2. STREET MANAGEMENT AND OPERATION

2.1 SmartRoads

Use SmartRoads to assess road space allocation in the City of Melbourne.

Objective
To ensure that the SmartRoads Network Operating Plan gives appropriate priority to pedestrians.

Rationale
The SmartRoads Network Operating Plan is VicRoads’ system for managing all modes of movement on the road network to deliver the greatest benefit to the community.

The plan allocates priorities for different modes on all roads (such as tram or pedestrian priority). Often a road will have several priority modes; Swanston Street, for example, prioritises pedestrians, cyclists and trams.

Network Fit Assessments gauge the extent to which proposals to change network operations fit with the strategy of the Network Operating Plan. This can include changing traffic signals to give more time to one road or another or removing a lane of traffic to add a bicycle lane or widen the footpath. In areas identified as having pedestrian priority, pedestrian movements are given greater weight in the Network Fit Assessment process.

The current Network Operating Plan prioritises pedestrians in the Hoddle Grid, areas of Carlton, some roads in Southbank and some shopping strips. Reflecting the role of walking in the capital city, pedestrian priority areas in the City of Melbourne need to be expanded to include many parts of Docklands and key streets in Southbank as identified in the Southbank Structure Plan, including City Road as well as parts of St Kilda Road. In the future, as the central city area expands, pedestrian priority will also need to be expanded to urban development areas such as Arden-Macaulay and the Lorimer precinct of Fishermans Bend.

As part of integrating transport land use and planning, the Principal Pedestrian Network, developed as part of the Planning Policy Framework, would become the Pedestrian Priority Area for the City of Melbourne in SmartRoads.

Implementation
- Work with VicRoads and State Government agencies to expand SmartRoads Pedestrian Priority Areas in the City of Melbourne to include City Road and other parts of Southbank, Docklands and other areas.
- Use SmartRoads to assess road space allocation in the City of Melbourne.

Increasing accuracy in measuring pedestrian congestion
The Network Operating Plan uses estimates when counting the numbers of people walking across intersections rather than actual numbers. As a result, accurate assessments of delay to pedestrians at intersections cannot be made.

- Work with VicRoads to continue to improve the knowledge of pedestrian volumes and movements, particularly at intersections, to ensure high-quality data is used in Network Fit Assessments. Explore the use of new technology, including de-identified mobile phone data, to reduce counting costs.

Develop a place-based approach in SmartRoads

SmartRoads provides a framework for making decisions about priority access on the road network, particularly at intersections. It assesses proposals on the basis of their contribution to the efficiency of the transport system. This may benefit pedestrians walking to destinations when travel time is important. However, it has been acknowledged that it does not take into account the concept of high-quality places in the same way. For example, proposals to widen footpaths to improve urban design, plant trees or address pedestrian crowding cannot currently be assessed properly by SmartRoads.

The DEDJTR has been working with VicRoads, City of Melbourne and others to develop a complementary place-based analysis to be incorporated into the SmartRoads framework. This would allow improvements to the quality of a place to be compared with or against improvements to improve the efficiency of the transport network.
Current pedestrian priority areas

Figure 12: Current City of Melbourne pedestrian priority areas as designated in VicRoads’ SmartRoads Network Operating Plan
2.2 Signal operation

Assess pedestrian delay at intersections across the City of Melbourne and develop a prioritised list of projects to reduce pedestrian delay.

Objective

To improve traffic signal operation for pedestrians while balancing priority for all users.

Rationale

Delays to pedestrians contribute significantly to congestion and inefficiency in the City of Melbourne.

Reducing delay to pedestrians at crossings

Delays to pedestrians at traffic signals contribute significantly to traffic congestion costs. The cost of pedestrian congestion grows as the numbers of pedestrians increases.

