changes to the use of kerbside space in Hobart are often met with **misconceptions** on the value of street space to the community.
- Driving is currently cheaper and more reliable than public transport, with car parking being readily available and inexpensive.
- There are a number of **barriers to use of public transport**: including long journey times, infrequent services and passenger comfort.
- The existing **bus ticketing system** does not support efficient **data collection** needed for **better service planning**.
- The impact of **congestion events** on the **resilience** of the Hobart network; including private vehicles and public transport.
- Provision of **electric vehicle charging** and where this is best located for a consistent approach.
- Ongoing management of the **shared micromobility program** and associated e-scooter parking.

Although key stakeholders noted a number of challenges, there was broad alignment on priorities and opportunities for the future of transport in the City, with sustainable transport being a primary focus.

What we heard: Key priorities and opportunities for external stakeholders

- Provide **protected cycling infrastructure** and collaborate with neighbouring Councils for a **connected network**.
- Additional space for bikes and scooters means **more space for pedestrians** and **less conflicts**.
- Expand the shared micromobility program to include **e-bikes and neighbouring Councils**.
- **Behaviour change** programs to support a sustainable mode shift. Align with the provision of new infrastructure.
- Focus on **road safety for all network users** and elevate this within the Transport Strategy.
- Investigate the provision of **park and ride facilities** for various modes.

What we heard: Key priorities and opportunities for external stakeholders

- Review the **allocation of street space** to introduce **bus priority infrastructure** to improve reliability of public transport.
- Support the transition to a **single ticketing system** for the bus network.
- Make **bus journeys** comparable to driving by **removing barriers** and **improving customer experience**.
- Support **public transport corridors** and target active transport connections to / from these locations.

2018 – 2023 Engagement Analysis

Guiding Questions

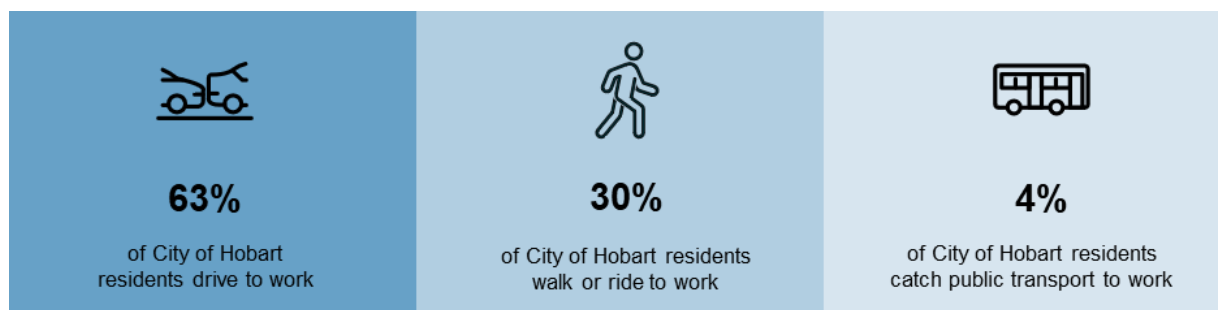
The following guiding questions were considered in our review of the previous engagement outcomes:

- What does the City of Hobart community value?
- What travel behaviours do the City of Hobart community have now, and what are their aspirations for future travel?
- What are the City of Hobart community's challenges when it comes to transport?
- What are the City of Hobart community's priorities when it comes to transport?

Findings

Travel Behaviours

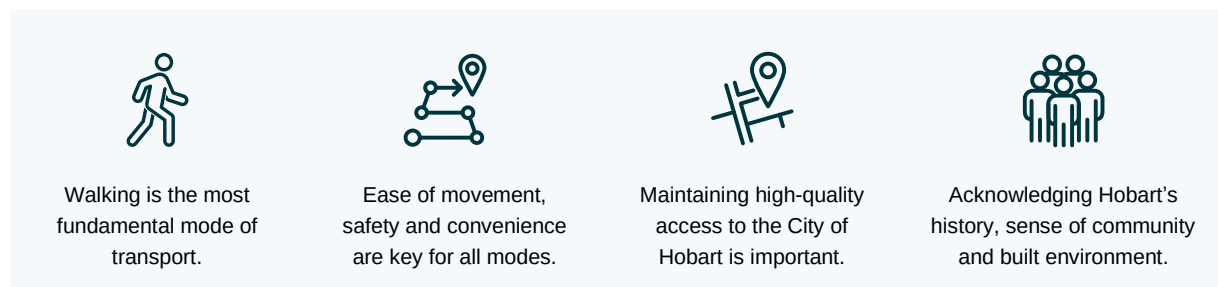
The 2021 ABS Census for Hobart (Journey to Work) outlined that private vehicles were the dominant mode for travel to work. This aligns with mode share in previous engagements. Public transport is not an attractive option while it operates on the same road network as private vehicles and is subject to the same traffic conditions. This results in longer journey times at a higher perceived cost than driving.



