10. Road and freight network

Objective:
To develop and manage an efficient road network that meets the city’s needs for the movement of people and goods, and can be safely shared by all users.

Introduction
The Gold Coast’s road network connects people to places – jobs, education, shopping, recreation and services. Using the road network wisely is vital to the success of the overall transport system, and the economic, environmental and social wellbeing of our city. The Gold Coast City Transport Strategy 2031 aims to improve and expand the city’s road network in a way that maximises its potential to connect people and places in more sustainable ways.

Current situation – a snapshot
Council is responsible for nearly 3000 kilometres of local roads, increasing at a rate of about 3 per cent per year for the past 15 years, predominantly in new urban developments. The Department of Transport and Main Roads is responsible for almost 450 kilometres of main roads on the Gold Coast such as Southport-Burleigh Road, Nerang-Broadbeach Road and Nerang-Southport Road. The Pacific Motorway is part of the national transport network which is funded by the Commonwealth Government in partnership with the Queensland Government.

The vast majority of traffic moved on the Gold Coast travels on the Pacific Motorway and the state-controlled roads. Some Council roads also have a higher order function and carry larger traffic volumes, such as the Gold Coast Highway between Southport and Broadbeach. Council, the State Government and the Commonwealth Government are all responsible for different parts of the road network. To improve the efficiency and performance of transport on the Gold Coast, it is essential that the agencies work in partnership to manage roads as one network used by commercial vehicles, public transport vehicles, taxis, cycles, pedestrians and cars.

Achievements
Many improvements have been made to the Gold Coast’s road network since the release of Gold Coast City Transport Plan 1998, including:
- the Tugun Bypass (Queensland Government project)
- Pacific Motorway upgrades to eight lanes from Logan Motorway to Smith Street and six lanes from Smith Street to Worongary (Queensland Government project)
- the Bermuda Street extension (Reedy Creek Road to Pacific Motorway)
- construction of the Nielsons Road extension (Birmingham Road to Nerang-Broadbeach Road)
- local arterial roads in new development areas including the Helensvale Road connection (Gold Coast railway line to Hope Island Road).

Challenges
Congestion
More people are driving more cars, and driving further than at any time in the past. This is placing increased pressure on the road network and causing increased traffic congestion, especially during peak hours, weekends and peak holiday times. Traffic congestion also leads to decreased amenity of adjacent land, less space available for public and active transport options, and unreliable public transport, as buses and taxis get caught in gridlocked intersections.

A tourist city and event city
Road use patterns on the Gold Coast are different to other cities. The high numbers of tourists and day trippers visiting the Gold Coast every day adds trips at times of the day and week that are different to non-tourist cities. Coupled with the large number of major events, the city is continually faced with demanding road management challenges.

Little scope for large scale expansion of road capacity
The urbanised areas of the Gold Coast have a mature and largely established road network. There are limited opportunities for new major roads without undermining the quality of life that attracts people to live and holiday here. The road network must be balanced and traffic management well-coordinated to focus on moving people and goods, rather than just moving cars.
Very high demand for access to the Pacific Motorway from local and interstate traffic

As a key national route, the Pacific Motorway provides a major interstate link between Queensland and the southern states, as well as linking the growing communities along its corridor, from Tweed Heads to Coomera. As employment opportunities are forecast to increase in Brisbane, with its major curfew-free and all-weather airport, even more pressure will be placed on the Pacific Motorway.

A growing freight task

Freight traffic will significantly increase as the Gold Coast continues to grow. In addition, households in the region are forecast to consume goods at nearly three times 2001 consumption levels by 2031, further contributing to the growing freight task. Freight and business traffic are getting caught in delays, particularly on the Pacific Motorway and on the approaches to the motorway, making the Gold Coast less competitive. This could affect overall regional growth, resulting in South East Queensland being less attractive for business.

Access to the key employment area at Yatala is currently congested with further growth planned

Yatala relies chiefly on the Pacific Motorway for access to the broader road network, and trips leaving and joining the Pacific Motorway are affecting the motorway’s efficient operation. The proposed growth of employment in Yatala may be slowed due to poor accessibility.

Limited funding for additional infrastructure

The State Government is reconstructing the state’s infrastructure after the ‘summer of disasters’ in 2010-11, as well as upgrading transport infrastructure all across South East Queensland, and flood-proofing the Bruce Highway. There are limited transport investments identified on the Gold Coast over the next four years. This could lead to required improvements not being delivered in a timely manner.

Opportunities

Commonwealth Games

The staging of the Commonwealth Games in 2018 provides an opportunity to permanently change travel behaviour and priority treatments on some roads in favour of public and active transport options. As part of the process of supplying ‘Games Lanes’ on key corridors to provide priority access to venues, the State Government has identified possible extensions to existing bus and transit lanes. By bringing these Games-related infrastructure investments forward, there is an opportunity to improve public and active transport infrastructure in the lead-up to the Games, and supply the city with a lasting legacy of priority public and active transport corridors after the Games.

The Games also require the development of park-and-ride facilities on the edge of the urban area for spectators and workforces. If these facilities are developed in the right locations, and are supported by ongoing public transport services, people will continue to use park-and-ride services, reducing the traffic load on the Gold Coast road network.

Gold Coast light rail

The development of stage one of the light rail network, timed to open in late 2014, provides an opportunity to change road user priority in its corridor. This can be achieved by ensuring there are traffic improvements to smooth the flow on alternative preferred traffic routes and providing pedestrian priority along roads adjacent to the light rail route.

Getting more capacity out of the existing network

Council has a policy to maximise the capacity of the existing road network. Opportunities to be investigated with the Department of Transport and Main Roads include development of a Joint Traffic Control Centre, greater signal coordination, ‘turn left on red’ trials, and reduction of transit lane restrictions in off-peak periods.

CASE STUDY: NEW YORK CITY

New York is aiming to evolve into a green city by reducing the city’s carbon footprint by 30 per cent by 2030. The Department of Transport’s Sustainable Streets (2008) is a strategic plan to implement protected bike lanes, segregated cycle facilities in which parked cars serve as a barrier against moving traffic, improved bus lanes with bus priority at traffic lights, and pedestrian plazas in which portions of streets become free of cars. Key outcomes to date include the creation of Broadway Boulevard, installation of 18 plazas, the addition of over 250 miles of on-street bike lanes, weekend pedestrian walks and a new Street Design Manual requiring higher-quality street designs. The images show how traffic lanes have been converted into bike lanes and pedestrian plazas.

This has been achieved in one of the most congested cities in the world. It shows what can be done with the right mix of political leadership, private sector involvement and technical expertise.

Figure 34 Protected bike lanes in Upper mid-town Manhattan

Figure 35 Bike lane in Lower Manhattan

Themes and actions – road and freight network

Theme 17 Plan and manage the Gold Coast road network as ‘one network’, regardless of ownership.

Theme 18 Plan, invest in and manage the road network to provide a match between the transport function of each road with the places it goes and the users who need priority.

Theme 19 Make the most of existing infrastructure and promote greater use of public and active transport.

Theme 20 Improve the legibility of the Gold Coast road network so motorists take preferred traffic routes and avoid unnecessary trips through activity centres, strip shopping areas and beachside areas.

Theme 21 Provide adequate loading zones and off-street loading facilities for freight.

Theme 22 Maintain the local road network to a high standard.

Theme 17: Plan and manage the Gold Coast road network as ‘one network’, regardless of ownership

The Gold Coast City Transport Strategy 2031 shares the ‘one network’ principle with the Queensland Government’s Connecting SEQ 2031, which recommended a coordinated road management approach with local governments in South East Queensland. While an individual road may be the primary responsibility of Council or the State Government, planning and managing the road network as one network will maximise the efficiency and performance of the city’s roads.