The City of Melbourne works with VicRoads to review signal timing to maximise its efficiency and achieve the lowest overall delay across all types of road users. In September 2013, signal times on King and Spencer streets were reduced to bring them closer in alignment with other intersections in the Hoddle Grid, where most signals operate with a 90-second cycle during peak periods. Previously, King and Spencer streets operated at longer cycle times (110 and 120 seconds) during peak periods, and on King Street, north-south movements received a disproportionately high level of priority (72 per cent in the am peak and 66 per cent in the pm peak). This created significant delays for people crossing King Street. Only one third of people using King Street (in all modes of transport) are travelling north-south. Two thirds are travelling east-west, with many people walking to and from Southern Cross Station or travelling in trams and buses.

There are also other techniques for reducing delays including extending the time that the walk signal is displayed without affecting other uses at the signal.

Implementation

• Assess pedestrian delay at intersections across the City of Melbourne and develop a prioritised list of projects to reduce pedestrian delay, focusing on the intersections with the most pedestrians first.
• Reduce traffic signal cycle times on Spencer Street at Collins Street and at Flinders Street.

Auto-on pedestrian phase signals

At crowded intersections, or intersections through which many pedestrians move, the pedestrian phase should be automatically activated rather than pedestrians being required to press buttons to activate crossings.

These signals are called auto-on pedestrian phase traffic signals; they automatically activate the pedestrian signal when traffic lights turn green without needing someone to press a button. They reduce wait times for pedestrians as pedestrians do not miss an opportunity to cross if they reach the intersection after the time a walk phase could start. They give pedestrians a similar level of service to motorists, public transport vehicles and cyclists who do not need to manually activate lights.

The City of Melbourne will work with VicRoads within the current Council term (until 2017) to convert signalised intersections located in the proposed auto-on pedestrian phase areas shown. Traffic signals will be set up to automatically activate the walk signal between 6am and 9pm. After 9pm the noise of pedestrian signals may have a negative impact on residential areas. Beyond 2017, auto-on pedestrian phase signals will be further expanded as the city grows.

Implementation

• Expand the implementation of auto-on pedestrian phase signals at intersections in the area shown where compatible with prevailing signal timings.
Proposed auto-on pedestrian phase area

Figure 13: Proposed auto-on pedestrian phase area
Pedestrian lanterns at all Hoddle Grid signalised intersections

Some signals do not include pedestrian displays in all directions.

Many of the traffic signals on ‘little streets’ that run east-west in the Hoddle Grid between the major streets, such as Flinders Lane or Little Collins Street, do not have full pedestrian signals. This is a historical legacy reflecting when they were installed in the 1940s. However, this means that people with disabilities face significant difficulty when crossing these streets as they are not alerted when it is safe and appropriate to cross. The red traffic light for cars is often positioned such that pedestrians cannot see them clearly.

- Work with VicRoads to install pedestrian crossing lights, push buttons and audible devices at Hoddle Grid signalised intersections to create consistency across the Hoddle Grid and provide vision-impaired pedestrians with better guidance when walking around the city.

Scramble crossings

Pedestrian signals that allow crossing in all directions simultaneously are popular and do have some benefits. However, they also have adverse impacts on pedestrian delay, extending the waiting time between walking phases. They also increase delays to public transport, bicycles and other vehicles on the road as it takes longer for pedestrians to cross diagonally and signal timing must account for this. There are limited opportunities (such as at T-intersections) where these impacts can be reduced, though, and there may be some locations where they could be implemented.

- Scramble crossings will be considered at appropriate intersections to reduce crowding and delay where the adverse impacts on timing and other modes can be minimised.

Example of intersection with no pedestrian lantern at Little Collins and Elizabeth streets

Example of pedestrian lantern at Little Collins and Swanston streets
Pedestrian lanterns

Figure 14: Locations which need pedestrian lanterns installed (only Hoddle Grid shown)
2.3 Pedestrian street hierarchy

Adopt a pedestrian street hierarchy to provide direction for the operation of streets.

Objective

To define a pedestrian street hierarchy and provide direction for the design and operation of streets based on this hierarchy. To identify streets that should increase in function as pedestrian streets.

Rationale

Melbourne’s streets provide the connections between the places that people are and where they want to go, and allow for the delivery of goods. They also play many other roles, including providing a significant amount of the city’s open space, meeting places and views. The streets provide for movement by a variety of modes; as we create a city for people and as the numbers of people walking increase we must cater for that growth and be innovative in the way we use our streets.