Values

Transport is critical to our community. Throughout the City's engagements on a range of topics the theme of transport consistently ranks highly even when we don't ask about it specifically. Transport has key connections to economic, environmental and community needs; forming a central value to the community. Movement and Connectivity is rated as the most important pillar of the Capital City Strategic Plan; acknowledging transport as both a key challenge and an area of opportunity.

Based on a review of the previous relevant community engagements, a number of values were identified by the community as a priority:



Challenges, priorities and opportunities

Community engagements have ranked the greatest challenges associated with the future growth of Central Hobart as:

- Parking
- Traffic (congestion and volume through Hobart)
- Public transport (service reliability, connectivity and efficiency)

What we heard: Key challenges for our community

- **Traffic management** (safety of local roads, management of local traffic and on-road cycle paths and shared pathways) and **car parking** were perceived as the top issues in the Annual Community Satisfaction Survey of 2022.
- *"Private transport will always be my preferred option. Public transport does not allow for the carrying of goods, even if you could carry them to the bus. Public transport doesn't go past my door either".*
- **Addressing street and user conflicts** such as safety, amenity and road capacity through better allocating the space of our streets.
- **Low public transport patronage** due to barriers to bus use and ample provision of parking.
- **Private vehicle use** being the default mode resulting in more congestion on Hobart's roads.
- *"Hobart is too dependent on cars for transport, if the public transport options worked well and there was more priority for walking/cycling in the inner city then health/traffic/emissions could be improved".*
- **Parking** is the primary reason why people contact Council, with many feeling there is a lack of parking where it's needed.
- Off-street parking is underutilised.
- *"Parking is necessary but should be concentrated in off street parking centres around the peripheries of the CBD, especially for commuters."*
- Pedestrian **safety and security** throughout the City in relation to traffic speeds and location of pedestrian crossing points.
- Management of **key movement corridors** by the Department of State Growth.
- Low Support for infrastructure related to private vehicle traffic flow (6%) with **support was focused on sustainable modes of transport** like bus, walking and bike riding, and **safety** of all users (94%).
- **Reallocating road space** for public transport, walking and cycling infrastructure was deemed "very important" during engagements (75%).
- The provision of space outside of shops for pedestrians and amenity was noted as more important than on-street parking (88%).
- *"Honestly just build more bike lanes, so many people would use their bikes more especially now electric bikes are a thing."*
- *"Reducing number of cars in city, more green spaces to rest with shelter and shade for walkers."*
- *"Reduced on street parking to provide bus lanes would be a good option to explore."*
- City streetscapes and the provision of parks, open space and public spaces.
- *"Place less emphasis on cars. Make the place for people."*

What we heard: Key priorities and opportunities for our community

- Improve the provision, quality and amenity of **public transport services and infrastructure** to increase use.
- *"I would use public transport more if it was more frequent and on time."*
- *"Time and convenience is always an issue as I ... need reliable efficient transport. Sometimes it is more efficient and easier to take my car despite wishing to use public transport."*
- Increase **active transport** use to **reduce transport emissions**, congestion and improvement of health outcomes.
- *"Walkability is good for health, local business, and social connectivity."*
- Consider the relationship between the **provision of parking** and **public transport patronage**.
- Provide an enhanced network of **bike riding infrastructure** which is **accessible to people of all ages and abilities**.
- *"I don't feel like it is safe enough to cycle on most roads, especially busy ones. I believe we need physically separated cycle areas."*
- Provide well-connected, comfortable, safe and accessible **pedestrian facilities** by focusing on human centric scale and inclusive design.
- Consider **street space allocation** between modes and supporting streetscape environments, including **safer road conditions** (speeds and traffic calming) for all users.
- *"Providing adequate, safe and convenient alternatives to car travel should result in improved outcomes for all road users."*
- Desire for **equality** within the transport system and embedding inclusivity and accessibility in planning.
- Desire for ongoing **strategic management** of traffic conditions and provision of parking.
- *"... Some people are not as mobile as others so nearby parking still needed."*

Next Steps

The feedback we have heard during previous project engagement as well as the targeted feedback received from our key stakeholders has guided the development of the Draft Transport Strategy.

The Draft Transport Strategy will be open for community and stakeholder feedback in early 2024. This feedback will influence the final Transport Strategy which will go for Council endorsement in mid 2024.

Following Council endorsement of the Hobart Transport Strategy 2024, the City of Hobart and our partners, will turn the Strategy into reality through a range of projects and initiatives over the coming years. To develop a transport network that delivers on the vision of the Hobart Transport Strategy 2024 the City of Hobart will need to partner with and advocate to the State Government and other entities, both private and public.