Integrated traffic management centre

The Gold Coast currently has three separate traffic management centre facilities: two managed by the Department of Transport and Main Roads (the main traffic management centre at Nerang, and the Tugun Bypass) and one managed by Council at Varsity Lakes. The Council traffic management centre takes a communications feed from the main traffic management centre at Nerang for traffic signal data and closed circuit television images. In addition, Surfside has a bus control operations room and the Gold Coast light rail project will develop an operations centre.

While the Department of Transport and Main Roads and Council work cooperatively to coordinate the management between the centres, an integrated traffic management centre would create an environment where organisations can work side-by-side and improve coordination, communication and decision-making to achieve a ‘one-network’ approach.

Large parts of the Gold Coast road network are fully constructed, and the focus will now be on synchronising signals and managing traffic flows rather than widening roads. The opening of the first stage of Gold Coast

Gold Coast City Transport Strategy 2031: Technical Report
light rail in 2014 will add an additional level of complexity to the traffic management task. Mixing of light rail vehicles, light rail passengers, traffic, pedestrians and bike riders in the densely populated coastal corridor will require specialist traffic management expertise. Furthermore, staging the Commonwealth Games on the Gold Coast in 2018 will require tailored traffic management plans and processes to keep Games traffic moving efficiently. Experience from recent Games has shown the importance of an integrated traffic management centre to coordinate planning, manage traffic flows and respond quickly to incidents.

To meet the challenge, Council will work with Transport and Main Roads, Surfside Buslines, and the Gold Coast Commonwealth Games Organising Committee to determine the optimum arrangements for developing an integrated traffic management centre (including network operations, congestion management, and event and incident management across the whole network) with linkages to related network operations, congestion management, and event and incident management across the whole network) with linkages to related external centres managed by Gold Coast light rail, Queensland Police Service and Queensland Rail.

**Theme 18: Plan, invest in and manage the road network to provide a match between the transport function of each road with the places it goes and the users who need priority**

**Strategically expanding capacity**

Expanding road capacity is expensive and can result in undesirable outcomes such as induced travel, urban blight, or noise and air pollution from high volumes of traffic. Road expansion must be undertaken judiciously and aligned with other measures that reduce traffic growth, focus on efficient transport modes, and manage road space. However, in a growing city with a high proportion of car travel, there will be a need to provide added road capacity on the existing network, and to construct new roads to serve new communities.

Many of the city’s strategic roads will see some capacity expansion with the exception of the Gold Coast Highway which will be managed as part of the coastal transit precinct. As one of the most important roads in Australia, the Pacific Motorway will be the subject of ongoing pressures to retain its strategic interstate functions in the face of the growth of short local trips and commuter trips between the Gold Coast and Brisbane. Considerable attention will need to be given to how the Pacific Motorway and supporting road networks can be upgraded and managed to cater for these different functions.

**Better utilise road space**

Road use can be managed through:
- active intervention such as a user charge or toll, or
- allocating priority to certain users, for example allocating lanes to specific categories of user, like freight or public transport, or managing a section of road to maximise general motor traffic throughput.

Since no road user charges or toll roads are currently proposed, assigning user priority is the major means of intervention available to manage traffic congestion and support our sustainable transport objectives. This transport strategy places a high priority on improved road use management and employs a Road Development and Management Framework derived from the Queensland Government’s Connecting SEQ 2031 and the Victorian Government’s Smart Roads Road Use Hierarchy. The framework will guide decisions about how road improvements are prioritised and designed, regardless of whether it is a state-controlled or local government road, and which users should be allocated priority.

The essential features of this management framework are:
- strategic road hierarchy designations that are based on link and place comparisons. A link and place comparison uses a matrix relating the desired function of the road to the desired vision for the places it goes through. The strategic road hierarchy adopted by Council is:
  - high-capacity, high-speed motorways and highways to move large volumes of traffic, including freight traffic, over long distances. They should not pass through urbanised places
  - multi-modal urban arterial roads to provide connections within communities and cater for a range of road users, including pedestrians, bike riders, public transport, cars, as well as commercial delivery vehicles (‘first and last mile’ freight). If well-designed, they can help create quality places but should generally avoid activity centres and beachside precincts
  - bypass and ring roads to remove traffic from activity centres and other places where high amenity is desired. The amenity of places along bypass or ring roads may be reduced
- community boulevards to provide amenity through activity and town centres, designed to cater for low volumes of traffic, with priority given to pedestrians, bike riders and public transport. They can help create great places. Often a community boulevard will be provided in a ‘pair’ with a bypass or ring road
- primary local accesses distribute trips between neighbourhoods and to local destinations from the arterial network
- secondary local accesses provide access to local destinations from the arterial network
- assignment of user priority by mode, place and time of day to those roads which are not high speed motorways and highways. This concept centres on the city’s urban areas and adopts the approach that the place is more important than the road. However, within this framework, some roads will still be preferred traffic routes where the place function is given a lower priority than the link or traffic function.

Implementation of the Road Development and Management Framework will occur progressively as roads are planned and developed, and as management decisions like intersection upgrades and signal phasing arise. The basic steps are described below.

**Establishing the hierarchy**

The Connecting SEQ 2031 road hierarchy has been applied to all major roads in the city and is shown in Figure 36 Gold Coast road hierarchy.
Assigning user priority

Allowing all users the same priority can mean public transport is unreliable and traffic speeds put the safety of vulnerable road users, such as cyclists or pedestrians, at risk. Allocating priority on a user basis improves safety and provides better information to support the management of roads. With this approach, traffic moves on well-designed traffic routes, public transport benefits from priority to improve reliability, and roads through vital places like beaches and activity centres carry lower volumes of slower traffic, creating pleasant environments for pedestrians and cyclists.

The users considered for priority across the network at different times are:

- preferred traffic routes: where general motor traffic has priority. This includes cars and commercial vehicles, motor cycles and scooters
- public transport priority routes: this refers to sections of road where buses and light rail are given priority. Buses and light rail carry increased volumes during off-peak hours: areas where pedestrians are given increased priority. To aid interpretation of the differences between the road hierarchy proposed in this strategy and Council’s Development Guidelines, a correlation between the hierarchies and the designation in the guidelines is provided in the table below:

<table>
<thead>
<tr>
<th>Road Hierarchy</th>
<th>Development Guideline Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorway/Highway</td>
<td>None relevant</td>
</tr>
<tr>
<td>Multi-modal urban arterial</td>
<td>2 or 4 lane road - urban</td>
</tr>
<tr>
<td>Bypass road</td>
<td>2 or 4 lane road - urban</td>
</tr>
<tr>
<td>Community boulevard</td>
<td>2 or 4 lane road - urban</td>
</tr>
<tr>
<td>Primary local access</td>
<td>2 or 4 lane road - urban</td>
</tr>
<tr>
<td>Secondary local access</td>
<td>Residential collector street</td>
</tr>
<tr>
<td>Future multi-modal arterial</td>
<td>Future train line</td>
</tr>
<tr>
<td>Future train line</td>
<td>Future multi-modal arterial</td>
</tr>
<tr>
<td>Future bypass road</td>
<td>Future multi-modal arterial</td>
</tr>
<tr>
<td>Future multi-modal arterial</td>
<td>Future train line</td>
</tr>
<tr>
<td>Future local access</td>
<td>Future multi-modal arterial</td>
</tr>
</tbody>
</table>

Applying the hierarchy to the Development Guidelines

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The users considered for priority across the network at different times are:

- preferred traffic routes: where general motor traffic has priority. This includes cars and commercial vehicles, motor cycles and scooters
- public transport priority routes: this refers to sections of road where buses and light rail are given priority. Buses and light rail carry increased volumes during off-peak hours
- pedestrian priority: areas where pedestrians are given increased priority. Buses and light rail are required to give way to them on designated streets
- bicycle priority: where a road forms part of a designated cycle route, there will be specific facilities provided, such as bike lanes or off-road bikeways, to separate cyclists from heavy motor traffic. In a limited number of locations such as Hedges Avenue, Mermaid Beach, the concept of a ‘bicycle boulevard’ may be investigated, where bicycles are assigned priority on the road carriageway.