There is an opportunity to provide safe and enjoyable places for children and families in the central city as the pedestrian street hierarchy is implemented.

One innovation is to develop a hierarchy of pedestrian streets ranging from those in which pedestrians can move freely across the full width of the street and vehicles – if present – travel slowly, through to arterial roads where pedestrians use sidewalks while trams, buses, bicycles and other vehicles use the street at higher speeds. This hierarchy allows each street or laneway to be assessed as to its position in the hierarchy based on factors such as current and future pedestrian demand or requirements for other modes (such as deliveries, providing access to car parks, etc.). Streets may operate differently at different times of day depending on demand for different modes.

As pedestrian numbers grow, more streets will have an increasing pedestrian function. This plan proposes a number of locations, mostly in the central city, where the pedestrian function of streets could increase.

Vehicle access

Maintaining access for deliveries and service vehicles, as well as to off-street car parks, is important for city commerce. The walking plan does not propose to remove motor vehicle access to off-street car parks nor to remove delivery, service or disabled access to properties.

The bicycle network identified in the City of Melbourne Bicycle Plan will also be considered when investigating proposals that change the layout or operation of a street in the City of Melbourne. Where there are high volumes of cyclists as well as pedestrians, separation will be considered.

Streetscape Framework

The pedestrian street hierarchy will be implemented in accordance with the Streetscape Framework Plan.

Any proposals that change the layout or operation of a street in the City of Melbourne would require thorough consultation with appropriate stakeholders including building owners, businesses and residents to understand their access requirements.

The City of Melbourne introduced the Streetscape Framework in 2011 to work with businesses and the community to effectively respond to the changing needs of our streets.

The Streetscape Framework guides planning and implementation of new streetscapes, and involves the community in deciding on streetscape design and improvements.

The City of Melbourne is upgrading many of its streets as part of the Streetscape Improvements program, which aims to enhance streets and laneways through road and footpath-works, landscaping and other improvements.
### Increasing Pedestrian Function

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Street Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Street as Place (local street)</strong></td>
<td><strong>Walking Street (local street)</strong></td>
</tr>
<tr>
<td>Can be used as a place permanently or during specific times (such as lunchtimes or in evenings). Can operate as a shared zone to provide traffic access. Provide for deliveries, property servicing, cycling and access to off-street car parking.</td>
<td>Can be used as a walking street permanently or during specific times (such as lunchtimes or in evenings). Can operate as a shared zone to provide traffic access. Provide for deliveries, property servicing, cycling and access to off-street car parking.</td>
</tr>
<tr>
<td><strong>Other streets used by pedestrians</strong></td>
<td><strong>Hardware Lane</strong></td>
</tr>
<tr>
<td>Streets shared by private vehicles (including bikes) and pedestrians. Traffic function. Examples include shopping strips, local residential streets or arterial roads.</td>
<td></td>
</tr>
<tr>
<td>Varies depending on use. Provide for deliveries, property servicing, cycling and access to off-street car parking.</td>
<td></td>
</tr>
</tbody>
</table>
2.4 Investigate Streets as Places

Investigate the suitability of the proposed Streets as Places.

Characteristics
The characteristics of Streets as Places are that:

• pedestrians move freely over the street;
• people linger on the street at cafes, on public seating or to play;
• there is low traffic function; and
• amenity is increased as more space is provided for people to be in.

Street management
Streets as Places are managed to:

• be used as a place permanently or during specific times (such as during lunch times or in evenings);
• possibly operate as a shared zone to provide traffic access; and
• provide for deliveries, property servicing, cycling and access to off-street car parking.

Implementation

• Investigate the suitability of the proposed Streets as Places as indicated in ‘Figure 15: Proposed Streets as Places’. This will include consideration of local access requirements.
• Investigate Market Street (at Collins Street) and Spring Street outside the Princes Theatre as shared zones.
• Investigate closing Dodds Street to through traffic between Grant Street and Southbank Boulevard to create an open-space plaza.

