

Inner Melbourne Action Plan
Progress Report
Action 8.1 Priority for Freight Movement

Purpose

1. To update the Committee on the Project Brief, timeframe and budget for this new project.

Background

2. Action 8.1 seeks to provide improvements for freight movement by:
 - *Designating preferred freight routes through the Inner Melbourne Region, maximising separation from residential areas*
 - *Giving priority to freight movement over private vehicles where appropriate*
 - *Advocating for reduced tolls for freight vehicles on CityLink between 11pm and 6am*
3. This brief is designed to develop a greater understanding of freight issues, options and develop expertise within IMAP Councils to enable a position on freight to be adopted.
4. In undertaking this project concurrent with other IMAP studies, information gathered will assist in the timely understanding of road traffic issues relevant to Inner Melbourne.

Discussion

5. The project will provide a better understanding and knowledge of commercial and freight traffic movements within Inner Melbourne.
6. There is an extensive array of transport studies that detail the implications of road traffic and freight within Inner Melbourne. A key aim of this project is to succinctly and comprehensively provide a report that identifies the existing traffic management situation.
7. The project is a desk top study that will identify data and documents held by IMAP Councils, Department of Transport, Vic Roads and others, such as the Port of Melbourne Corporation. The intent is to distill this information into a fine grain view of the study area.
8. The project will require data input from the four councils. This may include existing strategies and plans, data maintained/managed by member councils or planning scheme information.
9. The project will identify the need for follow up research, surveys, or further analysis to provide a comprehensive understanding of future trends regarding freight movement.

Recommendations

10. That the IMAP Implementation Committee approve the attached Consultant Brief and confirm the budget of \$20K for this work to be undertaken in the 2011/12 financial year.

Request to Tender
Consultant's Brief for A Traffic Management Study
to Determine the extent of Commercial Traffic
Within Inner Melbourne

27 May 2011

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Assignment

The Inner Melbourne Action Plan member Councils invite submissions from suitably qualified Consultants to conduct a desk top study to determine the extent of commercial traffic within inner Melbourne.

Client

A number of inner Melbourne Councils have established an Inner Melbourne Action Plan (IMAP - <http://imap.vic.gov.au/> refers). IMAP is a collaborative partnership between the Cities of Port Phillip, Melbourne, Stonnington and Yarra. Partner organisations include Department of Transport (DoT), Department of Business and Innovation (DBI - formerly DIIRD), Department of Planning and Community Development (DPCD), VicRoads and Department of Sustainability and Environment (DSE) and others.

IMAP in general responds to the demands of Melbourne 2030, the State Government's blueprint for managing sustainable growth and change across metropolitan Melbourne. IMAP aims to 'Make Melbourne More Liveable' within the next 5-10 years by implementing a series of strategies and actions including:

- Linking and improving transport routes;
- Minimising traffic congestion and increasing public transport use;
- Supporting planned residential growth and housing choice;
- Developing the distinctive activity centres, encouraging business investment and tourism; and
- Linking regional open space.

Whilst there are aspects of the strategies and actions that involve commercial transport, particularly freight, there is a need to identify what proportion of traffic movements and demand for freight movements use roads within the designated municipalities.

IMAP member Councils seek to identify the impact of commercial vehicular traffic within the inner Melbourne region, that is the area managed by the four member Councils. A map of the area in question is at Attachment A.

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Scope of the Study

We envisaged the overall research and analysis study will entail several stages; this first stage is expected to be a desk top study aimed at determining the general traffic arrangements within member municipalities. Freight movement is the specific focus. A final outcome is to include any additional research, survey or study necessary to build a reliable traffic management perspective that has a clear focus on commercial vehicle movements, specifically freight.

The Consultant will need to identify commercial traffic and where known freight movements in and around the four municipalities. This stage will essentially draw from data and information provided in existing traffic management documents and data maintained by member Councils and partner organisations.

The expectation is that traffic management documents held by member Councils and IMAP partner organisations dealing with commercial traffic, in particular freight movement relevant to Inner Melbourne, will be obtained by the Consultant and duly assessed. The data provided by existing strategies/plans are to be considered with the intention of informing IMAP member Councils of the current impact of commercial and freight movements within the subject area.

The study report is also to stipulate any follow up research, surveys, intelligence gathering necessary to provide a comprehensive understanding of future trends with respect to commercial and freight movements, particularly within the context of planning scheme requirements.

Background

There is a vast range of existing documents that detail the implications of road traffic within the inner Melbourne area. These documents have been drafted by a number of agencies, such as Councils, but many originate from the State Government. The requirement is to source the relevant documents and then distil these into a comprehensive paper that readily identifies the existing traffic management situation.

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Where data and information is insufficient to establish future commercial and freight movement trends, this stage is to recommend the research and analysis required for the IMAP member Councils to properly determine actions necessary to fulfil IMAP's objectives of making Melbourne more liveable.

The expectation is that the Consultant selected for this initial stage will be able to map out those elements of study necessary for IMAP member Councils to realise the current traffic management situation within their municipality. It will be necessary for the primary study document to identify the quantum of commercial and freight movements across each municipality. The minimum data available should be sourced from VicRoads.