Assigning user priority does not affect who can use the roads. All road users will be able to continue to use all public roads. Assigning an agreed user priority to the arterial roads in the city will simply allow the:

- management techniques like traffic signal phasing to be aligned with the needs of the intended priority use.

Establishing the place designation

Activity centres, strip shopping centres and beachside areas are important places and contributors to the Gold Coast’s lifestyle and tourism economy. The Gold Coast has some centrally focused centres like Southport and Broadbeach, and some historical strip shopping centres such as Mermaid Beach to Miami. Reducing conflicts that occur between road users in these areas is an important element of the Road Development and Management Framework. Where there are significant conflicts with existing development, bypass roads will be developed and designated as preferred traffic routes. Bypasses will be used to move traffic around activity centres so that centres can be focused on public transport and can become more walkable and attractive. To ensure the transport network supports centre development, Council will:

- prioritise the use of preferred traffic routes that avoid activity centres, effectively creating bypass roads that are attractive to use
- create community boulevards for walking and cycling and promote them as the preferred modes for movement within centres

Varying the priority allocation by time

The needs of the various transport modes can vary throughout the day and at different times of the week. For example, public transport priority may only be needed in the morning peak in one direction and the afternoon peak in the other. Strip shopping centres dispersed along the Gold Coast Highway may experience lower traffic volumes and higher pedestrian demands in the middle of the day, allowing for traffic signals to be phased to reduce crossing delays. Weekend traffic on the Gold Coast can have its own peaks covering the middle of the day. The Road Development and Management Framework will be able to vary user priority across five key time periods to maximise efficient road sharing:

- weekend day peak (varies depending on locality)
- weekday pm peak (varies from 3pm till 7pm)
- weekday pm peak (varies from 7pm till 8am)
- weekday off-peak (varies from 9am till 3pm)
- weekday am peak (varies from 6am till 9am)

The Road Development and Management Framework provides the basis for sound management of a sustainable road network that supports the desired outcomes of this transport strategy. Each major road in the network will be assigned a road hierarchy designation in accordance with the Connecting SEQ 2031 road hierarchy, and assigned user priorities that vary across its length by place and time of day.

An important aspect of the Road Development and Management Framework is time of day management of the network. This also applies to time of week and time of year for the Gold Coast as there are peaks occurring on weekends and in peak holiday periods due to event and tourist activities.
Theme 18 actions:

<table>
<thead>
<tr>
<th>Action</th>
<th>Lead</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.1 Plan, invest in and manage roads according to the Road Development and Management Framework which incorporates an identified road network hierarchy and the designated user priority, allowing the right type of traffic to be assigned to the right road, avoiding significant conflicts with existing development and ensuring funds are directed to achieve sustainable transport outcomes.</td>
<td>Council/TMR</td>
<td>Ongoing</td>
</tr>
<tr>
<td>18.2 Develop or reinforce community boulevards at Coomera, Southport, Surfers Paradise, Robina, Coolangatta and along the coastal strip to give priority to pedestrians, bike riders and public transport.</td>
<td>Council/TMR</td>
<td>2013 onwards</td>
</tr>
<tr>
<td>18.3 In conjunction with developers, construct new road links generally in accordance with the Priority Infrastructure Plan Part II, including the Coomera and Coomera Town Centre Plans.</td>
<td>Council/As developers needed</td>
<td></td>
</tr>
<tr>
<td>18.4 Develop operational plans for the road network that provide clarity on priority at intersections at different times of the day, consistent with the Road Development and Management Framework.</td>
<td>Council/TMR</td>
<td>From 2013</td>
</tr>
<tr>
<td>18.5 Regularly collect data on traffic movements across the whole year (including weekends, events and peak holiday periods) to ensure the road network can be managed to support not only day-to-day travel but also event and tourist travel.</td>
<td>Council/TMR</td>
<td>From 2013</td>
</tr>
<tr>
<td>18.6 Investigate a road upgrade from Yatala to Sleight to provide for freight movements.</td>
<td>TMR</td>
<td>From 2013</td>
</tr>
<tr>
<td>18.7 Build the Intra-Regional Transport Corridor in stages from Coomera to Carrara.</td>
<td>TMR</td>
<td>By 2015</td>
</tr>
<tr>
<td>18.8 Preserve the corridor for the Coomera to Stapylton section of the Intra-Regional Transport Corridor for construction post-2031.</td>
<td>TMR</td>
<td>By 2031</td>
</tr>
<tr>
<td>18.9 Widen the Pacific Motorway to six lanes from Mudgeeraba to Elanora and construct additional interchange at Coomera.</td>
<td>TMR/Commonwealth Government</td>
<td>By 2031</td>
</tr>
<tr>
<td>18.10 Upgrade Southport-Burleigh Road, introduce clearways and extend it to Currimbin Creek Road.</td>
<td>TMR</td>
<td>By 2031</td>
</tr>
</tbody>
</table>

Theme 19: Make the most of existing infrastructure and promote greater use of public transport and active transport

Our roads must be used more efficiently in order to manage the increasing traffic demands. As a principle, we need the road network to move more people and more goods, not just more cars. This principle applies to existing and future roads and recognises that most roads are multi-modal corridors that need to be shared by public transport, freight and business traffic, bike riders and pedestrians.

Intersection upgrades

Intersection capacity is one of the key contributors to traffic congestion on the Gold Coast road network. Many arterial roads flow efficiently but are being hindered by intersections that have insufficient space to effectively cater for all movements. In these locations, where intersection demand is greater than capacity, targeted intersection upgrades could significantly improve the operation of the network. A ‘pinch point’ program of intersection capacity improvements is required. This program will give priority to intersection upgrades along Southport-Burleigh Road as the principal alternative route to the Pacific Motorway and a bypass of Southport and the Gold Coast Highway.

Public transport improvements

Buses must have priority on key roads, with emphasis on routes along the rapid bus network. Priority treatments could range from providing passenger information, signal priority and coordination, and on-road parking controls, to the provision of indented bus bays, transit lanes and bus lanes.

Giving priority to buses on key roads will:

- move more people, allowing a road to handle significant growth in carrying capacity
- improve public transport operational efficiency by reducing bus travel times and improving reliability
- improve satisfaction with public transport, supporting a shift away from car travel
- deliver cost-effective infrastructure solutions.

Active transport improvements

The design of roads must be cycle and pedestrian-friendly. This means:

- implementing safety improvements at roundabouts
- providing safe and accessible pathways into activity centres and public transport hubs
- reducing speed limits in areas of high pedestrian use
- allowing for on and off-road facilities to ensure safe cycling by the range of cycling users
- reducing pinch points. For example, at intersections where kerb build outs force bike riders into the traffic lane.

New technology

The use of technology can significantly improve the operation of the road network. The Queensland Government’s Managed Motorways policy identifies measures that provide for maximum efficiency and reliability for vehicles on specific motorways, including the Pacific Motorway, such as:

- real time travel and incident information, through signage and sent to mobile phones
- ramp metering
- variable speed signs
- closed circuit television camera surveillance
- optional inclusion of lane control (where lanes can be closed using electronic signs for incidents or planned maintenance).