Flinders Lane
Proposed Streets as Places

**Queen Street and Therry Street**
- Investigate ways to improve walking environment, including through use of a shared zone.
- Would allow use of road space for public space.
- May be possible to remove Franklin Street and Dudley Street roundabouts and realign street to convert road space to pedestrian space.

**Princes Theatre**
- Investigate Spring Street between Lonsdale and Little Bourke streets.
- Potential to reduce crowding at northern entrances to Parliament Station.

**Spring Street**
- Investigate creation of a permanent piazza in front of Princes Theatre.
- Existing road geometry leads to excessive vehicle speeds especially in am peak.

**Little Bourke Street**
- This section of Little Bourke Street is the heart of Chinatown, one of Melbourne’s busiest precincts.
- Opportunity to enhance Little Bourke street as a tourist and restaurant precinct.

**Market Street**
- This section of Market Street has limited traffic function.
- Opportunity to create new iconic public space.
- Could help vitalise semi-public open space at corner of Suncorp site on Collins Street.
- Retain delivery, servicing and off-street car park access.

**Little LaTrobe street**
- High pedestrian numbers, low traffic and narrow footpaths.
- Opportunity to enhance streets with the developing university precinct.

**Flinders Lane**
- High pedestrian activity area.
- Unique area which connects iconic laneways.
- Narrow footpaths.
- Need for delivery, servicing and off-street car park access.

**Dodds Street**
- Limited traffic function.
- Transformation into a linear park will provide additional open space in Southbank.

Figure 15: Proposed Streets as Places
2. STREET MANAGEMENT AND OPERATION

2.5 Investigate new Walking Streets

Investigate the suitability of the proposed Walking Streets.

Characteristics

The characteristics of Walking Streets are that:

• pedestrians move freely over the street;
• they provide a key transport link for pedestrians; and
• amenity and safety are increased by reducing crowding.
• low through traffic function;

Street management

Walking Streets are managed to

• be used as a Walking Street permanently or during specific times (such as lunch times or evenings);
• operate as a shared zone if traffic access is needed;
• provide for deliveries, property servicing, cycling and access to off-street car parking.

Implementation

• Investigate the suitability of the proposed Walking Streets as indicated in ‘Figure 16: Proposed Walking Streets’. This will include consideration of local access requirements.
Proposed Walking Streets

Little Bourke Street
- High traffic pedestrian route between apartment stores
- Improved walking environment would help activate street at ground level
- Part of east-west pedestrian route to Hardware Lane precinct
- Improved walking environment would enhance function as a retail street

Little Collins Street
- Area growing in popularity
- Narrow footpaths
- Need for deliveries and off-street parking

Flinders Lane
- Area growing in popularity
- Narrow footpaths
- Need for deliveries, taxis and car park access

Little Bourke Street
- High traffic pedestrian route between department stores
- Improved walking environment would help activate street at ground level

Elizabeth Street
- Opportunity to enhance tram terminus area
- Would create a well-used public space and improve access to Flinders Street Station
- Consider vehicle access to Flinders Lane

Existing Walking Street, traffic restrictions part or all of the day
- Existing Walking Street, operates as shared zone
- Recommended for investigation for conversion to Walking Street in short term (2014-17)

Figure 16: Proposed Walking Streets
2. STREET MANAGEMENT AND OPERATION

2.6 Investigate High-Mobility Walking Streets

Investigate the suitability of the proposed High-Mobility Walking Streets.

Characteristics

Characteristics of High-Mobility Walking Streets are that:

• they are shared by trams, buses, bicycles and pedestrians;
• they provide a high-frequency public transport corridor;
• they have a low-traffic function; and
• there is significant interchange between the public transport and walking networks.

Street Management

High-Mobility Walking Streets are managed to

• provide appropriate priority to trams, buses, cyclists and pedestrians under SmartRoads; and
• provide for deliveries, property servicing, cycling and access to off-street car parking.