This study needs to be consistent with IMAP Strategy 8 and refer to other IMAP Strategies where and as applicable. As mentioned earlier, much of the IMAP approach is defined in allied documents, such as those produced by member Councils and partner organisations. Contact details for direct liaison will be made available to enable the Consultant to source relevant documents, particularly where they are not available through websites.

IMAP Strategy 8 provides a simple description of Melbourne Port as the central freight hub and the fact that distribution makes significant use of the road network in and around inner Melbourne. We seek to build on this understanding and gain a clear view as to the movement of freight.

Methodology

The Consultant will be required to outline the methodology they will apply. The expectation is that the methodology will enable any future collection of data and analysis to be repeated for the purposes of comparative assessment.

This is to be a desk top study. It will be essential that data and documents from IMAP member Councils and partner organisations be identified, analysed and distilled into a fine grain view of the municipalities. Obtaining VicRoads data will be crucial to achieving the study objective.

There will be a need to interview at least one person from each IMAP member Council and one person within each partnering organisation. Contact details will be provided by the Contract Manager overseeing this study.

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The Consultant will need to source existing data from VICRoads and neighbouring municipalities. Where this data is insufficient to determine the outcome required, then the Consultant is to list locations where such data will need to be created through traffic counts. The Consultant is to advise through the tender submission phase their understanding of data collection and the resourcing, with a schedule of rates cost to enable assessment of the likely cost.

Cost Benefit Analysis

The Consultant will be required to provide a cost benefit analysis model in order to ascertain the impact of changing road conditions, traffic management parameters, or changes to the level of residential density as predicted by the current Council Planning Schemes and Melbourne 2030. The report is also to provide a means of calculating the value of each additional stage of the overall study.

Environmental impacts

Where sufficient data exists, reference to environmental impacts should be identified. Impacts known to be derived from traffic, such as vehicle emissions and particulates, generating noise and its amelioration, and any other adverse conditions such as driver tension should be outlined.

Asset

Where the design and condition of roadworks, or other infrastructure is identified as having an impact on road traffic then that should also be listed as a relevant aspect of any study stage in the future.

Congestion

Traffic congestion is an expected outcome of increasing transportation by road and other forms where hydro carbon fuel is in use. The degree to which congestion is consistent with changes in population density as a consequence of Melbourne 2030 should be identified. Where documents made available show definable traffic trends that create congestion, then reference to this in the final report is required. The expectation is that any future study will at some point make specific reference to congestion and actions aimed at minimising the impact of increasing road traffic.

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Parking

The movement of freight is not expected to be an issue with respect to on-street parking, however, on-street parking for commercial vehicles is known to be a sensitive issue. The current traffic management regime applicable to each of the IMAP member Councils is heavily impacted by parking controls. Should it become apparent that these controls can be managed in a different way such that a more efficient traffic outcome is realised then the report should stipulate these thoughts.

Road Safety

Should road safety feature as a prominent issue of the traffic management domain, particularly concerning commercial traffic is to be reported with reference to any causal effect.

Industry

The demand by industry for support from road transport is obvious and the extent of this demand is unknown by IMAP member Councils. Whilst there is a general view as to the magnitude of this demand in and around Melbourne Port, further afield there is a need for proper data and the likely need for further research. It is also important to consider the planning schemes currently in place. Where proposed changes are envisaged, these should be identified through approved strategies and Melbourne 2030.

Economic Impact

The economic impact of changes to the road network is a primary driver for changes to infrastructure, whether it be road or other forms of transport. As this stage is focused on commercial and freight in particular, the economic impact is likely to prove crucial to any further stages. The report is expected to convey the degree of importance of commercial traffic to the economic wellbeing of the member Councils.

Public Transport

Where knowledge of public transport is necessary to appreciate the importance of the road network then that should be stated. Where it is evident that the use of public transport will have an impact on current use of the road network that evidence should be outlined in order to facilitate further research as considered necessary by IMAP members.

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Report

This stage report will need to be a comprehensive study of existing strategies, plans and actions put in place by the IMAP member Councils and supporting partner organisations with a focus on commercial traffic, in particularly identifying freight.

This stage report is to include the headings listed under methodology, and any other headings deemed appropriate to suitably inform the IMAP member Councils of the current traffic management arrangement and future needs.

The final report will need to specify any additional study stages necessary to facilitate trend analysis and any implications with respect to the planning schemes. Notwithstanding, the objective is to identify commercial traffic and freight movement within Inner Melbourne. The additional study stages are to be structured so that the cost benefit and overall value of embarking upon each stage is clear.

Contract Management

This stage will be managed by:
Steve Scott
Place Manager Port Melbourne
City of Port Phillip
Ph 9209 6309
E sjscott@portphillip.vic.gov.au

Budget

The budget for this initial stage is expected to be \$20,000. Therefore a clear understanding of what is to be delivered by the Consultant is required to enable proper assessment of submissions.