The Managed Motorways implementation is vital to protect the function of the Pacific Motorway as a regional route of national significance and priority freight route.

Meeting the needs of freight and business traffic

Since no freight rail facilities exist or are proposed for the Gold Coast, there is significant pressure placed on the Pacific Motorway for freight movements between the southern states and Brisbane. The movement of goods and business traffic must be efficient and safe with minimum effects on the community and levels of traffic congestion.

The majority of freight movements generated on the Gold Coast are local commercial movements related to food, machinery and wood product manufacture. There are also significant freight movements associated with wholesale trade, logistics/warehousing and mining. In the context of this strategy, freight also includes business traffic that need to make car trips to carry tools and equipment or transport goods (such as tradespeople in light commercial vehicles accessing job sites, and commercial couriers).

More than half the freight carried in South East Queensland emanates locally and is intended for local destinations. Over 80 per cent of road freight movements are by small commercial vehicles less than 3.5 tonnes8. These freight movements are likely to be used the Pacific Motorway as the most efficient route between the freight-generating areas in the north (Yatala, Nerang, Molendinar, Southport) and those in the south (Burleigh Heads, Tweed Heads).

The major freight-generating areas on the Gold Coast are Tweed Heads, Burleigh Heads, Molendinar, Nerang, Southport and Yatala. Individually, these areas generate between 1900 and 6500 movements per day.

The Queensland Government and the Commonwealth Government play a major role in the development, regulation and coordination of policies that influence the movement of freight and help shape the development and performance of the freight transport system. The Department of Transport and Main Roads has developed the Integrated Freight Strategy for Queensland to ensure the movement of freight meets the needs of our growing state. Council has a role to play through its responsibilities for local area planning and the local road network, which provide the critical connections into the strategic transport network.

8. Converting SEQ 2031, p 80
19.1 Plan key links to accommodate future light rail, as identified in this strategy.

19.2 Develop and implement a road network master plan, including an intersection ‘pinch points’ upgrade program, ‘turn left on red’ trial and a reduction of transit lane restrictions in off-peak periods.

19.3 Provide for cycling on key routes as per Council’s cycle network delivery program.

19.4 Implement lower speed limits (for example, Nerang-Southport Road: 50 km/h; Nerang-Broadbeach Road: 60 km/h).

19.5 Use intelligent transport technology to improve traffic flow at key intersections.

19.6 Collaborate with the Queensland Government and industry stakeholders on the implementation of the Integrated Freight Strategy for Queensland.

19.7 Undertake a ‘turn left on red’ trial to improve traffic flow at key intersections.

19.8 Plan, design and provide bus lanes on the following roads: Nerang-Broadbeach Road; Nerang-Southport Road; Reedy Creek Road (from Varsity Lakes to Burleigh).

20.1 Rename and renumber roads to help the community better understand the nature of the road and the type of trips that should be made on them. Priorities for renaming include:

  • Gold Coast Highway
  • Labrador-Camra Road
  • Southport-Burleigh Road
  • Southport-Nerang Road

20.2 Interface with land development guidelines to ensure road types match the needs of the adjacent land development.

21.1 Regulate development to ensure an appropriate standard of parking and loading facilities are included in new commercial and industrial developments.

21.2 Develop loading zone plans for activity centres. This means working with local businesses to identify on-street and off-street loading zones that can improve the efficiency of delivery vehicles by getting them closer to where they need to be at the right time of day.

22.1 Continue and extend the monitoring of pavement condition to better manage when and where rehabilitation and seals are most needed.

22.2 Devise and implement a Road Safety Strategy to provide a safe and functional environment for all users.

22.3 Develop a maintenance preservation and operation program that analyses current needs and predicts the future maintenance task.

Proposed road changes and additions

As outlined in Connecting SEQ 2031, the transport network on the Gold Coast will be reoriented away from its present reliance on the Pacific Motorway and the Gold Coast Highway, to be organised around the corridors of the Gold Coast light rail, rapid bus corridors and the Gold Coast rail line.

Gold Coast Highway

Council will work with the State Government to make the Gold Coast Highway a ‘community boulevard’ in conjunction with the delivery of light rail. This corridor will change to give priority to public transport, pedestrians and bike riders and would be renamed as ‘Gold Coast Boulevard’ to send the right message to motorists – that is, the road is primarily a public and active transport corridor.

Pacific Motorway

As the Pacific Motorway will continue to be the principal north-south route for car and freight movements, the following improvements are proposed:

  • Upgrade motorway to Coomera
  • Upgrade motorway from Mudjimba to Banora (six lanes)
  • Manage the Pacific Motorway using intelligent transport technology to improve reliability and allow freight vehicles to easily enter and exit the motorway.

Road Safety Strategy

Council recognises the importance of providing a safe and functional environment for all road users including motorists, pedestrians and cyclists. Engineering Services is currently developing a Road Safety Strategy that will recommend various engineering and road safety solutions in the functional areas listed below:

  • road safety initiatives
  • traffic engineering investigations and advice
  • traffic signals
  • installation of traffic lining marking and signposting
  • bicycle facilities
  • traffic management of major special events
  • roadway lighting.
Gold Coast City Transport Strategy 2031: Technical Report

- capacity improvements at transport interchanges.

Smith Street
Smith Street will be upgraded from the Pacific Motorway to Parklands Drive, Southport.

Southport-Burleigh Road
Southport-Burleigh Road will be upgraded with a focus on efficient movement of all vehicles and active transport activities. This will be the main arterial road for the central Gold Coast.

Bermuda Street
Bermuda Street will be extended to Currumbin Creek Road to further facilitate Southport-Burleigh Road as the main central arterial.

Community Boulevards
The following roads are proposed to be converted to ‘community boulevards’:
- Gold Coast Highway from Southport to Coolangatta
- Foxwell Road, Coomera (in the future Coomera Town Centre)
- Robina Town Centre Drive, Laver Drive and Cheltenham Drive, Robina
- Musgrave Street, Marine Parade and Griffith Street, Coolangatta.
Where necessary, bypass roads will be provided to ensure appropriate capacity for cars.

Intra-Regional Transport Corridor
The Intra-Regional Transport Corridor (IRTC) is a proposed new multi-modal urban arterial road connecting Stapylton to Carrara that will:
- provide alternative access to Yatala and the large number of current and future jobs in that area. This will not only make it easier to get to and from Yatala, but also take pressure off the Pacific Motorway
- provide a stronger connection from the northern Gold Coast (including Coomera and Yatala) to the central Gold Coast. This will provide an opportunity not just for car travel but also public transport services and freight movement
- connect to the future Southern Infrastructure Corridor (SIC) – a new road from the Gold Coast at Pimpama through to Ipswich (passing the new developments of Yambilba and Flagstone).

Road network investigations and corridor reservations
As recommended by Connecting SEQ 2031, the following transport network investigations should be undertaken for the Gold Coast:
- investigate urban arterial network to service local trips west of the Pacific Motorway between Beeralgle and Oxenford, Oxenford and Nerang, and Nerang and Reedy Creek
- preserve the Intra-Regional Transport Corridor from Stapylton to Carrara
- investigate the Southern Infrastructure Corridor between the extension of the Gateway Motorway and the Intra-Regional Transport Corridor (from Jimboomba to Ormeau)
- investigate a road upgrade from Yatala to Steiglitz to provide for freight movements
- investigate a corridor from Upper Coomera to Southport (treatments could range from providing passenger information, signal priority and coordination and on-road parking controls, to provision of indented bus bays, transit and bus lanes)
- investigate future east-west light rail/bus corridors between:
  - Robina and Broadbeach
  - Robina and Burleigh Heads
  - Nerang and Broadbeach

Bus lanes
Investigations for the provision of bus lanes should be undertaken on the following key routes:
- Nerang to Broadbeach (Nerang-Broadbeach Road)
- Nerang to Southport (Nerang-Southport Road)
- Varsity Lakes to Burleigh (Reedy Creek Road)
- Southport-Burleigh Road (from Southport to Broadbeach Waters).