Implementation

• Investigate the suitability of the proposed High-Mobility Walking Streets as indicated in ‘Figure 17: Proposed High-Mobility Walking Streets’. This will include consideration of local access requirements.
Proposed High-Mobility Walking Streets

Elizabeth Street
- Elizabeth Street is a key pedestrian spine in Melbourne’s retail core
- Relatively low traffic function
- Tram route enhancement will increase pedestrian activity
- Provide for delivery vehicles access

Grattan Street
- Improve east-west bus connectivity
- Will improve connectivity between Melbourne University buildings and University Square

Collins Street
- Most tram stops are or soon will be overcrowded
- Space for cyclists congested by other users
- Limited through-traffic function
- Tram route enhancement will increase pedestrian activity

Flinders Street
- Would improve access to Flinders Street Station and Federation Square, two of Melbourne’s most important meeting places and public transport nodes

Princes Bridge
- Main pedestrian link between Southbank and the North Melbourne Grid
- Would improve access between Flinders Street Station and Federation Square tram stops
- Melbourne’s busiest tram stop, around 48,000 passengers per day
- Priority cycle route

Figure 17: Proposed High-Mobility Walking Streets
2. STREET MANAGEMENT AND OPERATION

2.7 Create new shared zones

Extend the program of converting laneways, roads and other spaces into shared zones in line with VicRoads’ guidelines and the City of Melbourne Pedestrian Street Hierarchy.

Melbourne is renowned for its network of laneways. In the Hoddle Grid there are around 230 laneways. Laneways increase connectivity in urban renewal areas and established suburbs alike. Most are through-block links that allow pedestrians to take a more direct route to their destination rather than having to walk ‘around the block’.

In many lanes and narrow roads in the City of Melbourne there is not enough space for vehicles, pedestrians and cyclists to each have their own dedicated space. The default speed limit (40 km/h in the Hoddle Grid or 50 km/h in other areas) is not compatible with sharing space. In many cases, the most effective way to improve the walking network while still retaining access for vehicles is to convert the road into a shared zone with a speed limit of 10 km/h.

Shared zones can make it easier to introduce trees, landscaping and other uses, such as on-street dining, while allowing people to walk comfortably – perhaps two or three abreast. They can offer significant economic benefit with outdoor dining generating up to $25,000 in revenue per square metre per annum. The conversion of selected narrow streets into shared zones will make the city safer and legitimise pedestrians as users of narrow streets.

Shared zones are a specific type of speed limit under Victoria’s Road Safety Road Rules (2009). These zones provide for the sharing of spaces by vehicles, pedestrians and cyclists at low speeds. Using a pedestrian street hierarchy, shared zones could be Streets as Places or Walking Streets.

Implementation

- Extend the program of converting laneways into shared zones. Laneways that currently operate as shared zones and require only signage changes are shown in ‘Figure 19: Laneway shared zones’.
- Convert roads and other spaces into shared zones in line with VicRoads’ guidelines and the City of Melbourne Pedestrian Street Hierarchy.

Separated road layout
- All users experience narrow spaces
- No space for trees, cafe seating, art or other street activity

Example of separated layout: Corrs Lane

Example of shared zone: Hardware Street

Figure 18: Shared zones improve the use of space by creating the conditions under which vehicles and pedestrians can share the same space rather than have separate areas. A key design criterion for shared zones is lower speeds, usually 10 km/h.
Laneway shared zones

Figure 19: Proposed laneway shared zones
2.8 Make roads safer for pedestrians

Review existing lower speed limits and implement more on local and arterial roads where appropriate.

Objective

To achieve motor vehicle speeds in the City of Melbourne which are compatible with high levels of walking and a city for people while also being logical and easy for drivers to comply with.

Issues

Higher motor vehicle speeds can save time for motorists driving longer distances. However, they can also lead to greater road trauma, separation of land uses, reduced permeability and reduced opportunities for streetscaping.

Rationale

The pedestrian street hierarchy recognises that pedestrians share many streets with private vehicles. Speed limits have a significant impact on how pedestrian-friendly a street is.

