



Travel Demand Management

Managing Change

Reducing car dependence and achieving the modal shift towards integrated transport that underpins the 20% by 2020 goal and investment in regional fast rail will require some major changes in travel behaviour.

The expectations of Melbourne 2030 also include community acceptance of:

- Higher residential densities,
- Concentrated mixed use activity centres
- Different suburban residential forms
- An urban growth boundary

Introduction of an urban growth boundary has profound implications for the way Melbourne will develop. The higher density patterns of activity centres and transit cities depend on greater use of public transport, walking and cycling to achieve the desired sustainability and liveability benefits.

Experiences from increasing density within the existing urban fabric are of considerable opposition to development proposals, often on the grounds of increased traffic and parking congestion. Local governments are well positioned to build support for new planning policies, but will also bear the brunt of dissatisfaction with unpalatable planning decisions.

Local Government Role

Local government can take a leadership role, identifying the need for change and adopting new practices within council. Some possible actions are:

- Through community planning link long term visions to short term less popular outcomes
- Build a community commitment to sustainability
- Convene a local leadership group to better communicate with the community
- Adopt more sustainable transport practices within council

Simultaneously improve the walking, cycling and public transport networks where possible, by:

- Using developer contributions to finance improvements
- Advocate for better public transport to support new developments

And undertake programs to improve patronage:

- Require destination trip planning for all new developments
- Undertake green travel plans
- Develop information systems and maps
- Run TravelSMART style programs
- Insist on integrated transport access to events