New and upgraded freight links
There are a number of long-term projects of importance planned for the road freight network. These roads will connect major industrial areas around the Coast:
- Road upgrade from Yatala to Steiglitz to provide for major increases in road freight activity at Yatala
- Upgrade of Pacific Motorway from Mudgeeraba to Elanora
- Investigate the Southern Infrastructure Corridor between the extension of the Gateway Motorway and the Intra-Regional Transport Corridor (from Jimboomba to Ormeau).

Priority Infrastructure Plan upgrades
The current Priority Infrastructure Plan (PIP) details a number of road improvements and new roads. Investigations undertaken on most of the routes in the current PIP show that two links are not viable for technical, environmental or community reasons. The existing PIP improvements and links need to be delivered excluding the two links from the Pacific Motorway service road (Warongary) to Gilston Road (Gilston) and from Hickey Way (Carrara) to Gooding Drive (Merrimac).

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People like me rely on the roads for our livelihoods. We need public transport to be more reliable and frequent. That way, more people will use it and there’s more space on the road for people who really need to drive.

Lee Wager, Robina
<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Lead area</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.1</td>
<td>Develop a strong partnership between Council and the Department of Transport and Main Roads to formalise the ‘one network’ approach to road planning and management on the Gold Coast.</td>
<td>Planning Environment &amp; Transport †</td>
<td>2013</td>
</tr>
<tr>
<td>17.2</td>
<td>Implement an integrated traffic management centre jointly managed by Council and the Department of Transport and Main Roads.</td>
<td>Planning Environment &amp; Transport †</td>
<td>2012-2018</td>
</tr>
<tr>
<td>18.1</td>
<td>Plan, invest in and manage roads according to the Road Development and Management Framework which incorporates an identified road network hierarchy and the designated user priority, allowing the right type of traffic to be assigned to the right road, avoiding significant conflicts with existing development and ensuring funds are directed to achieve sustainable transport outcomes.</td>
<td>Planning Environment &amp; Transport †</td>
<td>Ongoing</td>
</tr>
<tr>
<td>18.2</td>
<td>Develop or reinforce community boulevards at Coomera, Southport, Surfers Paradise, Robina, Coolangatta and along the coastal strip to give priority to pedestrians, bike riders and public transport.</td>
<td>Planning Environment &amp; Transport †</td>
<td>2013 onwards</td>
</tr>
<tr>
<td>18.3</td>
<td>In conjunction with developers, construct new road links generally in accordance with the Priority Infrastructure Plan Part B, including the Coomera and Coomera Town Centre Plans.</td>
<td>Engineering Services - joint with developers</td>
<td>As needed</td>
</tr>
<tr>
<td>18.4</td>
<td>Develop operational plans for the road network that provide clarity on priority at intersections at different times of the day, consistent with the Road Development and Management Framework.</td>
<td>Planning Environment &amp; Transport †</td>
<td>From 2013</td>
</tr>
<tr>
<td>18.5</td>
<td>Regularly collect data on traffic movements across the whole year (including weekends, events and peak holiday periods) to ensure the road network can be managed to support not only day-to-day travel but also event and tourist travel.</td>
<td>Planning Environment &amp; Transport †</td>
<td>From 2013</td>
</tr>
<tr>
<td>19.1</td>
<td>Plan key links to accommodate future light rail, as identified in this strategy.</td>
<td>Planning Environment &amp; Transport †</td>
<td>By 2022</td>
</tr>
<tr>
<td>19.2</td>
<td>Develop and implement a road network master plan, including an intersection ‘pinch points’ upgrade program, ‘turn left on red’ trial and reduction in transit lane restrictions in off-peak periods.</td>
<td>Planning Environment &amp; Transport †</td>
<td>2012-2031</td>
</tr>
<tr>
<td>19.3</td>
<td>Provide for cycling on key routes as per Council’s cycle network delivery program.</td>
<td>Planning Environment &amp; Transport †</td>
<td>2013 onwards</td>
</tr>
<tr>
<td>19.4</td>
<td>Implement lower speed limits (for example, 40 kilometres/hour) at locations of pedestrian priority and during times of high pedestrian activity.</td>
<td>Engineering Services †</td>
<td>2013 onwards</td>
</tr>
<tr>
<td>19.5</td>
<td>Use intelligent transport technology to improve the reliability and safety of travel on the road network, and improve traveller information.</td>
<td>Planning Environment &amp; Transport/Engineering Services †</td>
<td>2013 onwards</td>
</tr>
<tr>
<td>19.6</td>
<td>Collaborate with the Queensland Government and industry stakeholders on the implementation of the Integrated Freight Strategy for Queensland.</td>
<td>Planning Environment &amp; Transport/Engineering Services</td>
<td>Ongoing</td>
</tr>
<tr>
<td>20.1</td>
<td>Rename and renumber roads to help the community better understand the nature of the road and the type of trips that should be made on them. Priorities for renaming include: Gold Coast Highway, Labrador-Carrara Road, Southport-Burleigh Road, Southport-Nerang Road</td>
<td>Planning Environment &amp; Transport/Engineering Services †</td>
<td>2013 onwards</td>
</tr>
<tr>
<td>20.2</td>
<td>Interface with land development guidelines to ensure road types match the needs of the adjacent land development.</td>
<td>Planning Environment &amp; Transport</td>
<td>2014</td>
</tr>
<tr>
<td>20.3</td>
<td>Develop loading zone plans for activity centres. This means working with local businesses to identify on-street and off-street loading zones that can improve the efficiency of delivery vehicles by getting them closer to where they need to be at the right time of day.</td>
<td>Planning Environment &amp; Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>22.1</td>
<td>Continue and extend the monitoring of pavement condition to better manage when and where rehabilitation and seals are most needed.</td>
<td>Engineering Services</td>
<td>Ongoing</td>
</tr>
<tr>
<td>22.2</td>
<td>Develop and implement a Road Safety Strategy to provide a safe and functional environment for all users.</td>
<td>Engineering Services</td>
<td>Ongoing</td>
</tr>
<tr>
<td>22.3</td>
<td>Develop a maintenance preservation and operation program that analyses current needs and predicts the future maintenance task.</td>
<td>Engineering Services</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

**KEY** † Joint with TMR
11. Changing travel behaviour

**Objective:**

To reduce car-dependency and significantly increase levels of walking, cycling, carpooling and public transport use.

**Introduction**

Cars dominate the way people move around our city – 88 per cent of all trips on the Gold Coast are made by car. This dependence on cars increases traffic congestion, affects our air quality, and makes us less active and healthy.

The previous response to traffic congestion, by all levels of government, was to build more and wider roads. Wider roads provide short-term relief, but the long-term effects are increased traffic congestion and more cars. Council, along with the federal and State Governments, is now looking toward making better use of our existing infrastructure and finding more sustainable ways to ease traffic congestion.

Managing travel demand and encouraging people to change their travel behaviour – to walk and cycle more, car pool and use more public transport – is recognised as a cost-effective alternative to increasing road capacity. By taking a demand-management approach to transport on the Gold Coast, we can deliver better environmental outcomes, improve public health, and build a stronger, more prosperous and more liveable community.