Lower speed limits increase the likelihood of surviving being hit by a vehicle and reduce the severity of injuries due to collision. Lower speeds also mean less need for expensive traffic controls, road safety barriers and expensive and disruptive traffic management for temporary works. Also, when speeds are lowered, more roadside furniture and trees can be installed. Lower speeds also allow for a more permeable city where pedestrians and drivers can make eye contact and allow for safe road crossing without delaying either party. Drivers travelling more slowly have greater opportunities to observe the city and see things that they might want to visit either during the current trip or later. In some countries lower speed limits have been introduced in urban areas alongside changes to traffic signals, which have together increased traffic throughput.

In 2012 the City of Melbourne reduced the speed limit in the Hoddle Grid to 40 km/h following approval by VicRoads. This is expected to save one life, nine serious injuries and 25 other injuries every year in the city. 40 km/h speed limits were introduced to local streets in Parkville in early 2014. Reducing motor vehicle speeds in areas of high pedestrian movement is a strategic objective of the City of Melbourne’s Road Safety Plan 2013 – 2017.

Implementation

• Review the performance of the 40 km/h zone in the central city considering road safety as well as other costs and benefits.
• Investigate speed limit reductions to 40 km/h on local streets throughout the City of Melbourne where appropriate.
• Investigate speed limit reductions on arterial roads in the City of Melbourne where significant numbers of pedestrians and vulnerable road users use the road now or are expected to in the future.
2. STREET MANAGEMENT AND OPERATION

2.9 Walking navigation

Install a ‘heads-up’ mapping system in high-pedestrian areas and work to implement this system across Melbourne.

Objective

To help people navigate the city by making walking easier and more enjoyable while making it easy to transition from walking to using public transport.

Issue

The City of Melbourne can be difficult to navigate for people not familiar with its layout, such as visitors from other parts of Melbourne, out of town, interstate or overseas. There are currently many different way-finding signage systems carrying inconsistent messages, language and naming conventions.

‘Heads-up’ mapping

‘Heads-up’ mapping systems – which orient maps so the person reading them sees the view in front of them reflected in the map - make walking easier and more enjoyable and encourage more walking. ‘Heads-up’ maps orient people based on the direction they are facing and what is in their field of view. They have been successfully introduced in London, Bristol and New York City. The City of Melbourne is developing a ‘heads-up’ mapping system to be deployed throughout the city beginning with the areas where the most walking occurs. These maps will assist way-finding by highlighting nearby destinations and public transport services that a person viewing a ‘heads-up’ map can easily access. The system will be extensively tested and regularly reviewed to ensure it is up-to-date and delivering on its objectives.

Implementation

• Install a ‘heads-up’ mapping system in high-pedestrian areas.
• Investigate the potential for the ‘heads-up’ mapping system to be applied across the central subregion as proposed in Plan Melbourne in collaboration with Public Transport Victoria, Yarra Trams and others.
• Investigate the potential for the system to be introduced at Melbourne’s visitor entry points (air, rail, roads and sea).
• Work with inner Melbourne councils and Victoria’s roads, public transport and tourism authorities to improve the consistency of way-finding systems that visitors rely on.

Figure 20: Indicative location map for first stage of implementation of the ‘heads-up’ mapping system depicting Yarra’s Edge, WTC Wharf, South Wharf and the Melbourne Convention and Exhibition Centre precincts.
Figure 21: Indicative district map example of the ‘heads-up’ mapping system, facing north near Webb Bridge
2. STREET MANAGEMENT AND OPERATION

2.10 Stop lines
Progressively install stop lines on laneways at the building line rather than the intersection line along Bourke, Collins, Elizabeth and Flinders streets.

Objective
To improve the walking network in Melbourne by giving pedestrians priority at minor intersections and lanes.

Issues
A single motor vehicle exiting a minor road or lane can delay and inconvenience many pedestrians on a well-used footpath.

Rationale
On some streets in the city, stop lines have been installed so that drivers exiting minor laneways are required to give way to pedestrians on the footpath that the driver needs to cross. This reverses the usual convention where the stop line would be at the point where the two streets intersect. This means that a stopped motor vehicle would block the passage of pedestrians. In the central city many footpaths carry thousands of people per hour and it is appropriate that pedestrians have priority. The treatment allows pedestrians and motorists to make eye contact and negotiate to ensure drivers are not unreasonably delayed.