Council’s plan to introduce fast, frequent and reliable bus and light rail services across the city, as well as the 2018 Commonwealth Games, provide opportunities to bring about real and lasting travel behaviour change. During the Games, spectators will experience how easy, convenient and inexpensive sustainable travel can be, which may lead to permanent changes in travel behaviour.

**Current situation – a snapshot**

**Council’s Active Travel program**

Council’s Active Travel program encourages all Gold Coast residents and visitors to make active travel part of their daily routine. The program is divided into three distinct areas: schools, workplaces and communities and asks people to make voluntary changes to the way they travel, encouraging them to leave the car at home.

**Supporting the Queensland Government’s TravelSmart initiatives**

Council will continue to support the Queensland Government’s series of TravelSmart initiatives on the Gold Coast. Throughout 2010, 72,000 households on the Gold Coast were contacted and asked to take part in a TravelSmart Communities project and 14 schools participated in a TravelSmart Schools project throughout 2012.

**CASE STUDY: REDUCING THE IMPACT OF SCHOOL TRAVEL ON TRAFFIC CONGESTION**

Today, more children are being driven to school than ever before. The percentage of primary school children driven to school has increased from 55 per cent in 1992 to 72 per cent in 2007. On the Gold Coast, this contributes to significant traffic congestion at school drop-off and pick-up times, where 30 per cent of traffic on the road network in the morning peak is school-related.

Through its Active School Travel pilot program, Council is working in partnership with selected schools to reduce traffic during peak periods by 10 per cent. Mudgeeraba State School, Norfolk Village State School and St Vincent’s Primary School are working with Council to develop school travel plans to increase the use of public and active transport options, that include:

- personal safety awareness information for students
- weekly active travel days – for example, Walking Wheeling Wednesday
- ‘a walking school bus’
- ‘park and stride’ schemes
- a road safety program
- public transport orientation sessions
- bike skills training sessions.

Gold Coast’s Active School Travel pilot is based on the successful Brisbane City Council Active School Travel initiative. This initiative is achieving excellent results right across Brisbane, reducing traffic and encouraging healthier living.
Achievements

Council has been active in the push for travel behaviour change since the release of the previous Gold Coast City Transport Plan 1998. The Active Travel program was established to encourage residents and visitors to take more trips by public transport, walking and cycling. Some of the key achievements are listed below.

- Redeveloped the Gold Coast City Council Cycle Guide that maps the bike lanes and paths around the city.
- Produced bicycle packs for distribution to cyclists through bike retailers with purchases of new bikes.
- Held Active Travel displays at the Gold Coast Show, the Asia Pacific Cycle Congress and the Commonwealth Games host city announcement.
- Held a number of free bike maintenance and bike education courses throughout the year.
- Developed a community reward program and produced bicycle puncture repair kits to distribute to cyclists on the Gold Coast.
- Redeveloped the Gold Coast local travel maps – in consultation with the Department of Transport and Main Roads.

CASE STUDY: GOLD COAST CITY CYCLING GUIDE

Council created this guide to inform bike riders of the existing bikeways throughout the city and provide information to improve the safety and enjoyment of cycling. The guide is designed to help cyclists gain the most from their cycling experience. It provides general cycling advice and information and highlights the cycle network routes, cycle lanes and cycle shops. It can be used as a guide to plan cycling journeys or kept as a handy reference tool.

This is one of Council’s most popular brochures, which will continue to be updated to promote the cycle paths and lanes available throughout the city.

Community

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CASE STUDY: TRAVELSMART SUCCESS IN NORTH BRISBANE

In 2006-07, the Queensland Government ran the Brisbane North TravelSmart Communities project, encompassing 74,500 randomly selected households. People were encouraged to make greater use of public and active transport options by offering personalised information and incentives, with those households already using environmentally-friendly modes of travel, rewarded.

The results:
- 13 per cent reduction in vehicle kilometres travelled
- 49 per cent increase in walking
- 58 per cent increase in cycling
- 22 per cent increase in public transport use
- 28,000 tonne reduction in greenhouse gas emissions per annum.

Schools

- Engaged Mudgeeraba State School, Norfolk Village State School and St Vincent’s Primary School in the Active School Travel pilot.
- Redeveloped Council’s Road Safety Program.
- Conducted Road Safety Audits at schools involved in the Active School Travel pilot.

Challenges

Tackling negative attitudes

Negative attitudes about public transport and deeply entrenched reliance on cars must shift to an awareness of public and active transport as being:
- easy – changing just one in five trips would significantly reduce traffic congestion and air pollution
- healthy – increased physical activity improves our health and helps to reduce obesity
- affordable – there are no fuel or parking costs associated with walking and cycling
- rewarding – it feels good to know that by travelling smarter, we’re doing our bit for our community and the environment.

Council will promote sustainable transport options at a wide range of community events and invest in education awareness programs targeted at changing travel behaviour.

Lack of active transport facilities

Some parts of the Gold Coast have better walking and cycling facilities than others. For example, sections of the coastal strip have wide, extensive paths while other parts of the city have footpaths that are relatively narrow in contrast.

The standard and number of active transport facilities on the Gold Coast have steadily improved and increased over time and this will continue into the future, with the intent to develop a network of high-quality connected paths and bike lanes, particularly around activity centres.

Complicated public transport system

The current bus network can be difficult to navigate, particularly for new users and visitors. The current system has evolved over time as new services commenced and old ones changed, and is essentially attempting to be all things to all people. The addition of the light rail network will allow for the bus network to be simplified, making it easier to understand and use.

Parking policy

The location and supply of car parks must be carefully managed to maximise public active transport use while still ensuring that centres provide adequate parking for cars.

See Chapter 7 for parking themes and actions.

Opportunities

Driving a cultural change

Changing the travel behaviour of our next generation is critical to the success of the Gold Coast City Transport Strategy 2031. To achieve our vision, we must encourage and support children to incorporate public transport use, and cycling and walking, into their daily routine and carry these travel behaviours with them into adulthood. This cultural shift will enable alternative travel modes to become much more accepted and even expected, where cycling, walking and catching public transport are the norm rather than the exception. Changing children’s travel behaviour also influences the travel behaviour of their parents – educating them to consider the effects of their travel choices on the environment, road safety, and family health and wellbeing.

To help achieve this, Council will look to expand its Active School Travel program over the course of this strategy.

Developing a cycling economy

The Queensland Cycle Strategy 2011-2021 highlights the significant economic benefits of cycling.

Cycle tourism has the potential to provide a range of economic, social and environmental benefits to the Gold Coast by creating jobs in retail, repair and service, event management, building infrastructure, planning and tourism as well as helping to reduce air pollution and traffic congestion. Council will work with the private sector and State Government to promote cycle tourism on the Gold Coast and provide scope for regional and rural cycle touring opportunities such as food and wine tours, new coastal paths, mountain bike events and major cycling events.

Commonwealth Games – transport benefits and legacy

The Commonwealth Games will benefit Gold Coast residents, post-Games by:
- providing new sustainable transport infrastructure – bus/transit lanes, park-and-ride facilities, walking and cycling paths
- giving spectators a positive sustainable transport experience that changes their attitudes and perceptions of public transport.

Supporting a privately-led bicycle hire scheme

Council will look at the experiences of other cities that have implemented bike hire schemes, including Brisbane, Melbourne and London, and will work with private sector partners who can deliver an appropriate and sustainable bike hire scheme.

Campaigns to support safe driving and cycling

There are opportunities for Council to work with other levels of government, community and industry groups to develop and support education and awareness campaigns that highlight road and cycle safety issues.

CASE STUDY: AMy GiLLETT FouNDATioN

The Amy Gillett Foundation runs a range of educational programs and activities to promote road and cycle safety, with the aim of reducing bike-related incidents that cause injury and death. Amy was a track cyclist and rower who represented Australia in both sports before her death in a training accident when a motorist collided with the Australian squad of cyclists with whom she was training.