Pedestrians also need to be responsible for their own safety and ensure intersections are clear before proceeding. City of Melbourne will work with VicRoads to ensure stop lines at the building line will not compromise the safety of pedestrians.

Implementation
- Progressively install stop lines on laneways at the building line rather than the intersection line along Bourke, Collins, Elizabeth and Flinders streets.

Figure 22: Example of stop line on property line at Crossley Street facing Bourke Street
Stop lines

Figure 23: Locations to install stop lines on building line

- Existing stop line aligned with building
- Proposed stop line aligned with building
- No stop line, very low traffic
- One-way street
- Study area
2. STREET MANAGEMENT AND OPERATION

2.11 Travel behaviour change

Continue to deliver the Share Our Streets multi-modal behaviour change program to improve safety and harmony amongst all road users.

Objective

To encourage everyone to use the roads collaboratively and respectfully to improve safety creating a more enjoyable road environment in the City of Melbourne and adjacent municipalities.

Issues

Respectful and cooperative behaviour by all road users can make the city safer and more efficient creating an environment that will encourage walking.

Rationale

The City of Melbourne has launched a travel behaviour change program called Share Our Streets as part of its Road Safety Plan. Many cities and jurisdictions around the world run behaviour change programs as a cost-effective way to improve the way road space is shared. Pedestrians have much to gain from a program that delivers more considerate road behaviour. Benefits include drivers giving way appropriately, driving within the speed limit, allowing pedestrians to cross mid-block without creating delays and not using mobile devices while driving as well as cyclists slowing appropriately to allow pedestrians to get on trams and riding considerately in shared areas. Therefore, City of Melbourne will work with Victoria Police to enforce road rules in line with the Road Safety Plan to support the Share Our Streets Campaign. Pedestrians also contribute to their own road safety as well as the safety of others. Share Our Streets promotes being considerate, observing road rules, not walking in bicycle lanes and paying attention when walking, particularly when using mobile devices. Keeping to the left on footpaths and crossings, especially in crowded areas, will also make the city easier to walk around.

Implementation

• Continue to deliver the Share Our Streets multi-modal behaviour change program to improve safety and harmony amongst all road users.

2.12 Promote health

Investigate the potential for encouraging walking to deliver health benefits in Melbourne including through the new Active Melbourne Strategy to be developed by the City of Melbourne.

Objective

To capitalise on the mental and physical health benefits and community benefits provided by walking.

Issues

Walking offers significant mental and physical health benefits. There is an opportunity to gain significant community benefit by promoting walking for health in the city, including getting exercise as a part of everyday travel.

Rationale

Promoting walking can be a cheap and simple way to improve the health of the community. Walking has been shown to address obesity, heart disease, blood pressure, arthritis, diabetes, anxiety, depression and other health issues. Walking can be done on its own or in conjunction with public transport. For example, people who use public transport on a particular day also spend an average of 41 minutes walking or cycling as part of their travel, while those who did not use public transport spend only eight minutes walking or cycling as part of their travel (Bus Solutions, 2010, p. 3). Victoria Walks promotes walking meetings, ‘exercise snacks’, workplace walks and local area mapping to encourage people to identify local walking destinations (www.victoriawalks.org.au). New York City has a campaign to ‘Make NYC Your Gym’. There are opportunities for the City of Melbourne to promote walking as a way to help the community to be healthier, potentially with a focus on the large number of employees who travel to the city each day.

The perception of a lack of safety and security can be a significant barrier to walking, particularly in relation to children walking to school or for trips that include public transport use. Initiatives should include the promotion of walking to school and addressing barriers to this behaviour, such as parental perceptions of risk.

Implementation

• Investigate the potential for encouraging walking to deliver health benefits in Melbourne including through the new Active Melbourne Strategy to be developed by the City of Melbourne.
• Investigate advocating for changes to the Planning and Environment Act 1987 to include health and wellbeing as an objective of planning.