Since 2006, with the help of many supporters, the Foundation has made significant progress towards safer cycling:
- the ‘a metre matters’ campaign has reached over three million Australians so far, helping to create increased awareness of bike riders on our roads
- Amy’s Rides and other recreational participation events have attracted in excess of 22,000 participants nationally.

“We seek to highlight the importance of being responsible every time we head out on the road whether we’re on two wheels or in four, or on foot. It’s not rocket science, it’s something we can all do starting today – because everyone deserves to arrive home safely irrespective of their chosen mode of transport.”

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Themes and actions – changing travel behaviour

Theme 23: Expand Council's Active Travel initiatives, targeting schools, workplaces and communities

23.5 Update and annually print the Gold Coast Cycling Guide and other active transport materials and make these widely available to residents and visitors.

23.6 Ensure sustainable travel information is easily accessible via a number of avenues, including:
- internet mapping of Council’s major active transport corridors
- signage along major active transport corridors and at major activity centres and public transport stations/interchanges
- an interactive suburb snapshot tool which shows local services/activity centres and how to access these via sustainable transport.

23.7 Develop, support and deliver education and awareness campaigns on road and cycle safety.

23.8 Develop a program with the Commonwealth Games Organising Committee to use the Games as an opportunity to leave a legacy of sustainable travel culture.

23.9 Implement a program to support the development of a cycling economy on the Gold Coast, including actions to support cycle tourism, the bicycle industry, and recreation and sports cycling.

Actions for schools

23.10 Significantly expand Council's Active School Travel program, targeting 5-10 schools each year.

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‘Hop-on, hop-off’ tourist bus services

Council will investigate opportunities to work with the private sector to introduce a ‘hop-on, hop-off’ bus service on the Gold Coast. These services provide a quick and convenient way to get an overview of a city. They are frequently used by visitors on their first day or two in a new city as it quickly gives them an overview of how the area is laid out. ‘Hop-on, hop-off’ tours are also used by visitors who only have a very short amount of time in an area.

Better relationships with key stakeholders and the community

To ensure that Council planning and policy is reflective of stakeholder and community needs, Council must:

- develop closer working relationships with key stakeholders (including bicycle user groups, Bicycle Queensland, the Department of Transport and Main Roads, Gold Coast Physical Activity Alliance)
- develop and encourage more communication channels (including web-based, reference groups, market research) for community input and feedback on sustainable transport policy.

Encouraging workplace travel change

Work trips are a major contributor to peak hour traffic congestion. On the Gold Coast, half the population lives within a 10 kilometre journey to work. With a little effort and prior planning, many of these work trips could easily be taken by bike or on public transport. Council will develop and deliver a travel behaviour change program for workplaces, targeting the city’s top 20 employers to develop travel plans to maximise the use of sustainable transport by employees.

A number of other local governments use ‘green travel plans’ as a development assessment tool to minimise the negative effects of travel on the environment. The plans describe ways in which the use of sustainable transport may be encouraged.

Car-sharing schemes

Car-sharing schemes allow members to use a car for short periods, which they book online or by phone and pick up from a parking space in their neighbourhood. Members usually pay a subscription fee as well as an hourly or daily rate. Car-share schemes are great for people who only need a car (or a second car) occasionally. Increased use of these schemes can:

- reduce the number of cars in our city
- reduce the need for more car parking
- increase the viability of a largely car-free lifestyle
- Council could assist operators with marketing and promotion, or by providing dedicated car parks for car-sharing vehicles in strategic locations.
Signature Project 1: Expand the Active School Travel program
Council will significantly expand its Active School Travel program, targeting 5-10 schools each year. This program involves working with schools to reduce traffic during drop-off and pick-up times. This program will help drive a cultural change among young people and tackle rising rates of childhood obesity.

Signature Project 2: Deliver a travel behaviour change program for workplaces and introduce ‘workplace travel plans’
Council will develop and deliver a travel behaviour change program for workplaces, targeting the city’s top 20 employers. This will involve developing travel plans to maximise the use of sustainable transport by employees.

Council will introduce ‘workplace travel plans’ as a condition of planning approval on significant developments. These plans are used as a development assessment tool by other local governments to minimise the negative effects of travel on the environment.

Signature Project 3: Develop a cycling economy
Council will work with the private sector and Queensland Government to support the development of a cycling economy on the Gold Coast, including actions to support cycle tourism, the bicycle industry, and recreation and sports cycling. Cycle tourism (including regional and rural cycle touring) has the potential to provide a range of economic, social and environmental benefits to the Gold Coast.

Signature Project 4: Support car-sharing schemes
Council will help promote privately-led car-sharing schemes to reduce the number of cars on Gold Coast roads. Car-sharing schemes allow members to use a car for short periods, which they book online or by phone and pick up from a parking space in their neighbourhood. Car-share schemes are great for people who only need a car (or a second car) occasionally. They can reduce the need for more car parking and increase the viability of a largely car-free lifestyle.

Signature Project 5: Deliver a travel behaviour change program for communities
Council will develop and deliver a travel behaviour change program for communities. This will involve a range of initiatives including delivering information and awareness campaigns, attending community events and ensuring sustainable travel information is available through a number of avenues.

changing travel behaviour actions for Council

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<tr>
<th>No.</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>23.1</td>
<td>Develop and implement an Active Travel Communities program that delivers sustainable travel information and initiatives for the Gold Coast community.</td>
<td>City Transport</td>
<td>2013-2031</td>
</tr>
<tr>
<td>23.2</td>
<td>Promote travel behaviour change by coordinating and planning local community events as part of national active transport days.</td>
<td>City Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>23.3</td>
<td>Promote travel behaviour change at a wide range of community events and further promote sustainable transport via media opportunities, Council’s website and other Council communication channels.</td>
<td>City Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>23.4</td>
<td>Align travel behaviour change initiatives with the provision of new transport infrastructure and services, targeting trips to schools, universities and workplaces.</td>
<td>City Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>23.5</td>
<td>Update and annually print the Gold Coast Cycling Guide and other active transport materials and make these widely available to residents and visitors.</td>
<td>City Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>23.6</td>
<td>Ensure sustainable travel information is easily accessible via a number of avenues, including: internet mapping of Council’s major active transport corridors signage along major active transport corridors and at major activity centres and public transport stations/interchanges an interactive suburb snapshot tool which shows local services/activity centres and how to access these via sustainable transport.</td>
<td>City Transport</td>
<td>2013</td>
</tr>
<tr>
<td>23.7</td>
<td>Develop, support and deliver education and awareness campaigns on road and cycle safety.</td>
<td>City Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>23.8</td>
<td>Develop a program with the Commonwealth Games Organising Committee to use the Games as an opportunity to leave a legacy of sustainable travel culture.</td>
<td>City Transport</td>
<td>2013-2018</td>
</tr>
<tr>
<td>23.9</td>
<td>Implement a program to support the development of a cycling economy on the Gold Coast, including actions to support cycle tourism, the bicycle industry, and recreation and sports cycling.</td>
<td>City Transport</td>
<td>2013-14</td>
</tr>
<tr>
<td>23.10</td>
<td>Significantly expand Council’s Active School Travel program, targeting 5-10 schools each year.</td>
<td>City Transport</td>
<td>From 2013</td>
</tr>
<tr>
<td>23.11</td>
<td>Ensure significant developments complete a ‘workplace travel plan’ as a condition of planning approval.</td>
<td>City Transport</td>
<td>From 2015</td>
</tr>
<tr>
<td>23.12</td>
<td>Develop and deliver a travel behaviour change program for workplaces, targeting the Gold Coast’s top 20 employers.</td>
<td>City Transport</td>
<td>From 2014</td>
</tr>
<tr>
<td>23.13</td>
<td>Develop an overarching Active Travel program that has a structured plan to promote travel behaviour change across communities, school, workplace and events.</td>
<td>City Transport</td>
<td>2013</td>
</tr>
<tr>
<td>23.14</td>
<td>Continue to support the Department of Transport and Main Roads to implement TravelSmart programs on the Gold Coast.</td>
<td>City Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>23.15</td>
<td>Develop a strategy to encourage tourists and visitors to make sustainable transport choices while visiting the Gold Coast by providing readily accessible, tailored information on how to get around without a car. Work with the main attraction venues to develop this strategy.</td>
<td>City Transport</td>
<td>2013-14</td>
</tr>
<tr>
<td>23.16</td>
<td>Identify and engage ‘champions’ across the Workplaces, Schools and Communities Active Travel program to promote behaviour change and sustainable travel choices.</td>
<td>City Transport</td>
<td>Ongoing</td>
</tr>
<tr>
<td>23.17</td>
<td>Investigate opportunities to work with the private sector to introduce a ‘hop-on, hop-off’ bus service for tourists.</td>
<td>Economic Development &amp; Major Projects</td>
<td>2031-14</td>
</tr>
<tr>
<td>23.18</td>
<td>Help promote privately-led car sharing schemes to reduce the number of cars on Gold Coast roads.</td>
<td>City Transport</td>
<td>Ongoing</td>
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</tbody>
</table>

KEY | Joint with TMR
Tourism is a vital component of the Gold Coast’s economy, contributing almost one dollar in every five generated within the city. Transport infrastructure must support the increasing numbers of visitors with transport services that are easy to use, reliable and frequent, and take people where they want to go in order to maintain the Gold Coast’s appeal as a prime tourist destination. South East Queensland regional population growth will result in increases in visitor numbers to the Gold Coast, as beaches will remain a key regional attractor for day visitors. Presently, there is a lack of reliable data on how tourists and day trippers move around and what effect they have on the transport network.

**KEY TOURISM FACTS**

- In the year ended March 2012, 10.5 million people visited the Gold Coast. 6.5 million were domestic day trip visitors and 4 million were overnight visitors.
- These visitors contributed $4.3 billion to the local economy.
- There are 2,500 tourism-related businesses on the Gold Coast. These create 28,000 jobs, which is equivalent to 8,000 full-time employees.

The effects of tourist travel on the network

Roughly half of all trips made by visitors are made by car. Visitors to the Gold Coast do, however, frequently choose to walk to activities. Public transport is a popular option for visitors, with 14 per cent of all visitor trips taken by public transport (compared to only 4 per cent of Gold Coast residents). Although visitors take more than half of their trips by car, they have a low impact on total road demand. During the peak holiday period, visitors represent an estimated 3 per cent of all drivers on the Gold Coast during the morning peak period and 5 per cent in the afternoon. There are also major tourist peaks that put extra pressure on the transport network during holiday periods. The potential for a Gold Coast cruise ship terminal will also have implications on the transport network. Council will need to consider the transport infrastructure required to support such a facility.

**Weekend travel**

The Gold Coast experiences unique weekend travel characteristics when compared to similar-sized cities. The coastal strip’s beaches, shops and dining areas attract a large number of discretionary trips from residents. In addition to the high demand placed on the network by tourists, the Gold Coast attracts large numbers of day trippers on weekends from neighbouring areas such as Brisbane, Logan and Tweed Shire. As a result, a number of key roads experience traffic levels on weekends matching or exceeding the weekday commuting peak. Figure 10 Roads that experience high weekend traffic demand shows which roads currently experience these high traffic demands. Some major roads carry up to 50 per cent more traffic on weekends at peak times compared with weekday peak times. On these roads, the weekend period can account for as much as 60 per cent of total traffic for the whole week. By comparison, peak traffic for a major road not affected by weekend travel is typically 45 per cent less than the weekday commuting peak and only accounts for about 20 per cent of all traffic for the week.

Most of the roads identified on Figure 10 Roads that experience high weekend traffic demand experience congestion on weekdays and weekends, creating inconvenience and delay for residents and visitors. With growth in both resident and visitor numbers expected in future, a key challenge will be to manage demand and make improvements to these routes so that economic activity is supported.

**Australia’s fastest-growing airport**

Gold Coast Airport is Australia’s fastest-growing airport. In 2011, it had more than five million passenger movements. By 2031, this could more than triple to 16.3 million passenger movements (14 million domestic and 2.3 million international). The airport is a significant economic generator for communities in the South East Queensland and northern New South Wales regions. Its fee structure makes it suitable for low-cost air carriers, meaning it is likely to have continued strong growth in the budget tourism market.

To ensure the airport continues to play a strong role in the local economy, it is essential to provide an integrated ground transport system that considers the surrounding road network, parking, public transport, and pedestrian and cycling access. It is particularly important to connect the airport to the major beachside accommodation precincts at the northern end of the coastal strip.

**Actions to meet the tourism sector’s growing transport needs**

While the following tourism-related actions are outlined in the preceding chapters, they have been reproduced here for ease of reference as a collection of related actions.
Gold Coast City Transport Strategy 2031: Technical Report

Cars will always play a role in the way we get around. But in a big city, it’s just not sustainable to use the car for every trip. As the Coast grows, better public transport, more footpaths, bikeways and bike lanes will give us a better balance.

Are we too dependent on our cars?

Scott Cook and Nathalie Taylor, Biggera Waters

Gold Coast City Transport Strategy 2031: Technical Report

Collecting travel data
Road use patterns on the Gold Coast are different to other cities. The high numbers of tourists visiting the Gold Coast every day adds trips at times of the day and week that are different to non-tourist cities. There is a need for more reliable data on the effect of this extra traffic on the local network.

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<td>18.5</td>
<td>Regularly collect data on traffic movements across the whole year (including weekends, events and peak holiday periods) to ensure the road network can be managed to support not only day-to-day travel but also event and tourist travel.</td>
<td>Council/TMR</td>
<td>From 2013</td>
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Providing public transport tickets for tourists
Overseas travellers often remark that the city’s public transport ticketing products are limited for a world-class destination such as the Gold Coast. Residents and sightseers also comment that there is no incentive for family groups to use public transport when they are charged individual fares (compared to private car use). Council supports the provision of a family-friendly and tourist-friendly public transport ticketing product that will boost the attractiveness of public transport for these key markets. This could include the use of Quick Recognition technology to provide timetable and route information in many languages.

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Encouraging sustainable travel behaviour from tourists and visitors
Given the significant number of tourists that visit the Gold Coast each year, Council needs to encourage visitors to travel in a sustainable manner wherever possible. This will limit the effects that tourist traffic has on the overall Gold Coast traffic network.

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Developing a cycling economy
Cycle tourism has the potential to provide a range of economic, social and environmental benefits to the Gold Coast by creating jobs in retail, repair and service, event management, building infrastructure, planning and tourism as well as helping to reduce air pollution and traffic congestion. Council will work with the State Government to promote cycle tourism on the Gold Coast and provide scope for regional and rural cycle touring opportunities such as food and wine tours, new coastal paths, mountain biking events and major cycling events.

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‘Hop-on, hop-off’ tourist bus services
‘Hop-on, hop-off’ bus tours provide a quick and convenient way to get an overview of a city. They are frequently used by visitors on their first day or two in a new city as it quickly gives them an overview of how the area is laid out. ‘Hop-on, hop-off’ tours are also used by visitors who only have a very short amount of time in an area.

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